

Commitment to innovation

SEAT and Conector promote a startup accelerator specialising in the automotive industry and mobility

- / Five startups will be part of SEAT and Conector's first acceleration programme
- / The selected entrepreneurs will work in the SEAT offices in Martorell and follow the Conector method
- / Applications will be accepted from today, 19 July, until 19 September

Barcelona, 19/07/2016. - SEAT and Conector join forces to launch a specialised startup accelerator in the automotive industry and mobility. SEAT Accelerator by Conector will promote five startups in its initial acceleration programme, with offices in the SEAT facilities in Martorell. Entrepreneurs will receive support and assistance from the automotive brand and will follow Conector's methodology.

In the company's ongoing commitment to innovation in the automotive sector, through this partnership SEAT aims clearly at supporting entrepreneurs who find new solutions for the car industry and mobility. Furthermore, startup accelerator Conector consolidates its commitment to partnering with major businesses and promoting corporate accelerators.

According to SEAT President Luca de Meo, **"partnerships like the one we have reached with Conector are aligned with our vision for the future of the company to promote a mobility ecosystem. The new economy can only be understood by collaborating with partners and integrating platforms. Accelerating startups is going to enable us to exchange knowledge and access the best talent. We are boosting SEAT's digital transformation"**.

For Conector founding partner Carlos Blanco, **"this agreement between SEAT and Conector consolidates our commitment to corporate accelerators and shows that businesses are steadily approaching the digital world. Corporate accelerators are an excellent tool for major companies to accelerate their digital transformation, participate in the startup ecosystem and gain first-hand insight into the new technological solutions for their sector"**.

SEAT Accelerator by Conector will accelerate projects that have a business model involving the automotive industry, mobility and logistics. All the projects must be proposed by an established company, be scalable and able to internationalise, feature a product or service already on the market and present their initial performance metrics. They must also have a full-time team and a clear leader.



Applications to the acceleration programme will be accepted from today, 19 July, until 19 September. All entrepreneurs who wish to apply must use this webpage:

www.conector.com/seat

A committee made up of SEAT managers and Conector partners will shortlist the projects to be presented on Startup Day, the event where Conector members and mentors and SEAT will select the five startups to be accelerated.

The selected entrepreneurs will spend five months in the SEAT offices in Martorell working on their growth and sales strategy and will make progress in aspects requiring improvement with their board of mentors, made up of representatives from Conector and SEAT. In addition, they will receive assistance from partner companies, continuous training and will join one of the best entrepreneurial ecosystems in the country.

The Demo Day will be held at the end of the acceleration programme, an event where the entrepreneurs will present their project to the country's leading venture capital firms, investors and business angels to secure investment. It will also be an opportunity to identify possible synergies between the startups and SEAT.

SEAT Accelerator by Conector is the first corporate acceleration resulting from the partnership between Talent Republic and Conector to accelerate the digital transformation of large corporations.

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SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in over 75 countries. In 2015, SEAT's turnover amounted to over 8.3 billion euros, the highest in its history, and the company achieved worldwide sales of more than 400,000 units for the first time since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitisation process to promote the mobility of the future.

Conector is a startup accelerator promoted by some of the most high-profile entrepreneurs in the field of technology in Spain. Its members are Carlos Blanco, founder of Nuclio VB and Akamon and named Spain's best entrepreneur and best business angel in 2014; Gerard Olivé, founder of Antai and BeRepublic; Marc Ros, founder of AftershareTV and 60dB; Marc Vidal, founder of Idodi VC; Miguel Vicente, founder of Antai, LetsBonus and Wallapop; Risto Mejide, founder of AftershareTV; Xavier Verdaguer, founder of Imagine; and Elisabeth Martínez, CEO of the accelerator. Conector was established for the purpose of promoting and assisting Spain's entrepreneurial ecosystem by supporting projects and entrepreneurs in the digital sector (Internet, mobile and



new technologies). Conector has more than 150 mentors from all over Spain who are experts in the various fields of the digital sector and has accelerated over 70 startups.

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