



About your application to 2022 Digital Transformation Challenge - Mobility54

1. Am I eligible for the program?

To be eligible for the program, you'll need to meet the following criteria:

- Be an early to mid-stage start-up realizing a significant part of the activity in Africa
- Operate in the Mobility Tech & Services business sector (cf. detail scope hereunder)
- Business with a minimum of 3 months revenues
- Be an innovator and demonstrate a growth potential with strong market traction

2. What are the business sectors relevant to the program?

Mobility54 is looking for startups that bring tangible and innovative solutions to mobility challenges in Africa. 5 investment scopes are specified as below:

1. **Logistics** (eg. e-logistics platform, route optimization, warehousing, etc)
2. **Transport** (eg. digital taxi/bus platform, multi-modal transport, map-tech, sharing, etc)
3. **Mobility Marketplace** (eg. auto parts marketplace, vehicle import/export marketplace, etc)
4. **Mobility Fintech** (eg. vehicle/motorcycle asset finance, subscription service, digital credit scoring, insurtech, etc)
5. **Mobility Carbon Neutral** (eg. electric motorcycle, battery charging platform, clean energy for mobility, etc)

3. Where should I submit my application? Can I directly contact Mobility 54's team?

The process to apply:

- To apply, please complete the application form [here](#).
- Do your best to answer accurately. If some of the questions are not relevant for you or you don't know how to answer, proceed to the next question.
- Participation in the call for applications is free of charge.

Preferred contact details:

- Bond'innov and Mobility54 will carefully analyze each application and select the most promising startups
- Applications submitted in any other way won't be considered.
- If you have any questions, feel free to contact:
2022Digitalchallenge@bondinnov.com.

4. Why should I apply to 2022 Digital Transformation Challenge?

- Be the first in line to get access to Mobility 54 (potential direct capital investments).
- Seize an opportunity to be introduced to other world-class investors.
- Tunis event - an opportunity to be part of an astonishing event and benefit from a greater visibility.

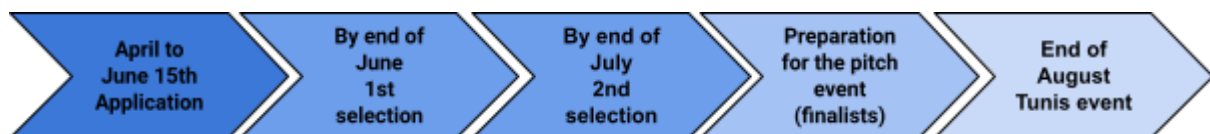
5. Can I apply for both the Health and Mobility forms?

It is possible to apply for both forms if your start-up is compatible with the eligibility criteria required for each CVC (eg. startups operating in the insurance or payment business areas).

6. When should I submit my application?

The deadline to apply is June 15th, 2022 at 23:59 GMT. Please, find below more information about it.

The detailed timeline



- **Submission:** Application form needs to be completed by the 15th of June, 23:59 GMT.
- **Announcement:** Mobility54 team might revert back to you before the deadline if your profile is selected for fundings. In any case, you'll receive an answer from Bond'innov at the latest by the end of July 2022.

The jury is sovereign. Its decisions cannot be contested.

7. Could you please tell us more about the Tunis Contest event?

A selection of highly potential innovative startups embodying the dynamic of Mobility in Africa will be announced in a special event, gathering investors, top managers and international decision makers – to be organized at the time of the Tokyo International Conference on African Development (TICAD#8).

This event will provide a tremendous opportunity to promote your business to private and public investors, international institutions, and Toyota Tsusho & CFAO Group top management. If you are selected, you will be announced in the ceremony in Tunis, at the end of August 2022. Our partner Bond'innov will be delivering training and support to gain the most of this event. Based on your business maturity level, you will receive advice, support and feedback from Bond'innov to get ready for the final event. Media coverage and promotion will be carried out until early September.

8. Privacy conditions

Your application will be carefully analyzed by Bond'innov, our partner who commits to respect the strictest confidentiality with the beneficiaries. Internal use only (Bond'innov, Health 54 and VC partners). No profile or critical information will be shared externally.

If you wish to correct or delete your record, please send an email to 2022Digitalchallenge@bondinnov.com.

9. More information about Mobility54

Mobility54, established in 2019, is a mobility-dedicated Corporate Venture Capital for Africa under Toyota Tsusho & CFAO group. Its investment scope includes revolutionary and innovative digital changes among 4 sectors: logistics, transport, fintech/finance, and transformation.

Mobility54 is investing "With Africa For Africa", helping solve the social and industrial challenges in Africa. As a leader in high potential markets, we are proud to have valuable partnerships in the Mobility sector as well.

10. Could you please tell us more about partners you've invested in?

Since 2019, Mobility54 invests in partners with innovative tech and services revolutionizing the mobility industry of Africa – click [here](#) for more information about our partners.:

11. Where is Toyota Tsusho & CFAO Group located in Africa

Toyota Tsusho & CFAO Group is active in 54 countries across Africa: having sites in close proximity to our customers allows us to effectively meet their expectations and reach even the most isolated areas.

More information ? Please contact us at : 2022Digitalchallenge@bondinnov.com.