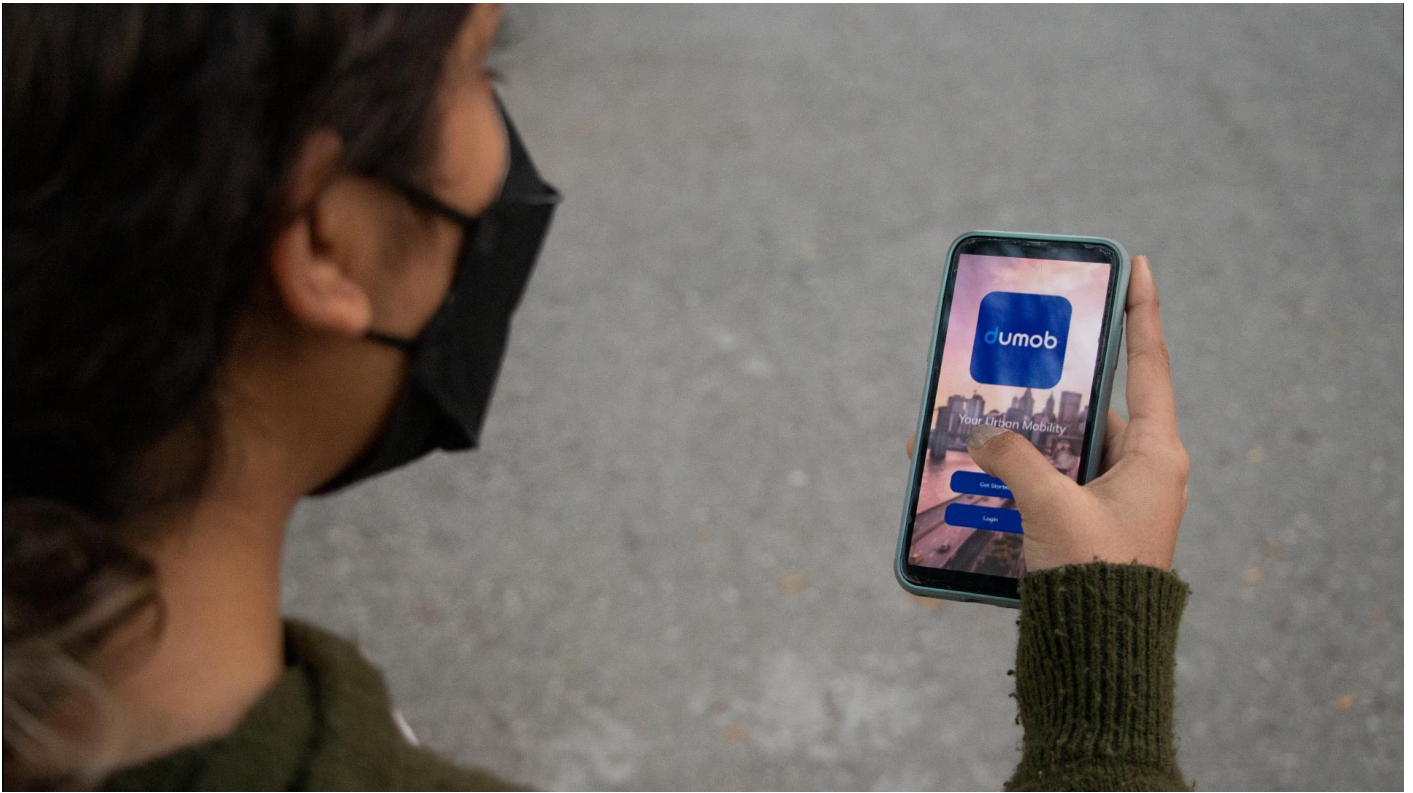


Urban mobility app wins students international innovation award



Daniel Palacios Maycotte and Omar Ruíz Sarmiento, students at **Tec de Monterrey in Saltillo and Querétaro** respectively, developed the **application** which won an [international innovation award](#).

The award was given by the **European Institute of Innovation and Technology (EIT)**, as part of its **Strategic Innovation Agenda for 2021-2027**.

“**Dumob**” is the name of the app they created at [Esslingen University](#) in Germany together with their teammate Ahmed Zawad.

The app focuses on **urban mobility** and is designed to encourage people to use **public transport**.

The Mexicans competed against **50 teams** from **8 different countries** in the **European Union and Canada**.



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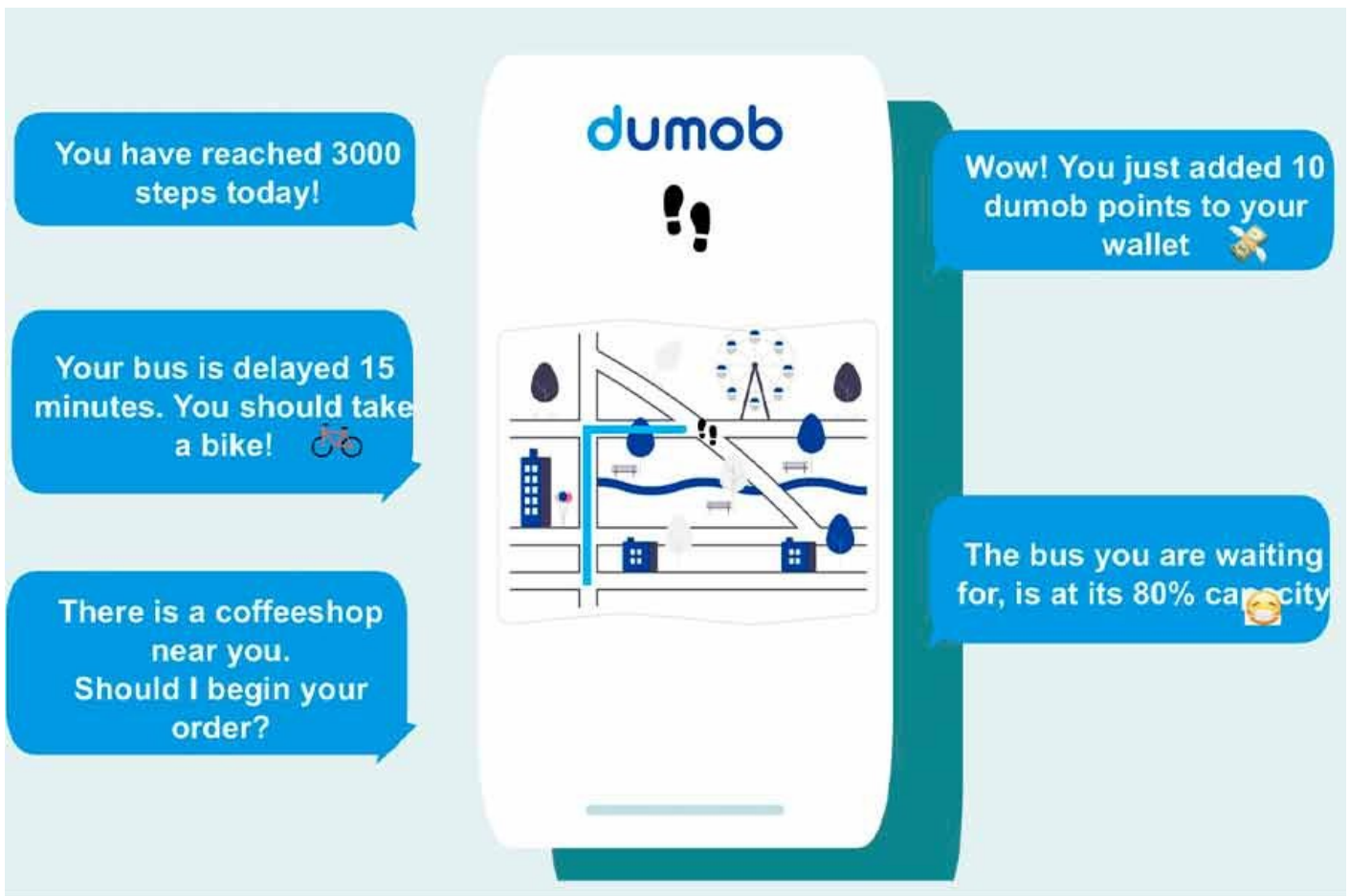
Dumob: the urban mobility application

It's an **urban mobility** application that differs from others by having, among other things, a **live location** feature for the bus and metro.

The app can recommend a **route and transport** to a particular destination. Additionally, **utilizing** the service allows users to **earn rewards** such as discounts at affiliated businesses.

Although these **benefits** will only be available to those who have **subscribed** to the app, it will also be available in a **free version** which will allow you to use the main **mobility functions**.

*“Our biggest **differentiator** is the points system; not only does it tell you how to get to a place, but it also **rewards** you for using **sustainable** means of **transport**,”* explained Daniel Palacios.



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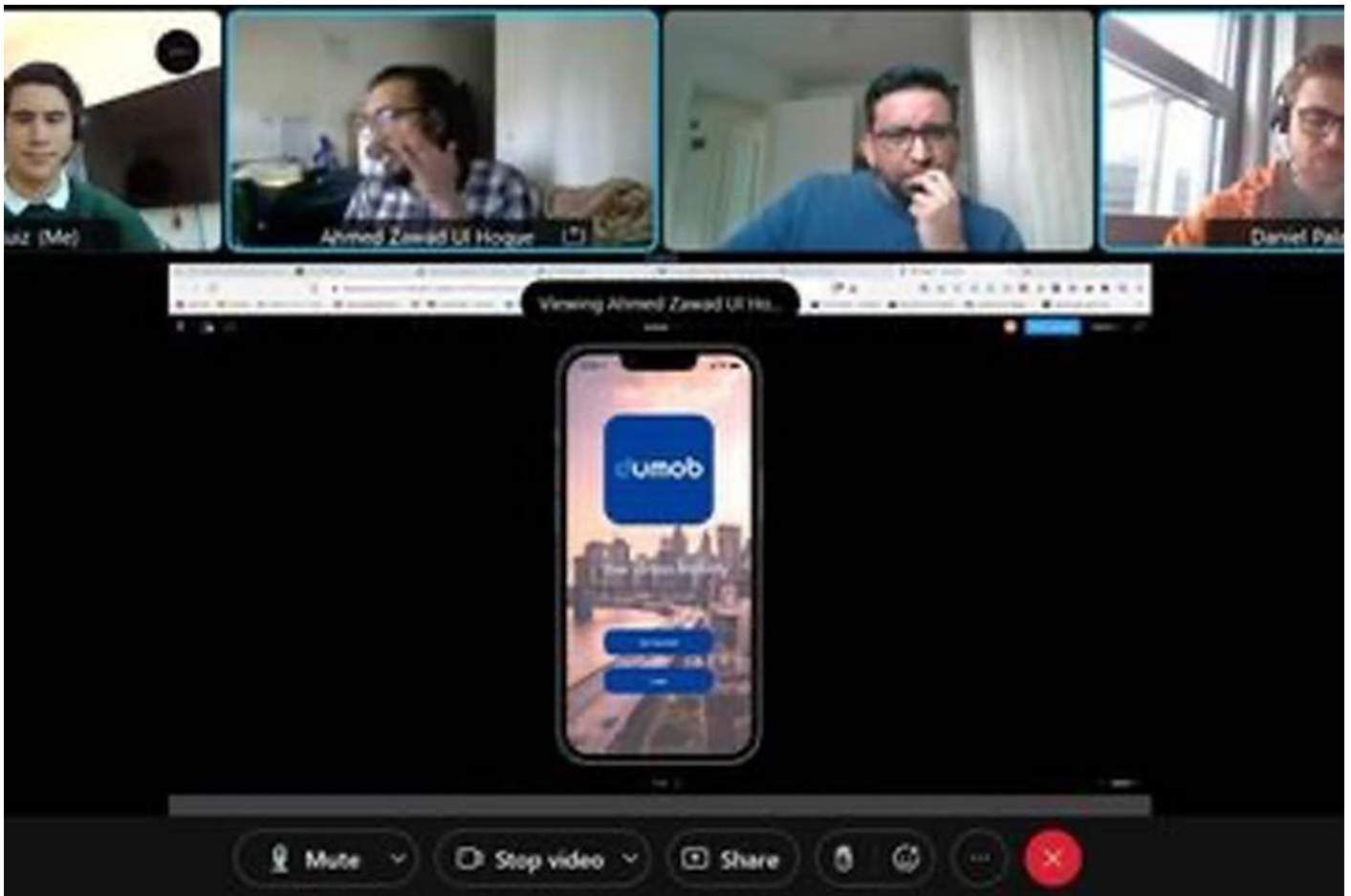
How it works

The application wants to make people use public transport **more frequently**, and specifically **sustainable transport**.

D-coins can be earned in virtual currencies by using the **app**. They provide the user with **discounts** at affiliated businesses and on transport itself.

Users only have to select their destination and the application will show **possible routes** and **transportation**, as well as the number of points that can be earned by using each one.

*"We surveyed more than **70 people**. The problems we found were that public transport was **expensive** and that there weren't **enough routes**, so the bus took a long time to pass by again,"* said Omar Ruiz.



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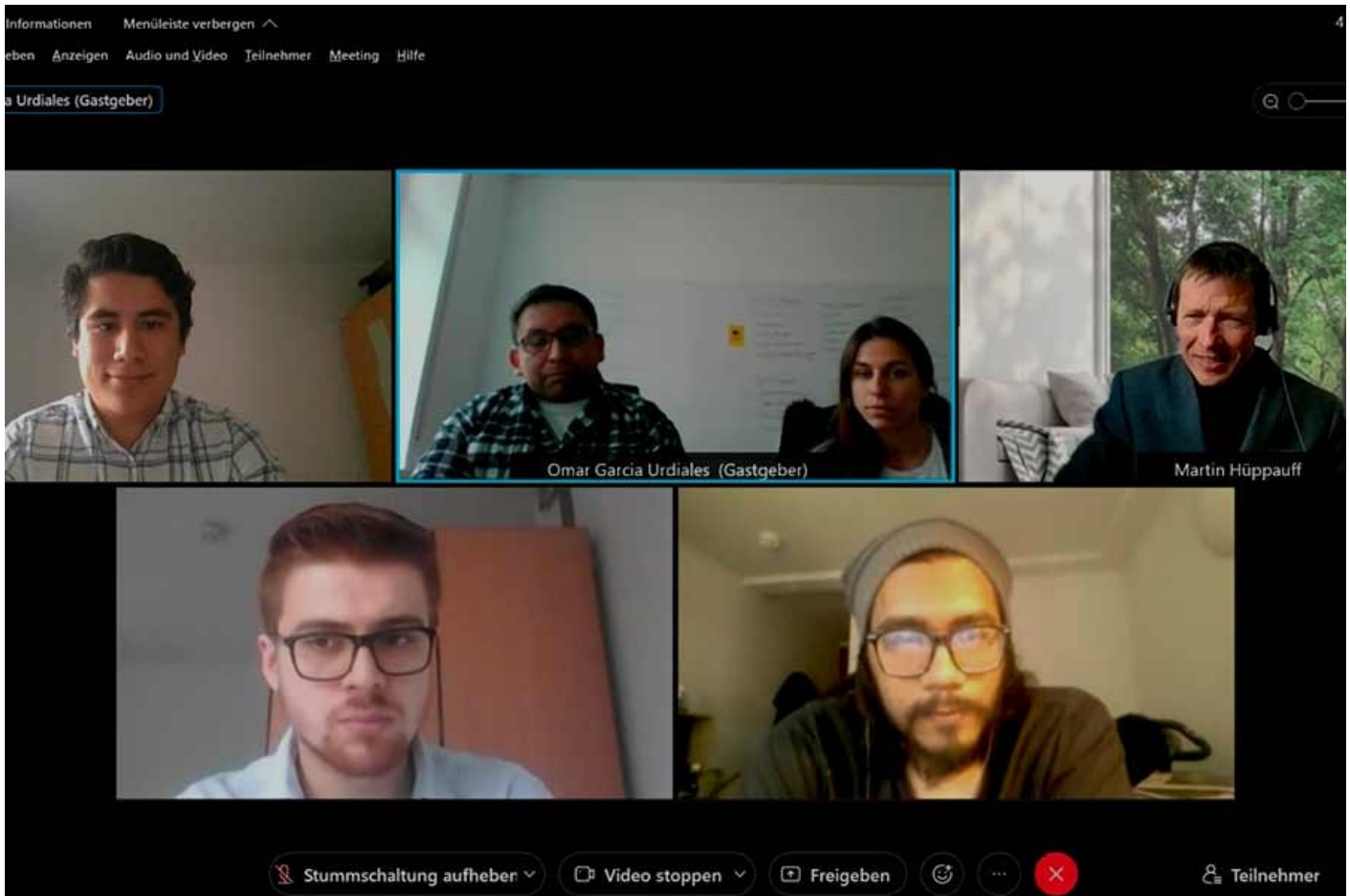
International winners

While on their **exchange** in Germany, Daniel and Omar decided to visit the university's **incubator**, where they learned about [EIT's HEI Initiative](#) competition.

To the surprise of the students, the contest wasn't regional, which meant competing against more than **50 teams** from **8 different countries** from the **European Union and Canada**.

The **countries they competed** against included: Greece, Bulgaria, Scotland, Italy, Belgium, Austria, Bosnia, and Germany.

*"What **surprised** us the most wasn't that we **won**, but that we will now be able to make the project happen; we're looking for **investors** to help establish the **platform** in the EU, specifically in **Germany**,"* they added.



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The next step

In addition to a **financial prize**, the students won the right to participate in a **development** process, in which they will receive expert **mentoring** to help develop their **prototype**.

Their next **aim** is to get it in front of **investors** who can **push their business idea** forward.

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