

# Mobilise

Helping SMEs, start-ups and spinouts  
be investment and market-ready



ZENZIC<sup>✓</sup>





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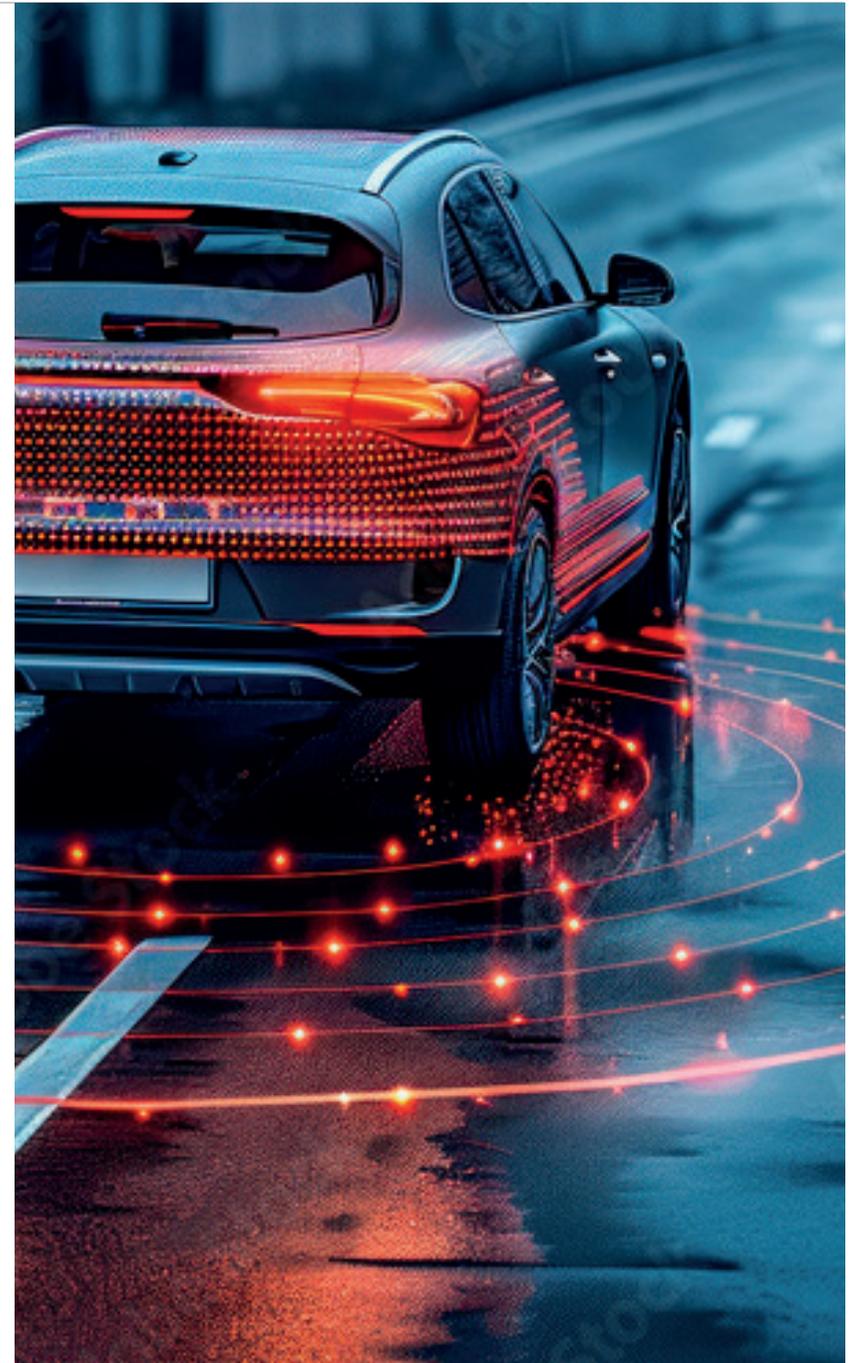
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## Introduction

The Advanced Propulsion Centre UK (APC) and Zenzic are joining forces to offer the UK's innovative start-ups, spinouts and SMEs a brand-new funding opportunity, the Mobilise accelerator.

Mobilise combines all the familiar award-winning features of the APC's Technology Developer Accelerator Programme (TDAP), with the additional benefits of enhanced technical validation and corporate partner network opportunities currently provided by Zenzic's CAM Scale-Up UK initiative.

This unique combination of business mentoring, networking, investor-readiness training, and enhanced technical validation, makes Mobilise the leading accelerator programme for the mobility sector, unlocking the growth potential of ambitious UK businesses and accelerating our journey to a safer, smarter, and more sustainable future for all.



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## What is Mobilise?

Mobilise is a structured early-stage accelerator programme designed to support ambitious businesses developing early-stage, zero-emission technology products or Connected and Automated Mobility (CAM) services or solutions become investment and market-ready. We do this through a combination of grant funding, strategy guidance, technical validation and mentoring.

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### Fresh perspectives

Together with our hand-picked mentors, we assist small and medium-sized businesses on their journey to commercialisation, through a programme that is designed to encourage participants to challenge their thinking and gain fresh perspectives. We help to mature and validate strategies and technologies to identify the right target markets, customers, channels, and product to ensure participants finish the programme:

- Better prepared
- Focussed
- Agile
- Investible
- Able to demonstrate technology development progress with a tested and validated product



*'By supporting companies at the beginning of their commercialisation journey we can ensure the UK stays competitive with some of the most exciting technological innovation in the mobility sector.'*

*Josh Denne, Head of Product (Start-Up, Scale-Up, Investment)  
Advanced Propulsion Centre UK*

*'The credibility that we have gained is massive, business changing. There is a giant void between having an invention and turning that into a business, and this process lays the foundations to be able to do that. We're huge supporters of the programme and would highly recommend it to anyone who has a good idea but needs support to turn it into a business.'*

*White Motorcycle Concepts*



## Helping businesses be investment and market-ready

This 18 month programme helps companies develop a robust strategy and business model, focused on commercial pathways, to accelerate route to market.

### Programme structure

- **Up to £180,000 grant funding\*** split across the two phases. Booster fund of £75,000 available, upon application.
- **Business strategy guidance** and **technology development** delivered over two phases – ‘Market Focus and Technology Validation’
- **Six focus areas** supported and delivered by a series of flexible workstream activities and workshops
- **Mentoring** from independent, industry and business experts
- **Automotive industry networking**
- **Peer-to-peer support** via a community of like-minded, ambitious businesses

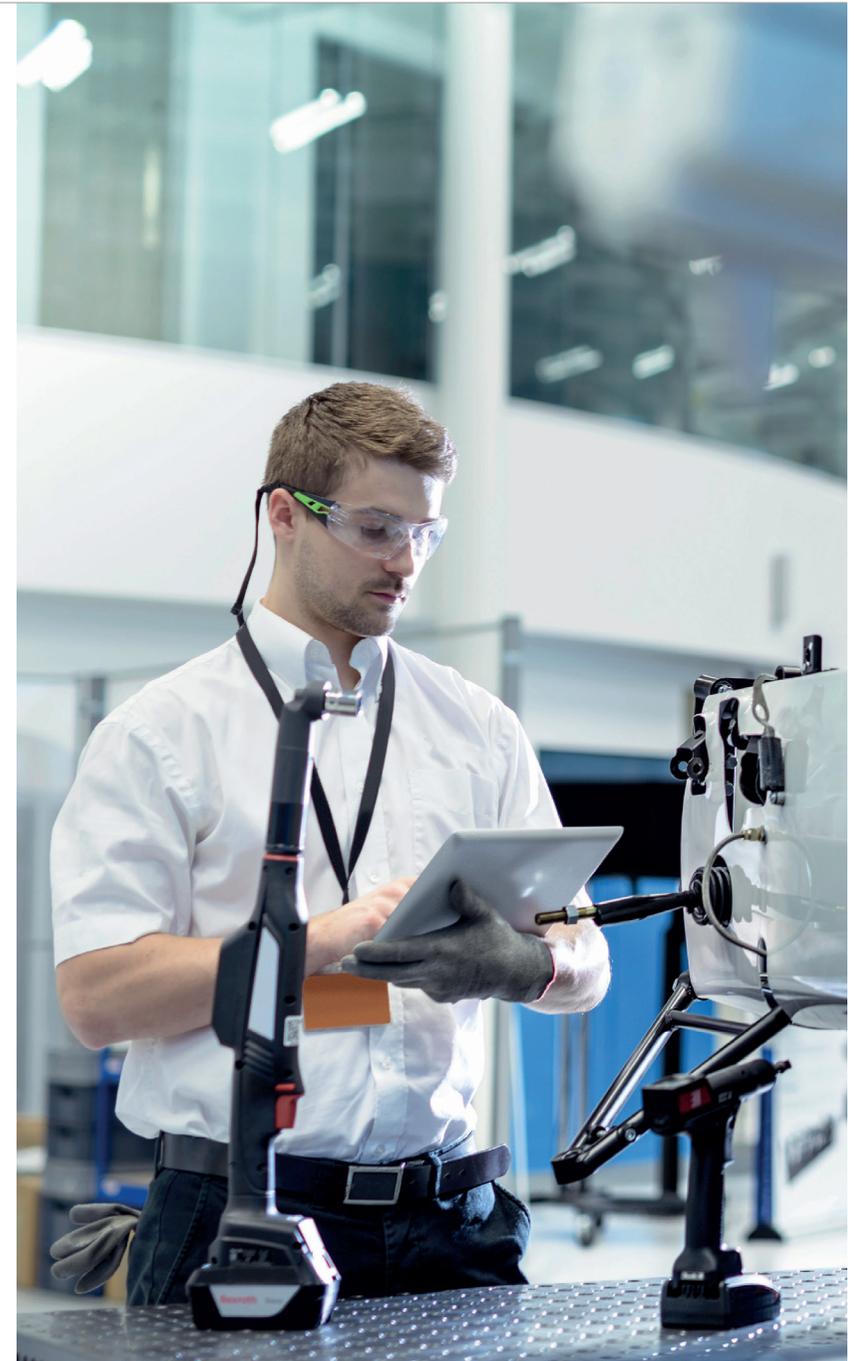
\*Any award is subject to Ministerial and His Majesty's Treasury (HM Treasury) approval.



Over the last decade, over 120 companies have used the TDAP and CAM Scale-Up UK programmes to take meaningful steps towards their goals. The programmes have supported a wide range of innovative technologies, from new energy storage to thermal control systems, and from autonomous pothole prevention, to next-generation radar technology.

### These innovative companies have:

-  Advanced their **technology readiness level to 4/5**
-  Accelerated route-to-market by an average of **19 months**
-  Collectively secured over **£380 million** in private investment and commercial agreements
-  Increased headcount by an average of **50%** and forecast over **1,000 new FTE** within 5 years



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## Who is Mobilise for?

Mobilise works for ambitious SMEs, whether start-ups or university spinouts. We also support more mature SME organisations that can benefit from the programmes's business strategy and development mentoring.

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### We're looking for

- Ambitious UK-based micro, small and medium sized businesses
- You must be able to demonstrate the feasibility of your technology concept through modelling or initial prototyping.
- You should be open to exploring routes to market for your solution and be able to benefit from programme activities and APC and Zenzic engagement to support this.

### Our objectives

- Enable participants to accelerate their strategy, business case and technology development
- Anchor UK innovation, research and development and economic impact
- Support applicants from across all nations and regions in the UK

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## Technologies we support

### On or off-vehicle technology eligible:

- Software or hardware technologies
- Full vehicles (including L Category) are in scope, however the technology deployed within the vehicle must be innovative of itself and the application would need to show how the vehicle supports or accelerates the move to zero emission transport.

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### Zero-emission enabling

- Innovative automotive technology, products and services which accelerate the transition to zero-emission technologies and solutions.
- Aligns with one or more of the UK Automotive Strategic technologies (see below); or if outside of these areas you should be able to demonstrate a strong automotive impact potential.

### Example technology areas include (non-exhaustive list):

- Batteries, their components, management and integration systems
- Fuel cell and associated balance of plant
- Electric machines and power electronics
- Hydrogen storage and management systems
- Lightweight vehicle and powertrain structures
- Manufacturing processes associated with industrialising relevant zero-emission technologies
- Direct recycling methods resulting in recovery of critical materials
- Significant reduction in vehicle development timescales
- Digitalisation leveraged during the design, development, testing, production or in-service phases

### Connected and Automated Mobility (CAM)

- Innovative products services and solutions which can accelerate the transition to self-driving transportation.
- Technologies which support Zenic's commitment to ensure a safer, more inclusive, and productive future.

### While we're interested in advancing any technology and solutions that will advance CAM, we're particularly interested in:

- **Simulation and Digital Twins:** tools, processes and methods for the development of simulation to support the development and deployment of CAM services.
- **Cyber Security and Resilience:** solutions that enhance security and resilience to cyber-physical threats
- **Vehicle Hardware:** solutions to 'drive-by-wire' systems that can support safety and security requirements for CAM
- **Connectivity and Data:** solutions that develop the enabling connectivity and data required in deploying CAM services at scale, this includes approaches to mapping.
- **Testing and Assurance:** novel solutions to the complex task of verifying, validating and assuring (VVA) CAM solutions.
- **Software and Automation:** novel solutions in the development of automation and integration with vehicle systems.
- **Other key CAM enablers:** finance, insurance and legal

## Programme structure

Through two sequential phases, you'll advance your market positioning, business strategy and technology towards becoming a commercial proposition.

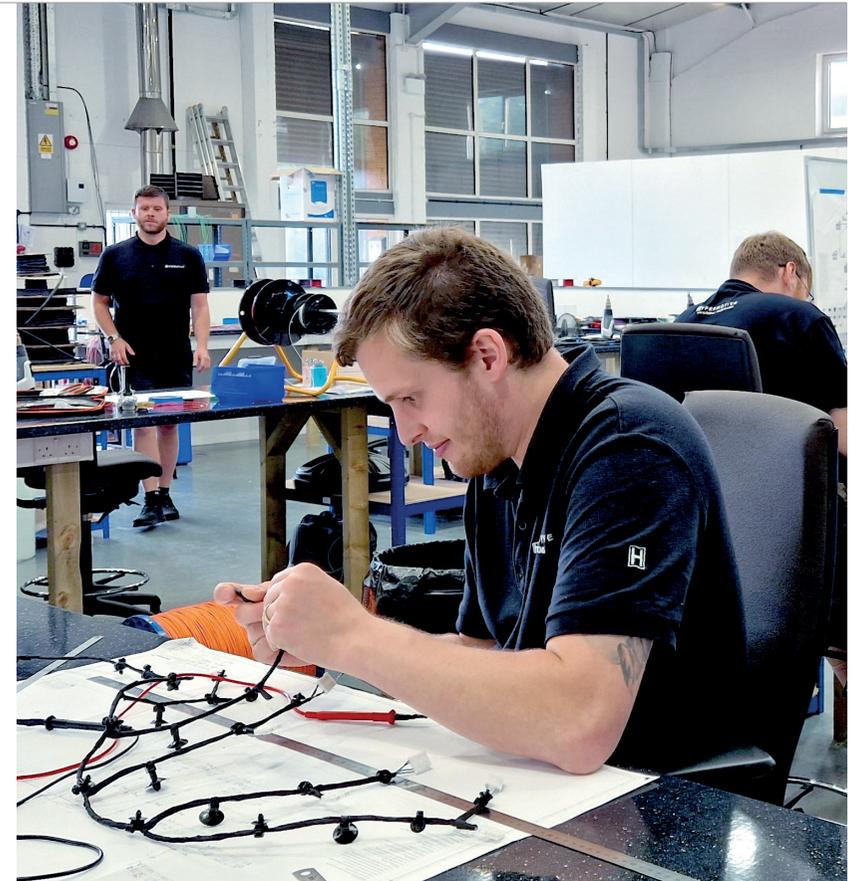
No two businesses are the same, and whilst there are common elements involved in the development of most ventures, you will each have your own unique challenges. The programme is designed as a selection of essential activities and optional extras that can be chosen to help answer the most pertinent challenges your business might have.

### Phase 1

Market Focus

### Phase 2

Technology  
Validation



*'Some companies might think they can't get the full range of benefits from the programme because they're already established and there are some overlaps. I'd recommend if businesses are moving from services into product, carefully consider the value the programme brings to the business. Certainly for us, there are many valuable learnings and skills that we're developing in the business from the programme.'*

*Jeremy Bowman, Chief Technology Officer, Hypermotive Ltd.*

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## Phase 1 – Market Focus

The Market Focus phase is all about the business, specifically helping identify market opportunities for the technology, solution or service, developing a commercialisation strategy and auditing internal capabilities. Our mentors work with you to help shape, develop and refine strategies so that you finish the programme market-ready.

**Duration:** 8 months

**Format:** Workshops and 1:1 sessions

**Grant funding:** £55,000 plus £25,000 mentor support

### 6 key focus areas

#### **Commercialisation strategy and financial planning**

Helping you to define the best application fit for your technology, solution or service, identifying target markets and refining your optimal route-to-market strategy.

#### **Intellectual property management**

Protection of ideas and assets through the development of an IP strategy.

#### **Investor readiness**

Support in creating or further developing a financial and investor plan that demonstrates the viability of your business, accelerating your ability to secure private investment and funding whilst on the programme and beyond.

#### **New product development**

Understanding the unique value proposition of your product, service or solution, including an overview of new product development tools and processes used within the automotive supply chain to deliver products to market.

#### **Leadership and new venture growth**

Development of leadership and new venture-building skills to enable you to create a strong, expert team.

#### **Corporate and alumni networks**

Helping you to develop a network of potential customers and partners in the mobility sector and connect with other founders to share experiences and learning points.

*'Working with assessors and independent experts from specific sectors related to our technology can be quite daunting initially, but I found it refreshing to get fresh eyes looking upon our technology and helping us shape our strategies.'*

*Andrew Holmes, Ionic Technologies International Ltd.*

*'The programme comes with funding, which is great but more important than that is the support that comes with it. Help with product and market development and introducing us to key market segments and partners with whom we can really bring our technology to life.'*

*Dr Kashif Siddiq, CEO, Oxford RF Solutions*



## Phase 1 – Reviews and assessments

Regular reviews will be conducted to ensure your continued success.

### 1: Mid-Market Focus Review

After the first 3 months of the Market Focus phase, participants will be invited to present their progress to a panel of assessors, providing the opportunity to gain feedback. The outcome will be used to determine the next steps for the remainder of the phase.

### 2: Market Focus Gateway Assessment

At the end of the Market Focus phase, participants will deliver a presentation to a panel of assessors. The content of the presentation is guided by us in the form of a set of questions to be answered, using a provided presentation template and guidance notes. The assessment criteria will reflect the focus areas and expected outputs from the Market Focus phase. Detailed feedback from assessors will be provided, to help prioritise the next steps and the way forward for the business.

While each activity adds individual value, the highest impact is felt by those who progress through to Phase 2 and can benefit from the entire programme of activities. We expect approximately 80% of participants to progress through to the next phase.

*'It's helped with getting the company auto-industry ready, connecting with a potential customer; gaining additional market insights; creating an IP strategy and evaluating the value of IP and directly helped support the raising of our seed-funding round.'*

*Brill Power*

## Phase 2 – Technology Validation

The Technology Validation phase is an entirely bespoke approach that helps to validate your technology, whether that is through prototype design or testing and validating your concept at one of the UK Testbed facilities.



**Duration:** 10 months

**Format:** Participant-led concept validation project

**Grant funding:** £100,000

**Booster fund:** £75,000

Upon application, available to help the most ambitious businesses progress further.

### Concept validation project

We'll work with you as you define and deliver a concept validation project, including planning and selecting any suppliers or subcontractors. You'll also get the unique opportunity to work with world-leading experts from the CAM Testbed UK facilities, with an excellent track record in supporting verification and validation projects for mobility SMEs.

Your self-selected areas of development and focus are approved through a consultative process and are usually the areas of greatest strategic value prioritised in the Market Focus phase. We work closely with you throughout, to maximise the value gained and help with any contacts or guidance, to ensure that you finish the programme with a tested and validated product that's investor and market-ready.

#### Examples of concept validation projects

- Design, manufacture and testing of prototypes
- Development of test equipment
- Development of customer-engagement strategy
- Other critical activities which validate your business model and increase your commercial and technology readiness levels

*'TDAP really helped us progress our technology. We managed to take it from where it was not good enough from the end-user perspective to the position where we got our technology validated against the standard metrics accepted in the industry. That's a big achievement.'*

*Gleb Ivanov, CEO, Sigma Lithium Ltd*

*'The programme's state of the art testing facilities are instrumental in expediting our validation processes. These Testbeds replicating realistic conditions are crucial for validating our technologies.'*

*Nusrat Shah, CEO, Helix Geospace*

*'Having access to world leading experts from CAM Testbed UK goes way beyond the grant value that you get. The experience and the advice that you get is very, very valuable.'*

*Paolo Paoletti, CTO - Robotiz3d Ltd.*

## Hands-on support from industry mentors

You'll be guided by a dedicated member of our team, who will provide help and support throughout the duration of the programme. Additional support is also provided by a network of mentors, who bring real-world expertise covering business strategy development and investor relations support.

### Business support mentors

Our mentors facilitate and provide guidance across each focus area and bring their own specialist expertise for you to learn from. They aim to provide a fresh perspective for your business, challenge thinking, and enable you to refine your strategy, ensuring it grows, develops and succeeds, throughout the programme and beyond. We will confirm our mentors during the build-up to the programme launch. As a reference, our past mentors are shown opposite.

*'Mentors were professional with experience relevant to our business; we acquired their expertise at a fraction of the normal cost. Our experience was that the time commitment was very proportionate for the substantial benefits of participation.'*

*Will Tope, CCO, LiNa Energy*

#### Commercialisation Strategy and Financial Planning

Carbon Limiting Technologies (CLT)  
Stocker Partnership



#### Intellectual Property Management

Inngot



#### New Product Development

KPMG  
Stocker Partnership



#### Leadership and New Venture Growth

Mosaica Limited (Lisa Zevi)



#### Investor Readiness

UK Business Angels Association (UKBAA)



#### Corporate and alumni networks

Advanced Propulsion Centre UK (APC)



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## Investment mentors

Unique to Mobilise, our specially selected active, investment mentors will provide investment introduction support through our Investor Mentor Initiative. Through multiple touchpoints, you'll gain advice and feedback on private finance and fundraising and help to secure investment quickly. Our current selection of Investor Mentors is:

- Atlas VC
- British Design Fund
- Clean Growth Fund
- Elbow Beach Capital
- Energy Revolution VC
- Green Angel Syndicate
- Mercia Asset Management
- Plug & Play UK





## Graduating and beyond

Our support doesn't finish when the programme ends. We're dedicated to empowering our alumni by fostering connections and networks within the mobility sector, as well as creating opportunities to showcase their technologies, systems and solutions on both UK and global stages.

### Demo Day

Celebrating our alumni's achievements is vital, which is why we organise an alumni Demo Day upon the conclusion of the programme.

During these Demo Days, each business takes centre stage to present their products or services. Participants have the chance to deliver a dynamic business pitch to an audience that includes investors, leading OEMs, and influential government figures, while also showcasing their innovations and building valuable new connections.

### UK and International Events

Our UK and international events programme, supports the next generation of innovators, helping their ground-breaking technologies gain exposure to investors and prospective customers on a world stage.

Our international events programme is delivered in partnership with the Department for Business and Trade (DBT), Society of Motor Manufacturers and Traders (SMMT), Innovate UK and Centre for Connected and Autonomous Vehicles (CCAV). Together we help to promote and demonstrate the UK's zero-emission and CAM technologies, services and solutions at some of the most significant international events to audiences around the world including:

- Cenex Expo
- London EV Show
- The Battery Show America
- The Battery Show Europe
- Japan Society of Automotive Engineers (JSAE) Exhibition and Congress
- Future Mobility Asia
- ITS World Congress
- CAM Innovators' Day
- MOVE

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## Your support team

Our team are on-hand to provide support and guidance throughout the programme.  
Every successful applicant is allocated a Project Delivery Lead who will be a dedicated point of contact.

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*'Mobilise provides multiple opportunities to connect with different partners and potential customers who help validate value propositions. It's amazing to see how much businesses develop and progress their technologies.'*

*Jeremy Clayton, Senior Programme Manager,  
Advanced Propulsion Centre UK*

## Grant and finances

Mobilise provides up to £180,000 in grant funding and expert mentor support. Each phase has a specific grant amount, and grant intensity is maintained at 60%.

TDAP Phase	Description	Max amount available	Grant intensity %	Total spend required to claim all the grant
Phase 1: Market Focus	Mentor Support (1:1s)*	£25,000	-	-
	Phase Grant	£55,000	60%	£91,666
Phase 2: Technology Validation	Phase Grant	£100,000	60%	£166,666

\*Not matched

### Grant details

- Grant funding allocation can be matched with the allocation of time and resources dedicated to completing the programme and any related technical development (contribution in kind).
- At the start of the programme, we'll work with participants to assign an appropriate day rate to each employee and a business overhead rate.
- The grant is paid in arrears against incurred staff costs and invoiced external costs.
- During both phases, the grant is claimed monthly through the submission of a breakdown of monthly project-related spend incurred.
- The grant falls under the UK Trade and Cooperation Agreement 2020 and the 'Small Amounts of Financial Assistance' provision (SAFA).
- Any award is subject to Ministerial and His Majesty's Treasury (HM Treasury) approval.

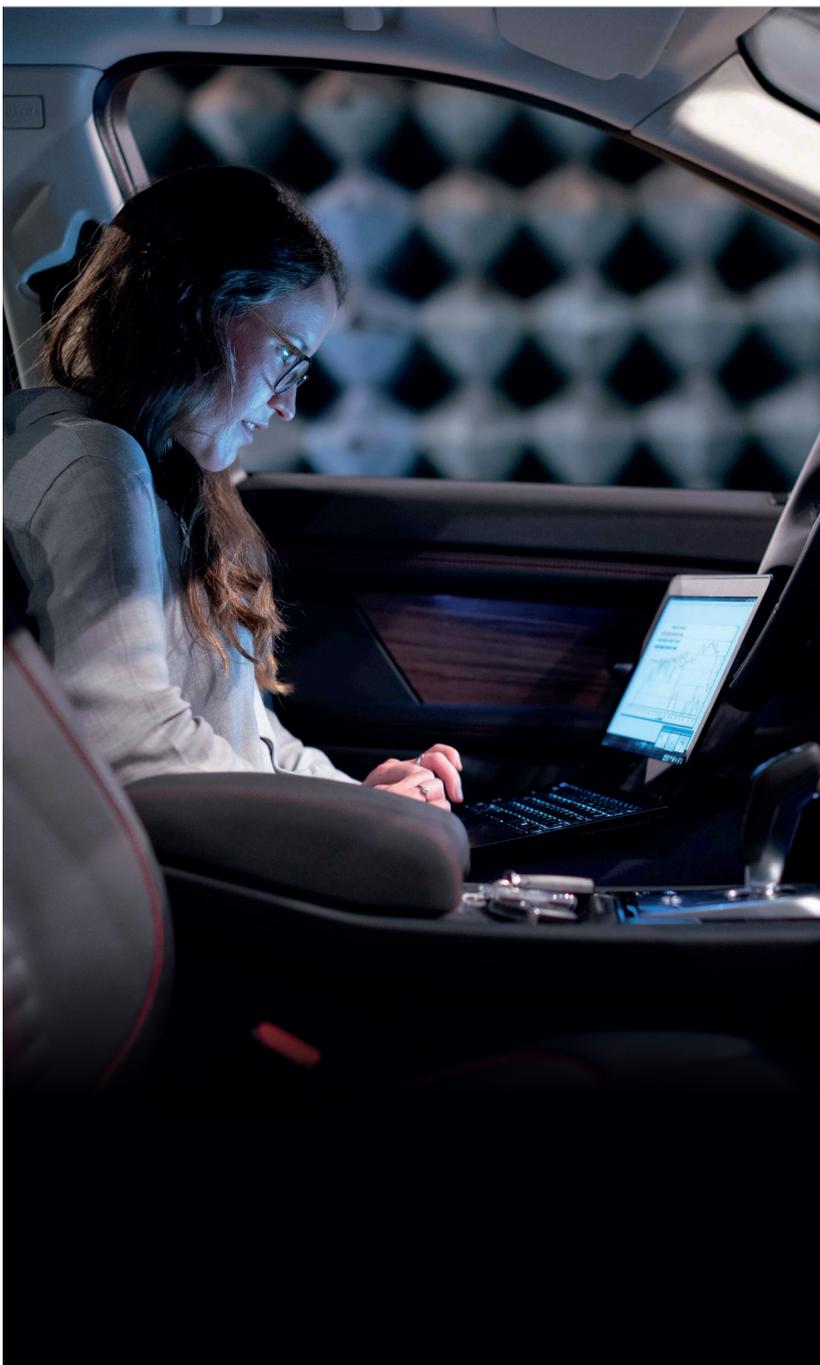
### Booster fund

During Phase 2, an additional £75,000 booster fund is available to help the most ambitious businesses progress further. This could be through hiring more people, building a larger demonstrator or carry out a life-cycle assessment etc. Businesses interested in being considered for the booster fund will need to demonstrate ambition, capability and growth mindset throughout Phase 1.

### Eligible costs include

- Labour costs
- Overheads
- Materials consumed
- Intellectual Property Protection (within reason)
- Sub-contractors (should be essential to the success of your project)

VAT is not an eligible cost



## How to apply

### 1. Review the programme scope

Take time to review the programme scope to ensure that your business falls within the programme requirements. See page 8.

### 2. Complete an Expression of Interest (EOI)

We ask all applicants to complete an EOI prior to submitting a full application to ensure that your business falls within the programme scope. Applicants will be asked a few short questions about their business and innovation. EOIs will be reviewed by the team and those that fall within scope will be invited to submit a full application.

### 3. Submit a full application

If the EOI is approved, we invite you to submit a detailed, full application.

### 4. Interviews

Full applications will be reviewed, and successful applicants will be selected and invited to an interview to further support their submission.

### Find out more

[apcuk.co.uk/competitions/mobilise-2025](https://apcuk.co.uk/competitions/mobilise-2025)

## Timeline

Applications open on 9 January 2025. If you would like to express your interest (EOI) in joining the programme, please [visit the website](#). Your EOI will be reviewed and if successful, you'll be invited to submit a full application.

Milestones	Indicative Dates
Expressions of Interest and full applications open	9 January 2025
Full application deadline	19 March 2025 at 12 noon GMT
Interviews	30 April – 9 May 2025
Applicants notified	w/c 19 May 2025
<b>Phase 1</b>	
Kick off meeting and Market Focus begins	10 June 2025
Market Focus Gateway	w/c 19 January 2026
<b>Technology Validation begins</b>	2 February 2026
Programme end	27 November 2026



### Got a question?

Contact the team who will be happy to help

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Senior Programme Manager

**Chris Harris**  
Business Development Lead

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