

Toni Plöchl, Startup Lead R&D, BMW Startup Garage.

Toni is responsible for all projects within BMW's R&D division and leads all related scouting activities as well as matching startups with internal BMW customers. Before he joined the BMW Startup Garage, Toni worked at BMW Mexico, responsible for founding and setting up the Digital Lab Mexico, an internal digitalization & innovation unit.

The BMW venture client approach offers startups direct access to a premium client and its network to foster and accelerate innovation. Therefore, the BMW Startup Garage is a startup's gateway into the multi-trillion dollar automotive industry. The startups get their first premium venture client while BMW benefits from the innovations from the startup economy.