

# SMART CITY MOBILITY CHALLENGE

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## MAURITIUS

In Mauritius there are a lot of cars in use (approximately 530 000 in 2017) relative to the population and road congestion has increased by 52% between 2014 - 2016. There is approximately 1 car for 1 person economically active.

Mauritius is centrally located in the Indian Ocean, at the crossroads of Asia, Africa and Europe, This Republic island state is a welcoming, multicultural country with a global outlook.

The country's attractiveness as a preferred destination for investment rests mainly on the quality of life offered, political and social stability, as well as a dynamic and growing economy across a variety of sectors including tourism, finance, trade, property and communication.

### Key Stats:

Population: Approximately 1,3 million inhabitants

Real GDP Growth Rate: 3,8% (est.)

Time Zone: GMT +4

Exclusive Economic Zone: 2,3 million square kms

Spoken Languages: French & English

GDP per capita: US \$20, 500 (on a PPP basis)

Employment Rate: 92%

Adult Literacy Rate: 90%

Workforce: Skilled, flexible and bilingual

Banking & Telecommunications Systems: Reliable

Structure of the economy: Services (75%); Industry (21%); Agriculture (4%)

More stats: <https://www.ceicdata.com/en/country/mauritius>

## MOKA REGION

47% of all Mauritians live and 70% of the economic activity is situated in the central region (Moka, Port Louis, and Plaine Wilhems).

Situated on the plateau where there is high humidity and frequent rain.

## MOKA SMART CITY

- Currently Moka Smart City has a small number of residents and commuters (15,000) but this is set to grow (30,000 in 2032).
- Moka Smart City is building infrastructure but is currently not served by public transport (buses).
- Public transport in the region does not run to a schedule and is not in use 24 hours a day

Moka Smart City is looking for solutions that will effectively solve the mobility challenge within and between the different areas of the new growing city, but that will also reduce congestion and connect residents and commuters to nearby public transport hubs.

<https://www.moka.mu/media/137368/moka-smart-city-brochure-en.pdf>

## MOKA SMART CITY IS LOOKING FOR

Moka Smart City is looking for a mobility related start-ups that have proven traction, are generating revenue and who can offer a viable, sustainable solution to Moka Smart City's present needs, but that has the ability to scale as the city grows. Moka Smart City will consider solutions related to:

- Asset sharing or vehicle rental
- Autonomous vehicles
- Environmentally sustainable mobility equipment (including electric vehicles)
- Multi modal transport solutions
- On-demand solutions
- Personal mobility
- Shared mobility (including ride sharing solutions)
- Smart parking solutions
- Short distance transport
- Transport integrated platforms
- Other (please detail)

## THE CHALLENGE PARTNERS

- ENS Africa - Mauritius
- PwC Mauritius
- Turbine Incubator
- Compass Venture Capital
- Moka Smart City
- ENL Group

## THE ELIGIBILITY CRITERIA

- Your start-up is for profit, registered and up to date with all your local compliance and governance requirements.
- You have a mobility related product or service available in the market (your home market or another one in Africa) right now, with demonstrated tangible traction and evidence of clients and revenue.
- You have a strong management team, consisting of at least 3 people and you have the resources to deploy a team to Mauritius to implement the project.
- You or one of your senior team members is able to travel to Mauritius in July (exact dates to be confirmed) to meet with the selection committee and partners, if you are shortlisted.
- Your team is based in either France, Kenya, Madagascar, Mauritius, Nigeria, Reunion, Rwanda, Singapore, South Africa or Sweden. We will consider applications from other African countries provided the compliance with all the eligibility criteria.
- You have potential to achieve scale into multiple markets.
- You are willing to establish a Mauritius entity or subsidiary and actively engage with the local community.
- While there will be exceptions, mostly likely your startup has already received investment capital, structured as either debt or equity, or received grants from donor organizations.

## OUR SELECTION CRITERIA

To select the top 6 start-ups and the winners, we will consider the following aspects:

- **Commercial value of your product/service (25%)** - Your company addresses a real problem in the mobility market. The mobility solution is differentiated to others in the industry and can be adapted for different markets. You have a clear idea of what requirements you need to implement a solution in a new region and from partners.
- **Suitability for the Moka environment and beyond (25%)** - Your solution addresses one or more of the current challenges Moka faces and has the ability to scale as the city grows, as well as being applicable in other regions or cities in the country.
- **Management (25%)** - The team have the qualifications needed to make the business successful and can deploy a team to Mauritius to set up operations here.
- **Market Traction & Commercial (25%)** - We will evaluate your market traction as well as reference sites, number of users, major partners and clients. We'll also look at your business model, revenue streams and unit economics, with a strong preference for B2B (or B2B2C) solutions.

## THE SELECTION COMMITTEE

- Fabrice Boulle, Managing Partner (Compass Venture Capital)
- Sarah Boulanger, Business Development Manager (Moka City)
- Samuel de Gersigny (Moka Smart City)
- Olivier Ma (PwC Mauritius)
- Diane Maigrot (Turbine Incubator)
- Natasha behary Peray (ENS Africa)

## SHORTLISTED CANDIDATES

- 6 shortlisted start-ups will be invited in Mauritius in July to pitch to our selection committee.
- Each shortlisted company will receive a return flight and accommodation in Mauritius for 3 days for one senior team member.
- You will have the opportunity to meet with key stakeholders, learn more about the Mauritian market opportunities, the regulations and how to establish a business in Mauritius.
- From the shortlisted candidates, up to 3 start-ups will be selected to implement their solutions with the Moka Smart City team and consortium.

## WINNING START-UPS

- Commercial contract with Moka Smart City with 12 months exclusivity (with the option for renewal).
- Financial support (up to 100 000 Mur / 2 800 \$ per month) for the first 12 months of activity, in case of loss making situation offered by Moka Smart City.
- Assistance with setting up a Mauritius entity and USD \$40 000 contribution towards business set-up costs offered by Compass Venture Capital against equity.
- Customer pilot and testing with PwC Mauritius.
- Mentoring and guidance by PwC Mauritius Partner and team.
- Transport regulatory advice from ENS Africa Mauritius.
- Assistance with obtaining a sandbox license (if needed).
- Introduction to corporate partners and other smart cities (5 in total in Mauritius) by Turbine team.
- Co-working space and support from Turbine Incubator (up to 5 seats, business coaching, networking opportunities, expert advice, exposure and visibility).
- Introduction to ventures and investors in Mauritius.
- Marketing support and promotion from the Moka Smart City team for your solution.

## TIMELINE

- Applications open: Monday, 29 April 2019
- General challenge webinar: May 2019
- Regulations webinar: May 2019
- Applications close: Monday, 24th of June 2019 (12pm GMT)
- Shortlisted candidates announced: 30th of June 2019
- Start-up Pitch at Turbine: July 2019