

Program aims to bolster smarter mobility across Africa

Recent projections by the Organisation for Economic Co-operation and Development (OECD) indicate that by 2050 Africa will have the fastest growth rate in the world with its cities being populated by an additional 950 million people. Although this presents opportunities for the continent, it shines a spotlight on the importance of adopting smarter mobility solutions to accommodate the growing population and mitigate carbon emissions and harmful air pollution.



Ben Pullen, CEO at Generation.e

Utilising the latest virtual conferencing tools, Smarter Mobility Africa LIVE brings together mobility thought leaders from business and government, to consolidate efforts for driving the transition to smarter mobility across Africa.

Ben Pullen, CEO at Generation.e, says that Covid-19 has drawn even greater attention to how important transport is to people's lives and the health of the economy. "If we cannot move efficiently, safely and without a huge dent in our wallets then we are restricted to what we can do in life. It results in people not being able to access work or education and social opportunities."

This is where daring entrepreneurs have the ability to see opportunities and take action, and this is exactly what is needed more than ever for transport in Africa, he says. "Couple this innovation and creativity with government, corporates, and investment groups such as Arigo Investments Africa and you have a recipe for an accelerated transition to smarter mobility in Africa."

This sentiment is shared by Owen Ruwodo, chief executive at Arigo Investments Africa which will be sponsoring the 30 startups to pitch their smarter mobility solutions at the event.

As an advocate for socio-economic development, Ruwodo is engaged in activities that address health, education, technological and sustainability issues in African communities, as well as civic and environmental matters. “I believe that entrepreneurship is the key to unlocking the continents’ full potential. I support innovation in startups and am passionate about mentoring young entrepreneurs on their journey.”

“Generation.e and Arigo Investments Africa are on a mission to inspire radical transformation to smarter mobility across the continent and are offering African-based startups an opportunity to connect with investors and increase awareness of their businesses by showcasing their solutions to government, business transport operators and planners,” explains Ruwodo.

Calling startups in the smarter mobility sector across Africa

How does it work? Thirty startups will be selected and will win a free virtual exhibition booth at Smarter Mobility Africa LIVE inclusive of complimentary tickets and marketing benefits. Thereafter, 15 selected startups will be required to do a three-minute pitch on the main stage during one of the three days, providing a platform to present their smarter mobility solutions to key mobility decision makers, investors, and media.

Criteria: Startups must be between 0-3 years old and based in any of the 54 African Countries. Their business needs to address at least one of the below mobility challenges:

- **Climate Action:** Solutions aimed at reducing carbon emissions in mobility
- **Public Health & Environment:** Aimed at reducing air pollution or mobility congestion
- **Societal Benefits:** Working towards reducing the costs for its users or increases access to mobility

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