

# Podcar City 10 Design Challenge

Imagine designing a new or enhanced mobility prototype for Antwerp in less than 2 days! It can be a mobility hub, a new transport means, a product, a service, a business model, a logarithm or something else we have not thought about.

You get an opportunity to join friends, fellow students, colleagues and complete strangers on the 20<sup>th</sup> and the 21<sup>st</sup> of September during the Podcar City & Advanced Transit Design Challenge as part of the Podcar City & Advanced Transit conference.

You will start off by attending a couple of presentations by local and international mobility experts, providing inspiration and a basic toolkit that will help you tackle the challenge. After getting to know the other participants, together you will imagine and dream how the current mobility landscape in Antwerp could be improved during an energetic ideation. Next you will go on with the idea selection and form groups around the chosen ideas.

Then it is time to get from dream to reality. The first step is developing a clear pitch together with your teammates. It can be about a complete solution or an important part of a bigger concept. After pitching to the group you can use the common feedback and our extensive set of tools (e.g. service design techniques, business blueprints, etc.) to create a design prototype. Your group will present this prototype to the attendees of the conference and capture their suggestions, reactions and feedback.

Afterwards you will refine the prototype based on the received feedback. This prototype will be used during the group presentation in front of jury of international mobility experts from business as well as academia. The most promising concept will receive a price and will pitch the prototype to the conference participants during the conference closing. We will help you to get the presentation just right.

Potentially, the designs will be submitted to a special mobility platform that will be developed shortly to link you up with Government, Business and / or Angel investors so that they can possibly support you in further developing the prototype and maybe even start your own business.

This Design Challenge is embedded in a wider interdisciplinary design effort to create a personal rapid transit system using renewable resources. The Spartan Superway (<http://spartansuperway.blogspot.com/>) has been organizing international internships during the last three years for students from several countries (US, BR, F, KR, NL, SE). A blog for ongoing communication among the universities involved ([http://www.solarskyways.net/p/universities\\_30.html](http://www.solarskyways.net/p/universities_30.html)) has been created: <http://www.solarskyways.net/>.

You don't need to have a lot of experience with mobility, design or have a technical background. The process will be managed by design and mobility experts that will guide and support you throughout the process.

Join us, if you are an engineer, architect, product developer, software developer, economist, psychologist, sociologist, ... or just have a keen interest in mobility. Different profiles (age, technical and less technical, student or professional) can only enrich the process and the resulting design prototypes.

Do not hesitate to subscribe by sending a mail to [info@podcity.org](mailto:info@podcity.org). Participation fee is € 12 (VAT included). In case you are interested, you can join in for the optional visit to the autonomous Rivium Shuttle operating in Capelle aan den IJssel, Rotterdam.