



HiReach project: Acceleration Programme

The HiReach project is pleased to announce the [kick-off of the Startup Lab](#), an acceleration programme that will bring together startups, entrepreneurs, and key players from the transportation sector. The goal of the programme is to develop inclusive mobility solutions for European citizens who cope with transport poverty.

The Startup Lab will offer mentoring services, technical expertise, and financial support to assist startups with an already available product or prototype or wishing to become engaged in product field-testing.

A selection of 20-25 startups will be involved in a one-week bootcamp, where they will learn about business model innovation, startup methodologies and tools. They will also get additional product validation, define the value proposition, and prepare a business case to be pitched to project's representatives. The bootcamp will operate as a competitive arena where only the brilliant and creative ideas will survive to the next stage.

Around 10 startups will then be invited to an intensive 3-month follow-up acceleration programme to detail the technical solutions and business models to make their transport poverty solutions viable. During this period, entrepreneurs will be offered the chance to use an open toolbox developed by HiReach and to gain a competitive advantage for accelerating novel mobility products.

Finally, the 5 best startups will be selected and will meet network with decision-makers, consultants, customers, investors and industry operators to test-bed their ideas. This will be done under real-life conditions, providing unprecedented international recognition and a fast-track to entering a huge untapped market.

[Impact Hub Vienna](#) is the chosen accelerator that will be managing the one-week bootcamp and the following acceleration programme, with a real opportunity to impact the future of transportation.

HiReach project is a 3-year Research and Innovation Action (RIA) from 2017 to 2020 funded under Horizon 2020 focusing on the development of new tools and business models in order to improve accessibility within specific areas and communities.

If you are interested in joining the HiReach Startup Lab acceleration programme or to learn more about the HiReach project, pay a visit to our website at www.hireach-project.eu or contact us by email info@hireach-project.eu.