

# Mobilise

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



ZENZIC<sup>2</sup>





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## 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.

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### Fresh perspectives

Together with our hand-picked 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
- Able to show technology development with a validated product



*'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.'*

*Josh Denne, Head of Product (Start-Up, Scale-Up, Investment)  
Advanced Propulsion Centre UK*

*'The credibility that we have gained is massive, business changing. There is a giant void between having an invention and turning that into a business, and this process lays the foundations to be able to do that. We're huge supporters of the programme and would highly recommend it to anyone who has a good idea but needs support to turn it into a business.'*

*White Motorcycle Concepts*





## Helping businesses be investment and market ready

This 12-month programme helps companies develop a robust strategy and business model, focused on commercial pathways, to accelerate route to market.

### Programme structure

- **Up to £173,500 grant funding\*** split across the two phases, provided by the Department for Business and Trade
- **Business strategy guidance** and **technology development** delivered over two phases – ‘Market Focus and Technology Validation’
- **Flexible workstream activities and workshops** delivered by a network of independent, industry and business mentors
- **Automotive industry networking**
- **Peer-to-peer support** via a community of like-minded, ambitious businesses

\*All grant-funding is subject to HMG approval.



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 to 4/5**



Accelerated route-to-market by an average of **19 months**



Collectively secured over **£443 million** in private investment and commercial agreements



Increased headcount by an average of **50%** and forecast over **1,000 new FTE** within 5 years



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## 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.

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### 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 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

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## 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 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.

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### 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 Vehicle-to-Everything (V2X)
- Lightweight structures, materials and manufacturing processes
- Fuel cell systems and associated balance of plant
- Hydrogen systems excluding those related to combustion engines
- Within the technology scope outlined above;

#### **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

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## 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.



While we're interested in advancing any technology and solutions that will advance CAM, we're particularly interested in:

**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



## Programme structure

Through two sequential phases, you'll advance your market positioning, business strategy and technology towards becoming a commercial proposition.

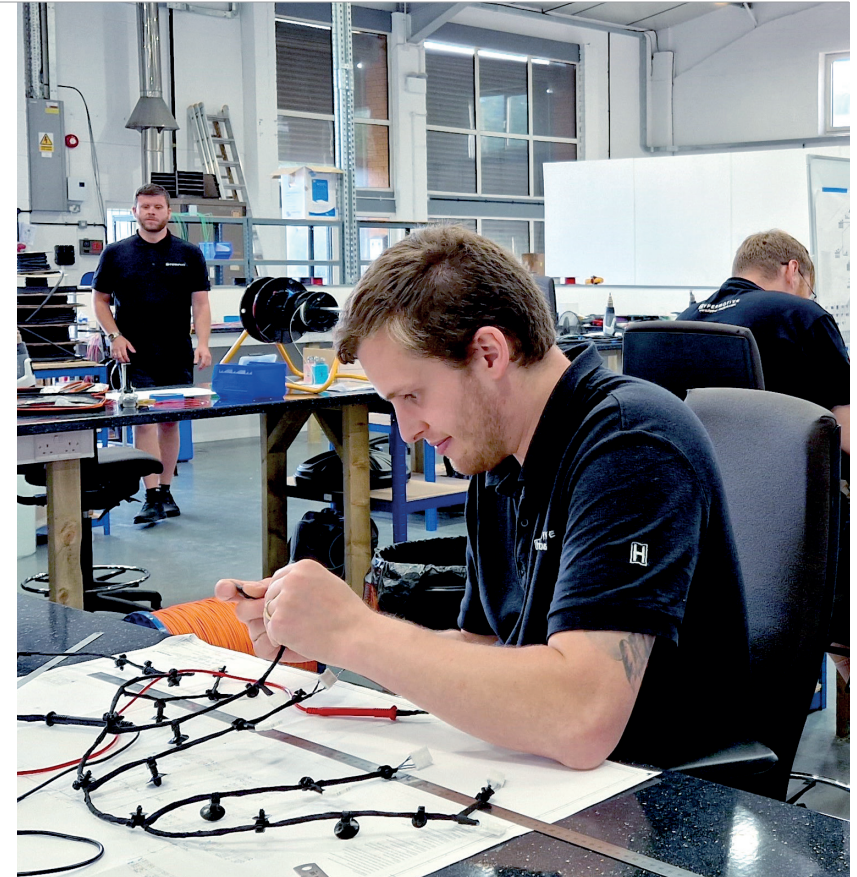
No two businesses are the same, and whilst there are common elements involved in the development of most ventures, you will each have your own unique challenges. The programme is designed as a selection of essential activities and optional extras that can be chosen to help answer the most pertinent challenges your business might have.

### Phase 1

Market Focus

### Phase 2

Technology  
Validation



*'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.*

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## Phase 1 – Market Focus

The Market Focus phase is all about the business, specifically helping you to be laser-focused on 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:** 3 months

**Format:** Workshops and 1:1 sessions

**Grant funding:** £36,500

### 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 introduction

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.

#### Industry alumni and networks

Helping you to develop a network of potential customers and partners in the mobility sector and connect with other founders to share experiences and learning points.

*'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*

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## Phase 1 – Reviews and assessments

Regular reviews will be conducted to ensure your continued success. While each activity adds individual value, the highest impact is felt by those who progress through to Phase 2 and can benefit from the entire programme of activities.

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### 1: Mid-Market Focus Review

After the first 6 weeks of the Market Focus phase, participants will be invited to present their progress to a panel of assessors, providing the opportunity to gain feedback. This review isn't just a tick-box exercise—it's a pivotal moment to refine your strategy and gain actionable feedback that drives progress. Expert assessors will explore your market understanding, customer engagement, and the strength of your value proposition.

### 2: Market Focus Gateway Assessment

At the end of the Market Focus phase, participants will deliver a presentation to a panel of assessors. The content of the presentation is guided by us in the form of a set of questions to be answered, using a provided presentation template and guidance notes. The assessment criteria will reflect the focus areas and expected outputs from the Market Focus phase. Detailed feedback from assessors will be provided, to help prioritise the next steps and the way forward for the business.

*'It's helped with getting the company auto-industry ready, connecting with a potential customer; gaining additional market insights; creating an IP strategy and evaluating the value of IP and directly helped support the raising of our seed-funding round.'*

*Brill Power*

## Phase 2 – Technology Validation



The Technology Validation phase is an entirely bespoke approach that helps to validate your technology, whether that is through prototype design or testing and validating your concept at one of the UK Testbed facilities.

**Duration:** 9 months

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

**Grant funding:** £137,000

### Concept validation project

We'll work with you as you define and deliver a concept validation project, including planning and selecting any suppliers or subcontractors. You'll also get the unique opportunity to work with world-leading experts from the CAM Testbed UK facilities, with an excellent track record in supporting verification and validation projects for mobility SMEs.

Your self-selected areas of development and focus are approved through a consultative process and are usually the areas of greatest strategic value prioritised in the Market Focus phase. We work closely with you throughout, to maximise the value gained and help with any contacts or guidance, to ensure that you finish the programme with a tested and validated product that's investor and market-ready.

*'The programme was perfectly aligned with what we needed at our stage of development. It's taken us from zero, all the way through to a product. It's allowed us to actually build our understanding of the market and target the particular requirements we need for our customers.'*

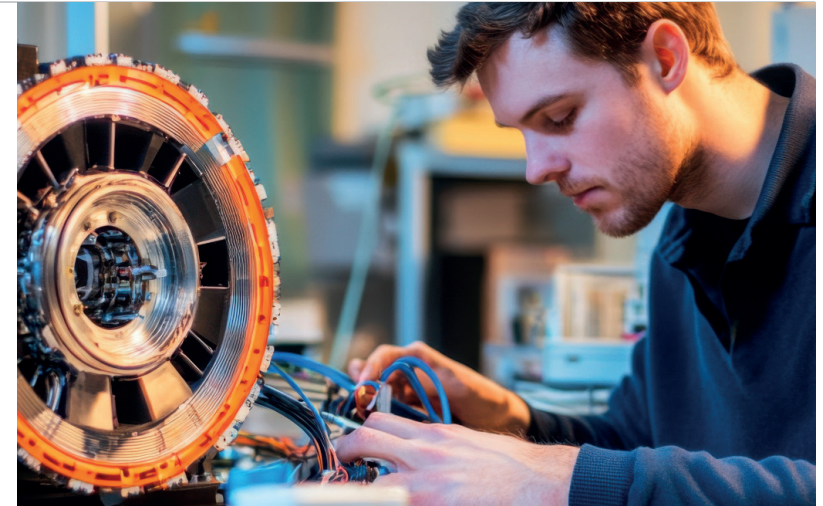
*Dan Brett, CEO, Sention Technologies*

#### Examples of concept validation projects

- Design, manufacture and testing of prototypes
- Development of test equipment
- Development of customer-engagement strategy
- Other critical activities which validate your business model and increase your commercial and technology readiness levels







## Commercialisation strategy

In phase 2, you'll refine your customer value proposition and validate your chosen beachhead market. You'll receive one-on-one mentoring to overcome market entry challenges and develop strategies that position you for investment and for continued company growth.

### IP review and strategy

Gain a foundational understanding of intellectual property and its commercial value, with support to leverage IP strategically for protection, growth, and investment readiness. You will identify, assess, and enhance your IP assets through structured tools, audits, and tailored advice.

### Investor readiness

Gain knowledge, confidence, and connections to secure investment. Through investor-led workshops, you'll gain insight into the investment landscape, investor expectations, and how to structure a compelling pitch. This is complemented by engagement with active Investor Mentors, seasoned investors who provide tailored feedback, practical advice, and ongoing guidance to help businesses strengthen their investment propositions and readiness.

### New Product Development

Our NPD workshop gives businesses the tools to structure product development, validate designs, and meet automotive standards – boosting reliability, aligning with customer needs, and accelerating commercial readiness.

### Cost Engineering and Supply Chain Development

Understanding cost engineering and supply chain development early is critical for scalability, investor confidence, and long-term success. You'll get support on how to control and optimise costs from the earliest stage.

### Leadership

You'll be empowered to overcome growth challenges, build inclusive, high-performing teams, and develop practical strategies to scale confidently and effectively.

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## Hands-on support from industry mentors

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

*'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*

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### Business support mentors

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. We will confirm our mentors during the build-up to the programme launch.

### Investment mentors

Unique to Mobilise, our specially selected active, investment mentors will provide investment introduction support through our Investor Mentor Initiative. Through multiple touchpoints, you'll gain advice and feedback on private finance and fundraising and help to secure investment quickly.

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## 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.



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### 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 and Trade (DBT), Society of Motor Manufacturers and Traders (SMMT), Innovate UK and Centre for Connected and Autonomous Vehicles (CCAV). 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:

- Cenex Expo
- 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
- CAM Innovators' Day

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## Your support team

Our team are on-hand to provide support and guidance throughout the programme.  
Every successful applicant is allocated a Project Delivery Lead who will be a dedicated point of contact.

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**Josh Denne**

Head of Product  
(Start-Up, Scale-Up, Investment)  
josh.denne@apcuk.co.uk



**Natalie Baldock**

Marketing Communications Lead  
natalie.baldock@apcuk.co.uk



**Tim Pockney**

Marketing Communications Lead  
tim.pockney@zenzic.io



**Dave Matthews,**

Senior Project Delivery Lead  
dave.matthews@apcuk.co.uk



**Charlotte Thiery-Weetman**

Senior Programme Manager  
charlotte.thiery-weetman@apcuk.co.uk



**Rik Adams**

Innovation Delivery Director  
rik.adams@apcuk.co.uk



**Silpa Fagan**

Project Delivery Lead  
silpa.fagan@apcuk.co.uk



**Gökhan Tourkkanli**

Project Delivery Lead  
gokhan.tourkkanli@apcuk.co.uk



**Kit Golda**

Stakeholder Engagement Lead  
kit.golda@zenzic.io



**Chris Harris**

Business Development Lead  
chris.harris@apcuk.co.uk



**Gemma McCusker**

Programme Administrator  
gemma.mccusker@apcuk.co.uk



# Grant and finances

Mobilise provides up to £173,500 in grant funding and expert mentor support.

Phase	Description	Max grant amount available	Total spend required to claim all the grant
Phase 1: Market Focus	Mentor Support (1:1s)*	£12,000	-
	Phase Grant	£24,500	£52,250
Phase 2: Technology Validation	Mentor Support (1:1s)	£6,500	-
	Phase Grant	£130,500	£195,750

\*Not matched

## Grant details

- Grant funding allocation can be matched with the allocation of time and resources dedicated to completing the programme and any related technical development (contribution in kind).
- The grant is paid in arrears against incurred staff costs and invoiced external costs.
- During both phases, the grant is claimed monthly through the submission of a breakdown of monthly project-related spend incurred.
- All grant-funding is subject to HMG approval.

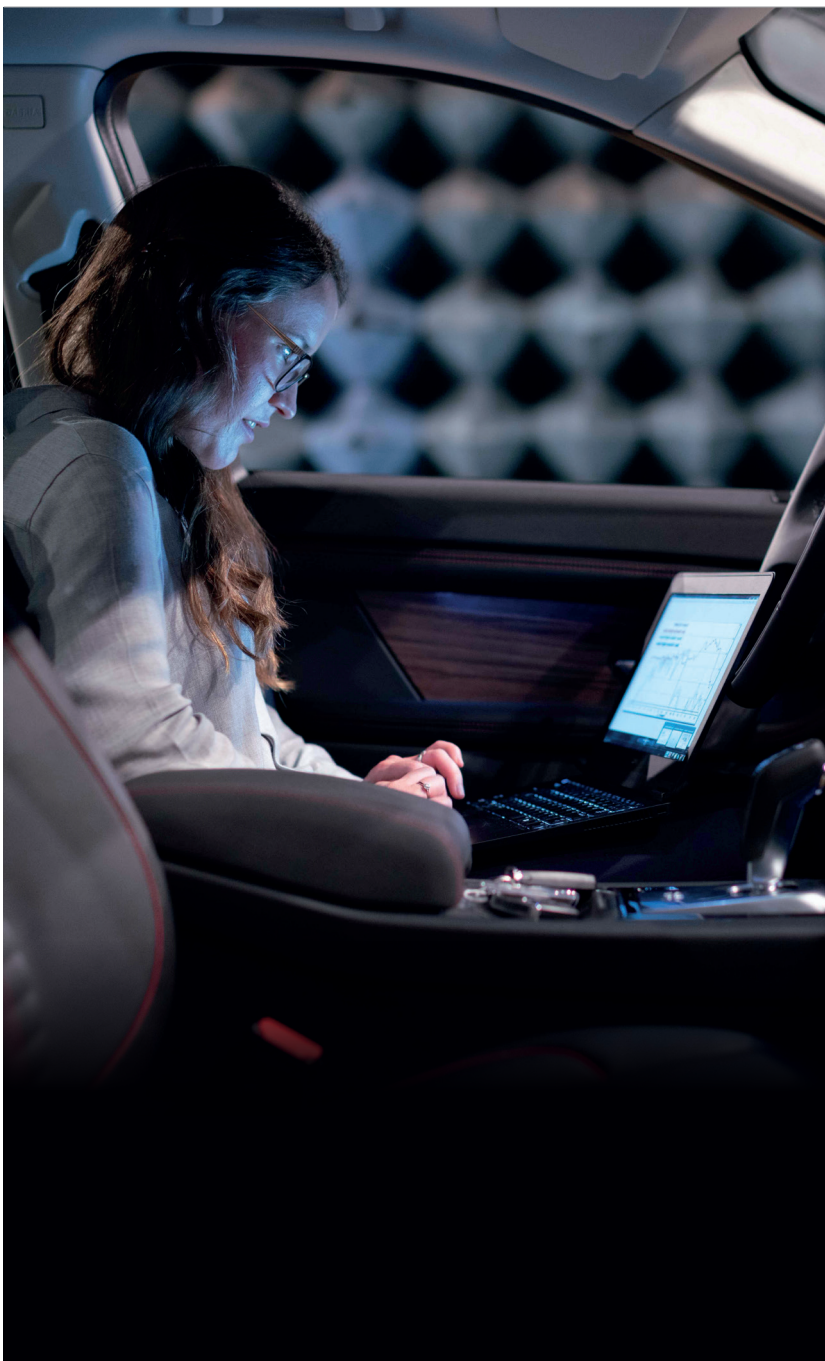
Grants under this programme will be awarded in accordance with the Subsidy Control Act 2022 and the Research, Development and Innovation Streamlined Route (Subsidy Control Scheme reference SC10780). Where an applicant or activity falls within scope of the Windsor Framework (Article 10) EU State aid rules may apply, and the grant may instead be awarded under the De Minimis Regulation which has a €300,000 limit.

More information can be found at [De minimis rule](#) – exemption of small amounts of State aid from notification (from 2024) | EUR-Lex

## Eligible costs include

- Labour costs
- Overheads
- Materials consumed
- Intellectual Property Protection (within reason)
- Sub-contractors (should be essential to the success of your project)

VAT is not an eligible cost



## How to apply

### 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.

### 2. Submit an application

Applications can be made on our dedicated entry portal. Please ensure your application is submitted by 2 February 2026 at 11:00 GMT.

### 3. Interviews

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

### Find out more

[apcuk.co.uk/funding/mobilise](https://apcuk.co.uk/funding/mobilise)

[zenzic.io/cam-pathfinder/mobilise](https://zenzic.io/cam-pathfinder/mobilise)

## Timeline

Applications open on 3 December 2025. If you would like to apply, please [visit the website](#).

Milestones	Indicative Dates
Applications open	3 December 2025
Application deadline	2 February 2026 at 11:00 GMT
Interviews	18 March – 27 March 2026
Applicants notified	w/c 13 April 2026
<b>Phase 1</b>	
Kick off meeting and Market Focus begins	4 May 2026
Market Focus Gateway	w/c 20 July 2026
<b>Technology Validation begins</b>	August 2026 Date TBC
Programme end	30 April 2027



### Got a question?

Contact the team who will be happy to help

**Dave Matthews**

Senior Project Delivery Lead

**Chris Harris**

Business Development Lead

[mobilise@apcuk.co.uk](mailto:mobilise@apcuk.co.uk)

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

[apcuk.co.uk](http://apcuk.co.uk)

 Advanced Propulsion Centre UK

 @theapcuk

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