

# Fondazione Lars Magnus Ericsson

## EGO Program 2019



Empowering the future of Transport and Mobility

**ego**  
2019

Empowering the future  
of Transport and Mobility  
Startup competition

17 MAGGIO 2019 | MILANO | MCE 4X4



# Lars Magnus Ericsson Fondazione

La Fondazione Lars Magnus Ericsson è la fondazione d'impresa  
costituita da Ericsson in Italia per consolidare e promuovere  
l'impegno nel campo della Responsabilità Sociale



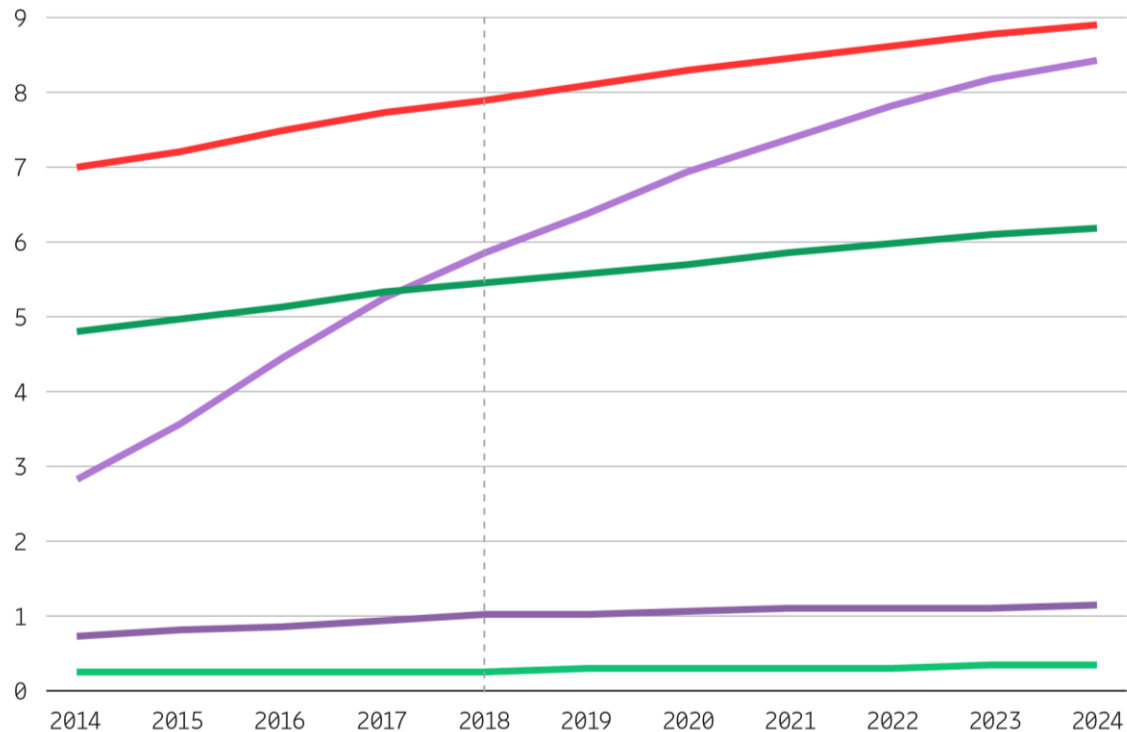
segui su  
**facebook**

Join  
our **Linked in** .group



<http://www.fondazione-ericsson.org/>

# Subscriptions and subscribers



- Mobile subscriptions
- Mobile broadband subscriptions
- Mobile subscribers
- Fixed broadband subscriptions
- Mobile PCs, tablets and router subscriptions

# 8.9bn

In 2024, there will be 8.9 billion mobile subscriptions, 8.4 billion mobile broadband subscriptions and 6.2 billion unique mobile subscribers.



# 2019: Start of major 5G deployments



5G

## 5G 2019

5G networks are going live with increasing momentum

A graphic featuring a blue toggle switch with a white circle on the right, set against a dark background. The text '5G' is written in white on the left side of the switch. Below this, the text '5G 2019' is displayed in large white font, followed by the subtitle '5G networks are going live with increasing momentum' in a smaller white font.

# x5

increase of total mobile data traffic by 2024



# 4.1 billion

Cellular IoT connections by 2024

# 5G is a game changer!

Public Safety



Rail



Utilities



Defense



Oil & Gas



Sea Ports



Air Ports



Hospitals



Stadiums



Campus



Warehousing



Mining



Manufacturing



# Who EGO Program addresses

## EGO Program 2019

Startups already constituted with products and services tested in the market for enabling new solutions for city, people mobility and enterprises.

Startups focus:



- Industry: **Transport & Mobility**
- Enabling technologies: **5G network and Internet of Things**
- Enabling **Sustainable Innovation**, i.e. business innovation with clarified sustainability value towards the 17 UN SDGs.

# Criteria for evaluation Award for Sustainable Innovation

- Sustainable Business Innovation
- Relevance to the ICT sector (5G and IoT technologies)
- Defined Go to Market
- Defined proposal of joint Ericsson-Startup collaboration. Integration on Ericsson IoT Accelerator platform is appreciated
- Quality and Completeness of the Business plan
- Ready products, services or solutions which met the market already (PoC and/or commercial deal).  
References are appreciated

# EGO program and Ericsson Support

## COACHING

Commercial, technological and organizational

## INTERNATIONAL NETWORK

Ericsson 5G ecosystems  
Ericsson commercial channels  
Ericsson Venture Capital  
«Ericsson ONE» community

## VISIBILITY

Promotion and visibility in partnership with Ericsson

## BUSINESS COLLABORATIONS

Exploring and developing joint IoT sustainable innovations



1 Year



# EGO Program 2018-2019 award



1

Sustainable  
Innovation  
Award

3

Winning  
Startups  
in total



Lars Magnus Ericsson  
Fondazione