



Mercedes-Benz car2space Challenge 2024

“Space up your Drive”

Submit your idea
from 15 February
to 23 April 2024!

The Challenge

Mercedes-Benz is looking for smart innovation for future mobility enabled by space solutions. Join the Mercedes-Benz car2space Challenge at INNOspace Masters:

- Explore Earth observation data for autonomous and electric vehicles, leverage weather and climate monitoring or invent solutions for supply chain monitoring
- To meet tomorrow’s connectivity needs, design hybrid telecommunication solutions (terrestrial x orbital), ad-hoc networks and enabling technologies.
- In the field of navigation & mapping, create new technology applications and mobility services.
- Innovate with cutting edge technologies such as Digital Tech (AI/ML, digital twins, simulations), Situational Awareness (sensors like camera, radar, lidar, etc.) & Infotainment (app-based interactions, AR/VR/MR)
- Develop Hardware-based innovations and Novel Materials or discover solutions to improve Efficiency (system complexity, energy savings, emission reduction)

Your Reward

-  Opportunity to learn about how to meet end user needs
-  Implement a Proof of Concept co-funded by Mercedes-Benz and supported by inhouse experts
-  Opportunity to pitch Proof of Concept to company executives and receive coaching, mentoring and support for creating an automotive product and/or service
-  Opportunity to learn about potentials of technology transfer and an industrial scale-up opportunity
-  Access to and support from experts at Mercedes-Benz Research and Development departments

The Evaluation Criteria

- There is a clear relevance to the topics of the Mercedes-Benz car2space Challenge and it is a strategic fit to the company's position.
- The project course is realistic and the resource planning is appropriate.
- The idea / solution is technically feasible.
- The potential for consumer demand and the chance for commercial success are high.
- The degree of innovation is high.
- Professional expertise and prior experience are fully demonstrated.
- The team members' competences and skills complement each other excellently.

The Partner

Mercedes-Benz AG is part of the Mercedes-Benz Group AG with a total of around 166,000 employees worldwide and is responsible for the global business of Mercedes Benz Cars and Mercedes-Benz Vans. The company focuses on the development, production and sales of passenger cars, vans and vehicle-related services. Furthermore, the company aspires to be the leader in the fields of electric mobility and vehicle software. The product portfolio comprises the Mercedes-Benz brand with Mercedes-AMG, Mercedes-Maybach, and G-Class with their all-electric models as well as products of the smart brand. The Mercedes me brand offers access to the digital services from Mercedes-Benz. Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars.

[Learn more](#)

Eligibility & Submission information

To ensure that your team or institution is eligible for the challenge and that your submission can be processed successfully, please adhere to the following prerequisites:

Eligible are institutions from the science and industry sector as well as start-ups and SMEs

- from space and non-space sectors
- from Germany, Europe and worldwide

For the **submission** of the proposal, the use of the ISM submission platform is mandatory:

<https://innospace-masters.awardsplatform.com/>

In the **submission** process you can also upload a short video with your proposal presenting your idea.

Apply now

**15 February to
23 April 2024**



innospace-master.de

The timeline – Important dates for you!

