



PRESS RELEASE

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Connected mobility: Spinfi and ESCP Business School teamed up with Michelin to organize a hackathon aimed at developing the services of the future

- **A focus on prospective business models based on mobility data**
- **An opportunity for students to test out their big data and business analytics skills**
- **An initiative showcasing Michelin's open innovation approach**

Spinfi, a driving force in intrapreneurship, and ESCP Business School's MSc in Big Data and Business Analytics, partnered with Michelin to organize a hackathon from March 15 to 19, 2021. The students were given three connected mobility subject areas to choose from:

- **Developing the potential of the MICHELIN Track Connect mobile app**, which offers digital coaching for racing enthusiasts to improve their performance.
- **Expanding the reach of TruckFly**, a community-based app to help truck drivers find the best points of interest out on the road.
- **Using tire monitoring data and tire usage conditions** to optimize productivity in mines.

The hackathon gave the students a chance to stretch their imaginations, working on complex data management subjects in the field of connected mobility. Their goal: to develop new business opportunities relating to the three existing services.

This meant using their skills in data analytics and cognitive computing*, as well as their knowledge of relevant technology, to help the organizations make major adaptations.

By making their data accessible to the ESCP students, Michelin allowed them to explore different types of data related to connected objects, social media, open data, etc. while tackling real-life problems. It was also an opportunity for Michelin to better understand how its customers behave and how they use connected solutions.

The panel of judges made up of ESCP professors, Michelin representatives, tech partners and Spinfi members, awarded a prize for each of the three subject areas.

Michelin is reaping a number of rewards from the event. On the one hand, the hackathon forms an integral part of the Group's open innovation approach. Getting students to take part means giving them an opportunity to develop their skills as well as their employability, while also allowing the Group to scout out the most promising talent and potential. This challenge will also help Michelin to fast-track the development of new digital solutions, including integrated offerings that can be rapidly tested by new customers using demonstrators or prototypes. This work paves the way for the creation of a platform that will enable Michelin's data to be linked with partners and the entire mobility ecosystem.



With one million vehicles already connected worldwide, the development of this platform is a further step for Michelin, which aims to become a "data-driven company" and a major player in more sustainable connected mobility.

Prize-winning teams:

TruckFly prize: Noelia Venet, Francisco Javier Leiton Jimenez, Liwa Aboumrad, Zoe Le

MICHELIN Track Connect prize: Mouaad Benelhirche, Ugo Carotti, Edoardo Maschio, Edoardo Tarallo

Mining services prize: Luis Vasconcelos, Xavier Campagne, Tony Achkar, Anthony Dave

ESCP academic prize: Simon Probst, Alexander Lund, Leonardo Nespolon, Nicolaus Norden

Click here to see photos:

<https://contentcenter.michelin.com:443/portal/shared-board/d32f278c-fa6c-448e-8339-00144a6edb9d>

* These technologies are built on machine learning systems using data, pattern recognition and natural language processing to mimic the way the human brain works.

ABOUT SPINFI

Spinfi is a digital transition and corporate innovation specialist. Our objective is to accelerate programs, intrapreneurial projects and digital transformation through academic knowledge.

Spinfi Academy is a platform for achieving transition through academia. "Learning by doing" means we combine training and project support to ensure our clients' skills are enhanced.

Spinfi Execution lets us support our clients in stepping up their initiatives (in marketing, data, business roadmaps, etc.).

With Spinfi Ecosystem, we help our clients to build their ecosystem as part of their corporate innovation process.

Visit: <https://spinfi.com/>; follow us on [LinkedIn](#)

ABOUT ESCP BUSINESS SCHOOL

Founded in 1819, ESCP Business School has embraced a mission to teach responsible leadership that is open to the world and based on European multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are springboards for students to learn about this European approach to management.

Several generations of entrepreneurs and leaders have been trained in the belief that business can feed society in a positive way.

This conviction and our values of excellence, uniqueness, creativity and plurality guide our mission on a daily basis and are expressed through an educational vision that unites them.

ESCP welcomes 7,100 students and 5,000 executives of 120 different nationalities every year. Its strength lies in its many general and specialized management training programs: Bachelor's, Master's, MBA, Executive MBA, Doctorate-PhD and continuing education, all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu / follow us on Twitter: @ESCP_BS

ABOUT MICHELIN



Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 123,600 employees and operates 71 tire production facilities which together produced around 170 million tires in 2020. (www.michelin.com). Discover all Michelin recruitment offers at: <https://recrutement.michelin.fr>.

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