

# IAA.PROTOTYPE.CLUB

IAA TRANSPORTATION 2024  
17. - 22. September 2024



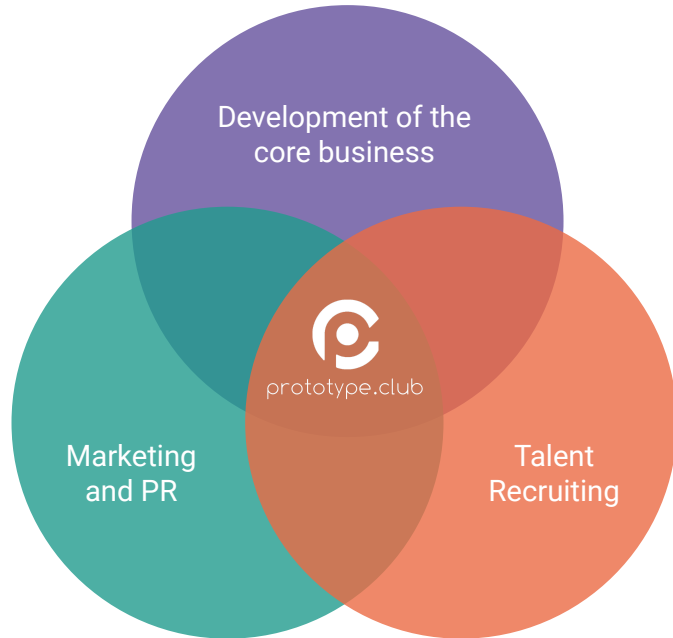
prototype.club

» IAA  
TRANSPORTATION

VDA

Verband der  
Automobilindustrie

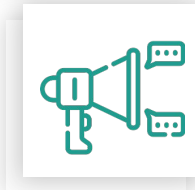
# promoting new ideas, finds new service providers with media impact



Securing market position via new **innovation** with simultaneous **focus on core business** through tendering in **compliance** with public procurement law

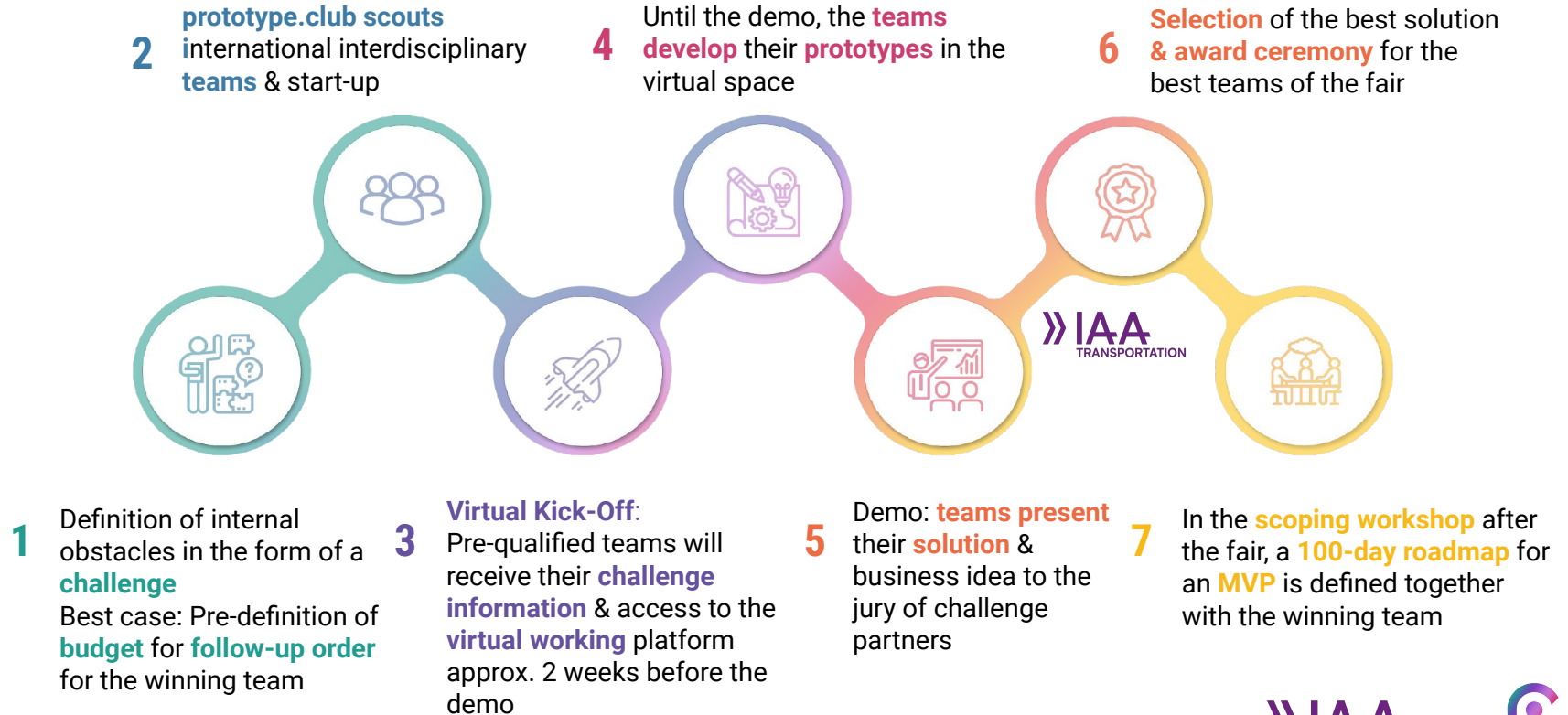


**Qualification** and recruitment of new **highly qualified talents** and service providers with **customized prototypes** as performance testing



**Improving** the **company's image** and positioning it as **innovation-friendly** with an open "**new way of working**" attitude across its departments

# Process of innovation competitions on trade fairs





[Mehr Info](#)

**Niklas, Bosch:**

*"The IAA.prototype.club was the perfect endeavor for us to see how other companies go about these challenges. It was more than impressive what startups can do within 12 days"*

## Background

Bosch produces a wide variety of high-quality and well-functioning sensor systems for the automotive sector. These sensors can also be used in other industries, e.g. robotics.

## Challenge

Develop ROS-based software for delivery robots that integrates Bosch's radar and ultrasonic sensors to improve obstacle detection. Hardware must be operated with this within 2 weeks.

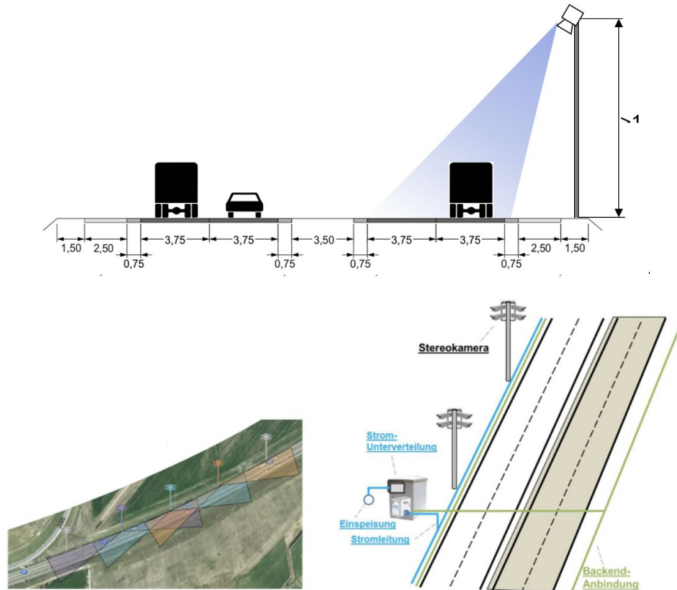
Main goal for IAA MOBILITY 2023: Functionality of the sensors in the robots

## Setup

Participants receive radar and ultrasonic sensors including equipment for integration 2 weeks before the fair. The presentation of results will take place in person at the IAA Mobility 2023.

## Award

The team with the most convincing solution will get a potential contract to jointly build a prototype of a micro-mobility robot incl. some of Bosch latest development technology.



## Background

The reference image recognition system of Lower Saxony test field has a localization error of approx. 50cm and needs a lot of computing power.

## Challenge

An image recognition software for the real-time detection of vehicles is to be developed, precisely recognizing and localizing the detected objects. The main goal: calculate the trajectory of a car running on the highway A39. Nice to have: e.g. identification of other objects within detection range, classification of the vehicles by EU standards, documentation of velocity and acceleration, etc.

## Setup

Participants receive a set of camera data from two poles and create a prototype within 2 weeks. The results are presented at the IAA Transportation 2022.

## Award

The team with the lowest localization error receives a follow-up order to develop the image recognition system into an MVP in 100 days together with the DLR.

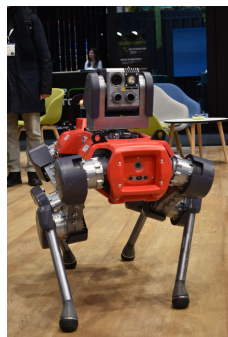


[Mehr info](#)

# Example: HM.prototype.club 2023

## Offline Localization of Robots

SIEMENS  
energy



**Eva, Siemens Energy:**

*"We just finished the HM.prototype.club and it went really good. We met really great startups today. They really understood our main pain point."*

[Mehr info](#)

## Background

Difficult offline location determination of robots in large power plants, among other things, due to lack of networking, which is necessary for safety reasons.

## Challenge

Develop a concept with prototype for an **offline AR navigation app** for the user. Similar to Google Maps for an industrial site or plant, but offline. Reusable as a "brain" for robots.

## Setup

Participants receive localization data and a map. On this basis they develop a prototype within 2 weeks, the presentation of results takes place at HANNOVER MESSE 2023.

## Award

The team with the most convincing solution receives a follow-up order to develop the prototype into an MVP in 100 days together with Siemens Energy.

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## Background

The work tasks of the machine operator are changing: the automated machine is taking over more and more classic operating tasks, and the operator is increasingly organizing the processes around it.

## Challenge

How can processes outside the cab (e.g. a fleet of field robot) be monitored and controlled - without losing control of their own machines?  
What can a new of human-machine interaction look like in this environment?

## Setup

Participants receive data. On this basis they develop a prototype within 2 weeks, the presentation of results takes place at AGRITECHNICA 2023.

## Award

The team with the most convincing solution receives a follow-up order to develop the software into an MVP together with CLAAS in 100 days.



[Mehr info](#)

# Your Options with prototype.club

## CHALLENGE PACKAGE

- ✓ **Definition of a challenge** & agenda setting in two workshops
- ✓ **Identification** and **scouting** of quality participants
- ✓ Access to **pitch documents**, prototypes and CVs of all applicants
- ✓ Participation of **2 R&D and 2 HR employees**
- ✓ **Sponsor booth** and banner at event
- ✓ **Advertising** package pre & post as well as social media coverage
- ✓ Implementation start at **scoping workshop** with winning team

**35.000€**

## INDIVIDUAL SPONSORING

- ✓ **Sponsor booth** and banner at trade show
- ✓ **Various advertising packages** & social media coverage
- ✓ Provision of a **special award** for certain teams
- ✓ Bar, pitch **event** or networking event, etc.

**from 12.000€**



# Some of our partners



More Details to our references



# Impressions from 2023



[Find more](#)



```
If <"Interested?"=true>  
  then contact(t,@):
```

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# prototype.club events in 2024

