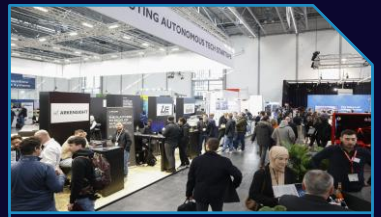
XPO+ LAUNCHER

Scouting Autonomous Tech Startups

Exposure for Autonomous Tech Start-ups to the global XPO+ Launcher Ecosystem

Messe Düsseldorf North America

XPONENTIAL - Background



ESTABLISHED PLATFORM

XPONENTIAL is an established annual industry gathering that has been held for over 50 years and will take place in Detroit from **May 11 to 14, 2026.**

AROUND THE WORLD

XPONENTIAL with its forums in the U.S. and Europe brings together all the key players and will drive future-oriented autonomous innovations forward.

ACROSS ALL DOMAINS

XPONENTIAL is a global forum for leaders in uncrewed systems and robotics.
It drives innovation across air, ground, maritime and space.

FOCUS AREAS

The event showcases key technologies such as AI, cloud, cybersecurity, IoT, mobile, robotics and sensors.
It connects cutting-edge innovation with real-world applications.

XPO+ Launcher - Mission

XPO+ LAUNCHER

GLOBAL PLATFORM

XPO+ Launcher is a global platform for scouting and screening early-stage start-ups in the autonomy continuum.

ECOSYSTEM MEMBER

It paves the way for innovators to become members of the XPO+ ecosystem.

BUSINESS MATCHING

Perfect platform for VCs and start-ups to meet and mingle.

SHOWCASE LOUNGE

A dedicated space in our lounge to present innovative autonomous technologies.

START-UP CONFERENCE AND AWARD PITCH

A conference for start-ups, accelerators, VCs and tech experts including our prestigious award pitch.

MARKET VISIBILITY

An ideal forum to be granted exposure to leaders, investors and enablers of the industry.

XPO+ Launcher - All Path To Autonomy

Scouting autonomy start-ups along the entire value chain for autonomy:

PLATFORMS

Platforms are the operational backbone of autonomous systems – from drones and rovers to maritime and space vehicles. They carry the mission, connect hardware and software and bring innovation into motion.

COMPONENTS AND SENSORS

The building blocks of autonomy including AI processors, navigation units, environmental sensors and robust energy systems – ensure precise control, perception and performance.

SERVICES

Services transform technology into impact. From design and prototyping to testing, licensing and data analytics: service providers empower every stage of autonomous technology development and deployment.

XPO+ Launcher - Across All Domains

AIR

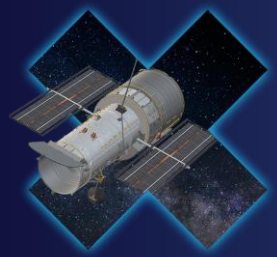
Autonomous aerial systems are tranforming logistics, surveilannce and mobility – with drones, UAS and airbone robotics taking on complex missions with precision and speed.

GROUND

From autonomous vehicles to robotics in the industrial and public spaces – ground-based systems are redefining how we move, operate and interact with our environment.

MARITIME

Uncrewed surface and underwater systems enable safe and remote operations in challenging marine environments – from exploration to infrastructure inspection.



SPACE

In orbit and beyond, autonomous technologies ensure reliability, adaptability and performance – powering missions where human access is limited or impossible.

XPO+ Launcher - Springboard for Start-ups

BENEFITS

- Networking and mingling with industry stakeholders on-site.
- Testing the pitch deck and presentation skills on stage.
- Getting feedback and mentoring from the jury on-site.
- Providing direct access to our global network of partners.
- Supporting to scale breakthrough technologies in uncrewed systems.
- Getting the chance to win the Award Pitch and a free Pod at XPONENTIAL Europe 2027

QUALIFICATION

- Bootstrapped or in funding stage Pre-Seed, Seed or Series A.
- Founded 7 years back or younger.
- Annual Revenue not above 3m USD (ARR).
- 50 employees or less.

If you do qualify and want to profit from the exclusive lounge benefits, but you need more exhibiting space than a pod or pedestal, we can work on an individual booth set-up placed inside our lounge. More mature startups can apply for a normal exhibition booth outside our lounge and are excluded from our lounge benefits.

CORE THEMES

- Innovation and Growth in Autonomy.
- Global Status of Autonomous Tech Startup Ecosystem.
- Investment Climate in Autonomous Tech.
- Pitch Competition for the best Solutions in Autonomy.

XPO+ Launcher at XPONENTIAL 2025

12 Start-ups

13 Pitches

7 Jury Member

1 Award Winner

„Participating in the XPO+ Launcher was a game changer for PLENO, connecting us with new partners and potential customers globally. Winning the start-up competition also puts us on the autonomous system landscape map”

Nura and Nino, Co-Founders
PLENO

XPO+ Launcher - Join us as

SPONSOR PARTNER

Associate with our platform and fund building the ecosystem. Get first hand access to our heroes. Demonstrate, that you are a driving force in autonomy.

START-UP

Demo your solution, improve your pitch and get access to business angels, incubators and accelerators.

INVESTOR PARTNER

You are a business angel, a VC, you run an incubator or an accelerator and XPO+ Launcher is your scouting platform for autonomous tech, robotics and AI.

KNOWLEDGE OR MEDIA ALLY

As a Knowledge Ally, you offer industry insights and access to key players in autonomous tech. As a Media Ally, you provide strong European coverage, promotional support and visibility.

ECOSYSTEM PARTNER

You have built a well-known network in the drones and uncrewed systems continuum and you want to help spread the word for XPO+ Launcher and its autonomous tech platform.

SPEAKER

Share your Know-how in autonomous tech and challenge your view with peers.

XPO+ Launcher - Sponsor Partner Packages I

	PLATINUM	GOLD	SILVER
Number of packages	1	3	6
Dedicated Area*	100 sqft	60 sqft	40 sqft
Keynote**	Opening Speech (15 min)	Keynote (10 min)	Talk (5 min)
Fireside Chat or Panel**	Fireside Chat	Panel	none
Start-up Award Jury Seat	Member	Member	Member
Newsletter / Email Shot/ Social Media Post	4	2	1
Logo Size on-site	XL	L	M
Passes (VIP / Conference / Expo)	3 / 7 / 10	2 / 5 / 7	1 / 3 / 7
Package Price***	$ 15,000	$ 10,000	$ 5,000

* freely designable within XPO+ design framework
** on Start-up Stage
*** plus taxes as applicable

XPO+ Launcher - Sponsor Partner Packages II

	BRANDED ZONE L	BRANDED ZONE M	BRANDED ZONE S
Number of start-ups pods	4	2	1
Branded area with pods	12 m²	6 m²	3 m²
Keynote*	Keynote (10 min)	none	none
Product Demo (5 min)*	4**	2**	1**
Panel	4**	2**	none
Start-up Award Jury Seat	Member	Member	none
Start-up Award*	4 pitches**	2 pitches**	1 pitch**
Newsletter / Email Shot/ Social Media Post	2	1	none
Logo Size on-site	L	M	S
Package Price***	$ 10,000	$ 5,000	$ 3,100

* at the Innovation Theater on March 25, 2026
** one per start-up
*** plus taxes as applicable

XPO+ Launcher - Our Partner so far

XPO+ LAUNCHER

AWARD SPONSOR

GENIUSNY

INVESTOR PARTNER

PLUGANDPLAY Start2 Group

ECOSYSTEM PARTNER

AeroSpace.NRW
Das NRW-Netzwerk der Luft- und Raumfahrtindustrie

AFRICAN DRONE FORUM

DEUTSCHER ROBOTIK VERBAND

DRONEMASTERS

Women AND DRONES

XPO+ Launcher - Key Dates

Dates:

Education: **May 11, to May 11, 2026**
Exhibition: **May 12, to May 14, 2026**

Location: Huntington Place
1 Washington Blvd
Detroit, MI 48226

Connect with us!

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SEE YOU

MAY 11 – 14, 2026

DETROIT, USA

xpo.plus

Messe Düsseldorf North America