



**UNDER EMBARGO UNTIL 10AM MONDAY 13 FEBRUARY 2017**

## **INMOTION VENTURES OPENS DOORS FOR ACCELERATOR PROGRAMME**

- **London-based InMotion Accelerator open to mobility and transportation startups**
- **Pre-seed investment and support for up to 15 businesses every year**

**London, UK, 13 February 2017:** InMotion Ventures, the venture capital business powered by Jaguar Land Rover, is now accepting applications for its startup accelerator programme.

The six-month [InMotion Accelerator](#) programme offers tailored funding for up to 15 startups across two cohorts per year. It is designed to identify, mentor and invest in early stage startups from around the world, focused exclusively on businesses in the mobility and transportation space.

The first cohort will join the London, UK-based programme in April 2017. InMotion Ventures is encouraging applications from startups developing mobility products and services, as well as those developing the technologies and supply chain elements that power those products and services.

All businesses joining the InMotion Accelerator receive bespoke investment in exchange for equity. This allows funding to be determined according to the needs of each venture, rather than being predefined. InMotion Ventures works collaboratively with its startups to provide the right amount of funding, with the right terms, on a case by case basis.

James Nettleton, Head of Accelerator at InMotion Ventures, says: “New technologies and consumer needs are transforming the way we move. This rapid change creates a unique opportunity for startups to build hugely valuable businesses, and we’ve designed a programme to help them do just that.”

Sebastian Peck, Managing Director at InMotion Ventures, says: “The InMotion Accelerator is central to our aim of adding more value to the dynamic transport and mobility sector by investing in leading talent developing the most promising early-stage businesses.

“We’re looking to match world class mobility and transportation startups to our dedicated team of entrepreneurs, designers and technologists – all experts in mobility and eager to work tirelessly to support growth.”

As part of the programme, startups get support with anything they need to grow their business, from pitching practice and business model validation to growth marketing and networking.

That includes:

- Workspace in InMotion's London office
- Dedicated day-to-day support from successful startup founders
- Support from InMotion Ventures' in-house finance, operations, marketing, design and development teams
- Masterclasses, workshops and talks from experts in investment, tech and transport
- Specialist sector expertise and global network reach offered by InMotion's parent organisation, Jaguar Land Rover
- Assistance in securing further funding

To apply for the InMotion Accelerator, visit [inmotionventures.com/accelerator](https://inmotionventures.com/accelerator).

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### **About InMotion Ventures**

[InMotion Ventures](#) invests in high-growth companies in the mobility and smart transportation sector. Powered by Jaguar Land Rover, we're dedicated to backing innovations that will change the way we move.

We invest globally at all stages from Seed to Series B, and our London-based [Accelerator programme](#) offers pre-seed investment and hands-on support to 10-15 early stage startups every year.

We recently [closed our first investment](#), participating in a \$1m seed round for US-based ridesharing platform GoKid.

Alongside our core investment activity, we also collaborate with the Jaguar Land Rover business to develop new products and services that provide unforgettable experiences for both new and existing customers.

The way people and goods move - perhaps more than any other aspect of our lives - is changing at an unprecedented pace. InMotion believes that by harnessing the power of technology, we can tackle the challenges these changes present and make space for the things that matter most; discovering new ways to explore the world around us, spending time with our friends and family and taking back control of our daily lives.