Mobilise

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



Department for Business, Innovation, Science and Trade

ADVANCED PROPULSION CENTRE UK

ZENZIC



Contents

Driving the next generation of zero-emission vehicle innovation	3
What is Mobilise?	4
Who is Mobilise for?	6
Technologies we support	7
Mobilise structure	9
Phase 1 – Market Focus	10
Phase 2 – Technology Validation	11
Mobilise mentors and associates	12
Graduating and beyond	13
How to apply	14
The Mobilise team	15

Driving the next generation of zero-emission vehicle innovation

Advanced Propulsion Centre UK (APC)

APC collaborates with the UK government, the automotive industry, and academia to facilitate driving research and investment in zero-emission vehicle manufacturing. Established in 2013 and jointly funded by the Department for Business, Innovation, Science and Trade (BIST) and the automotive industry, the APC accelerates the development and industrialisation of technologies that enable the transition to zero-emission vehicle manufacturing and a net-zero automotive supply chain in the UK.

Zenzic

Zenzic is the UK's trusted focal point for connected and automated mobility (CAM), bringing together industry, government and academia to enable the development, deployment and commercialisation of CAM technologies and services. Established in 2017 and jointly funded by the UK Government and automotive industry, Zenzic works to ensure CAM innovation supports national priorities, economic growth and the future of safer, smarter and more sustainable mobility.

DRIVE35

Launched in July 2025 and delivered by BIST in partnership with the APC and Innovate UK, the DRIVE35 (Driving Research and Investment in Vehicle Electrification) programme forms a core part of the UK Government's Advanced Manufacturing Sector Plan. It underpins the UK's commitment to a zero-emission future, backed by grant funding to 2035 for automotive R&D, scale-up, and transformation.

DRIVE35 funding pillars

DRIVE35 spans three funding pillars – **Innovation**, **Scale-up**, and **Transformation** – helping to build a globally competitive zero-emission vehicle supply chain and deliver safer, smarter, more sustainable, and affordable mobility.

Mobilise

Mobilise is part of the UK Government's DRIVE35 and CAM Pathfinder programmes, delivered by the Department for Business, Innovation, Science and Trade in partnership with the Advanced Propulsion Centre UK (APC) and Zenzic.
All UK Government grant funding is subject to HMG approval.

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.



'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.'

Alex Wood, Head of Product, Advanced Propulsion Centre UK

'Before Mobilise, I was on my own working in my workshop developing systems. We're now a company with 10 employees, we've won multiple grants and developed two demonstrator vehicles.'

Nick Wyllie, CEO and Founder, Botanic Energy

Fresh perspectives

Together with our 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, gain fresh perspectives and demonstrate progress in all aspects of business.

Participants finish the programme:

- Focussed
- Prepared
- Investible
- Market-ready



Since 2015, we've helped over 120 companies to take meaningful steps towards their commercial goals. We've supported a wide range of innovative technologies; from new energy storage and management systems, through to novel thermal control systems, and autonomous pothole prevention, to next-generation radar technology.

These innovative companies have:

- Advanced their **technology readiness level**
- Accelerated route-to-market by an average of **15 months**
- Collectively secured over **£599 million** in private investment and commercial agreements
- Increased headcount by an average of **50%** and forecast over **1,000 new FTE** within 5 years



Who is Mobilise for?

Mobilise works for ambitious SMEs, whether start-ups or university spinouts. We also support more mature SMEs that can benefit from the programme's business strategy and development mentoring, including those looking to refine or pivot their product offering to meet evolving market needs.

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 must be able to demonstrate a Technology Readiness Level (TRL) of 2-5
- 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

Technologies we support

Mobilise supports a broad range of zero-emission and CAM technologies, both on and off-vehicle, aligned with the objectives of DRIVE35 and CAM Pathfinder funding. Full vehicles are in scope (excluding e-bikes), 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.

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 to the right); or if outside of these areas you should be able to demonstrate a strong automotive impact potential.

Example technology areas include (non-exhaustive list):

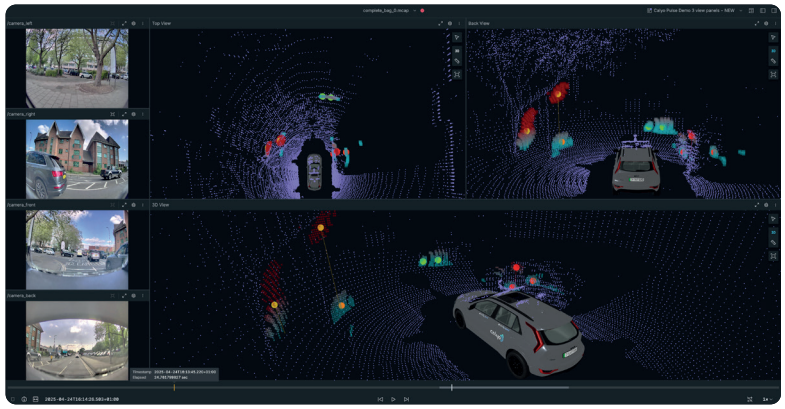
- Electrical energy storage: development of batteries, supercapacitors, their components, management, and integration systems
- Electric machines and associated driveline power electronics including bi-directional charging or power export
- Lightweight structures, materials and manufacturing processes
- Fuel cell systems and associated balance of plant
- Hydrogen systems excluding those related to combustion engines
- Vehicle compute, networking, or software development technologies, where they are enablers for software defined vehicle functionality

Projects can include:

- Upstream supply chain for the above technologies, including: raw materials, component manufacturing, subassembly manufacturing
- Circularity and Design for Disassembly: projects focused on the disassembly, remanufacturing, recovery, and reuse of materials

Connected and Automated Mobility (CAM)

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



@Copyright Calyo (Mihai Caleap)

Most technologies or solutions that will advance CAM are supported, but we're particularly interested in high potential innovation, both on and off the vehicle:

Example off-vehicle innovations include (non-exhaustive list):

- Connectivity and cyber security
- Data storage, management and sharing
- Development tools, including relevant applications of AI or ML
- Technical validation services and/or tools, including digital twins

Example on-vehicle technology areas include (non-exhaustive list):

- Perception and localisation sensors and associated compute
- Vehicle control and drive-by-wire solutions
- Electronics and hardware integration, on-board compute
- Automated driving systems (ADS) software
- Autonomous decision-making or oversight systems
- Vehicle control systems and technologies that support development, validation or deployment of future mobility solutions

Mobilise structure

Helping businesses become investment and market ready

'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.'

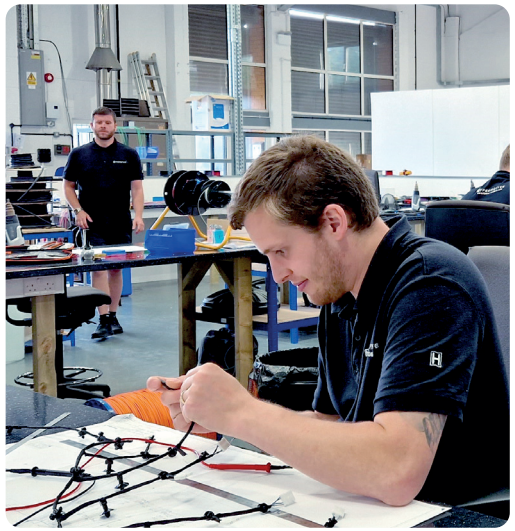
Jeremy Bowman, Chief Technology Officer, Hypermotive Ltd.

Over a 12-month programme, Mobilise helps ambitious businesses develop a robust commercial strategy, strengthen business models and accelerate route to market.

Through two sequential phases, start-ups can advance market positioning, business strategy and technology towards becoming a commercial proposition. Whilst no two businesses are the same, there are common elements involved in the development of most ventures, Mobilise combines essential activities with flexible support tailored to each company's specific challenges and opportunities.

Programme highlights

- Two-phase approach: **Market Focus** and **Technology Validation**
- Business strategy guidance and technology development support
- Grant funding provided by the Department for Business, Innovation, Science and Trade (BIST)
- Flexible workshops, mentoring and specialist support
- Access to automotive industry networks
- Peer-to-peer learning and support through a community of like-minded businesses



Programme journey

Phase 1: Market Focus

Develop your market position, refine your commercial strategy and build a clear route to market.

Market Focus Gateway Assessment

At the end of Phase 1, businesses present their progress to an assessment panel. This gateway review helps measure progress against programme objectives and provides detailed feedback to inform the next stage of development.

Phase 2: Technology Validation

Build confidence in your technology, strengthen your commercial proposition and prepare for investment and market adoption.

Progress monitoring

Regular reviews take place throughout the programme to monitor progress, identify opportunities and ensure participants maximise the value of the support available.

Phase 1 – Market Focus

The Market Focus phase is all about the business, specifically helping you to be laser-focused and strengthen your market offering and value proposition, considering what your USP is and improve understanding of the competitor landscape. Our mentors work with you to shape, develop and refine strategies so that you finish the programme market-ready.

Duration: 4 months

Format: Workshops and 1:1 sessions

Key focus areas

Commercialisation strategy and financial planning
Helping you pinpoint your ideal market and sharpen your customer value proposition. You'll build strong commercialisation strategies and financial plans that give you the confidence to approach investors, validate your market fit, and set the stage for successful scaling.

Technology concept
Help to sharpen your value proposition and define the right target market.

Intellectual property overview
Unlock the benefit of intellectual property providing practical insights on how to protect ideas and identify key areas of value.

Investment readiness strategy
Businesses will gain an investor-led view of the types of investment that are available, and applicable for their company, what investors are really looking for, and how to craft a pitch for maximum impact.

Storytelling
Help and guidance on how to deliver a concise and compelling pitch for your business, product and vision.

'We were the first software company to go through the programme, so I think it was a step into the unknown to a certain extent, but it's certainly paid off. At the end of the programme I had about a dozen employees, £2 million in funding, and some of the top UK automotive brands working with me on early-stage prototypes.'

Dr Richard Ahlfeld, CEO & Founder, Monolith AI

'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 2 – Technology Validation

The Technology Validation phase provides tailored support to help strengthen, validate and de-risk your technology as you progress towards commercialisation.

Duration: 8 months

Format: Workshops, 1:1 sessions and participant-led concept validation project

Building on the foundations established during Market Focus, this phase combines specialist workshops, mentoring and a bespoke concept validation project designed around your business's specific objectives and challenges.

In addition to the workstreams introduced in Phase 1, participants gain access to further support in:

- Leadership
- Product Development and Cost Engineering

> *'We found Mobilise hugely valuable. The business proposition that was the subject of our time on the programme was the technology area and the market opportunity that we used to raise £10.4 million, that then allowed us to double the number of employees and triple the amount of space that we have.'*
>
> *Joe Stevenson, CEO, Anaphite*

Concept validation project

A key element of Phase 2 is the delivery of a concept validation project. We work closely with you to define the scope, develop a delivery plan, and identify any suppliers or subcontractors required to achieve your objectives.

Projects are tailored to each business and may include:

- Design, manufacture and testing of prototypes
- Development of testing equipment or processes
- Creation of demonstrators, from early-stage prototypes and wireframes through to end-to-end simulations

Tailored to your business

Your programme activities and project focus are shaped through a consultative process, ensuring support is directed towards the areas of greatest strategic value identified during the Market Focus phase.

Through ongoing guidance, industry connections and specialist expertise, we help you maximise the value of the programme and leave with increased confidence in your technology, a stronger commercial proposition, and greater readiness for investment and market adoption.



Mobilise mentors and associates

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 Mobilise associates and mentors, who bring real-world expertise covering business strategy development and investor relations support.

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.

> *'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*



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.

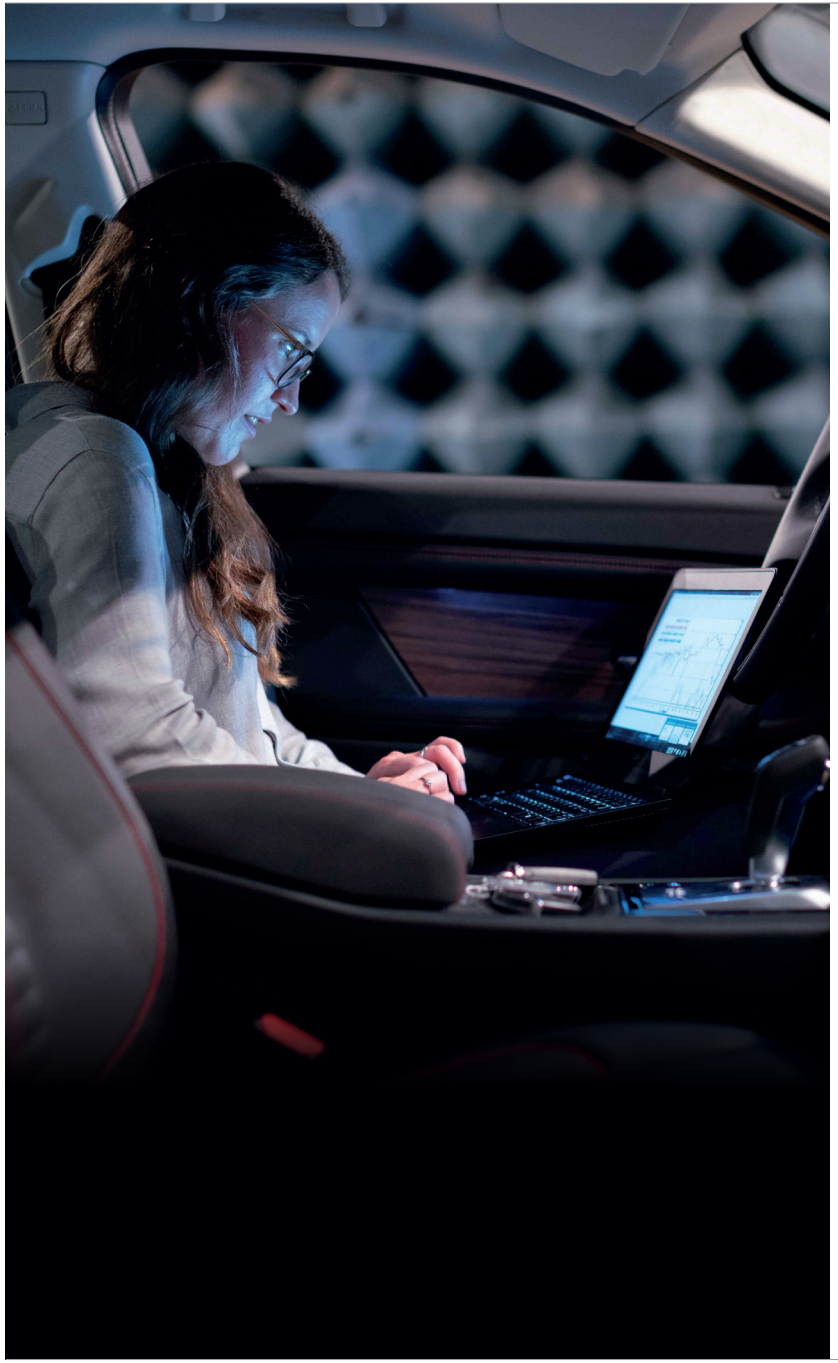
During these Demo Days, each business takes centre stage to present their products or services. Participants have the chance to deliver a dynamic business pitch to an audience that includes investors, leading OEMs, and influential government figures, while also showcasing their innovations and building 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, Innovation, Science and Trade (BIST), Society of Motor Manufacturers and Traders (SMMT), and Innovate UK. 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:

- 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



How to apply for Mobilise

1 Review the programme scope

Take time to review the programme scope to ensure that your business falls within the programme requirements (see page 7 and 8). If you have any questions, please do not hesitate to contact our Business Development team.

2 Submit an application

Applications can be made on our dedicated entry portal.

3 Interviews

Applications will be reviewed, and successful businesses will be selected and invited to an interview to further support their submission.

Contact us

mobilise@apcuk.co.uk

apcuk.co.uk/funding/mobilise

zenzic.io/cam-pathfinder/mobilise

The Mobilise team

Your day-to-day contacts will be your Project Delivery Lead (PDL) and Mentor. For general programme queries, please contact your assigned PDL or email **mobilise@apcuk.co.uk**



Dave Matthews,
Senior Product Manager



Gemma McCusker
Programme Administrator



Charlotte Thiery-Weetman
Senior Programme Manager



Alex Wood
Head of Product



Natalie Baldock
Marketing Communications Lead



Rik Adams
Innovation Delivery Director



Ruby Akhtar
Business Development Manager

University Road
Coventry CV4 7AL
+44 (0) 2476 528 700

apcuk.co.uk

Advanced Propulsion Centre UK

Department for Business, Innovation, Science and Trade

ADVANCED PROPULSION CENTRE UK

ZENZIC

Funded by UK Government

Oct 2026