Venture Clienting

07/10/2026 Since 2016, Porsche AG has been active in the start-up ecosystem. Porsche combines their agility with its own engineering expertise, brand strength and sports car DNA.

Porsche's central innovation management team serves as the interface between the external start-up ecosystem and the company's specialist departments. Its mission is to identify the world's most promising start-ups, rapidly validate their technologies and bring suitable solutions into use at Porsche.

Porsche Ventures complements this operational collaboration through targeted investments. The venture capital unit invests at an early stage in relevant technologies and combines financial backing with strategic expertise to accelerate innovation and create long-term value for Porsche.

Since 2017, Porsche has been a partner of Startup Autobahn, working with young technology companies and established industry partners on concrete use cases. The open innovation ecosystem provides access to emerging technologies, market trends and start-ups, while enabling the rapid testing of promising solutions. Through Startup Autobahn, Porsche has established successful partnerships with Cylib and bcomp.

Porsche is also an active member of the Volkswagen Group's innovation network. Cross-brand collaboration creates synergies, broadens access to relevant technologies and helps scale successful solutions more quickly across the Group.

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