

TMF Selects 3 New Teams for the 2025 “Mobility for ALL” Daily Mobility Theme

July 3, 2025 - Toyota Mobility Foundation (Chairman: Akio Toyoda, hereinafter referred to as “TMF”) has been working on a project “Mobility for ALL – Follow your heart, your path” to create a society where everyone can move where they want to go, to the future they want to challenge, and to follow their hearts. In April this year, three teams were selected from an open call for new ideas on the theme of “daily mobility.” Together with the five teams continuing their activities from FY2024, eight teams will work to realize their ideas.



website: <https://mobility-contest.jp/department1-2025/>

Under the theme of “daily mobility,” the project invited ideas and solutions to solve issues for people with disabilities and to make mobility more enjoyable and exciting. Three new teams were selected based on the perspectives of people with disabilities, the innovativeness of their proposals, and the opinions of external experts. The three selected teams will be provided with activity support grants (up to 10 million yen per project), opportunities for demonstration trials, and direct engagement with people with disabilities. Together with the five teams continuing their activities from FY2024, TMF will promote the activities of the eight teams toward the social implementation of their ideas.

In FY2025, TMF will accelerate the brushing up of ideas by focusing on demonstrations for daily life and repeating evaluations based on their intended practical use. In addition to further expanding the community in which each team helps each other, we will invite more people to participate in these pilot initiatives, including not only teams but also people with disabilities and external experts, and implement projects that can be worked on together.

Newly selected teams for 2025

Team Name	Initiative Details
Crystalroad Inc. (Japan)	Development of a sensory map for people who face challenges in going out and moving around due to stimuli such as light, sound, and smell. The map allows users to share information on sensory and environmental aspects of towns and facilities, such as noisy areas, bright lights, and quiet places, in a word-of-mouth format.
Signers Inc. (Japan)	Development and value verification of a new form of hearing aid that projects subtitles and remote sign language interpretation images on see-through AR glasses.
Humonii (Japan)	Search for target users who can use <i>Feeling</i> , a hands-free tactile-operated wheelchair to expand their mobility, examine issues to be solved, and verify the business model.

Teams being continued from 2024

Team Name	Initiative Details
WeWalk Limited (UK)	Verification of business model for a white cane with upper body obstacle detection and voice guidance functions for the visually impaired.
NPO WheelLog (Japan)	Development of a barrier-free information platform for wheelchair users and verification of the business model.
veernca LLC. (Japan)	Development of an app that allows visually impaired and sighted individuals to share their emotions and excitement by capturing/recording sounds of memorable moments.
toraru Co. Ltd. (Japan)	Demonstration of <i>GENCHI</i> , a service that enables individuals who have mobility challenges to enjoy virtual travel with the help of people on site.
Lighthouse Tech SA (Switzerland)	Development of a business model for eyewear for the visually impaired that combines fashion and obstacle detection functionality.

About Toyota Mobility Foundation

The Toyota Mobility Foundation (Chair Akio Toyoda) was established in August 2014 by the Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota's ongoing commitment to continuous improvement and respect for people. It utilizes Toyota's expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

"TMF aims to create a truly mobile society that will help people live better lives no matter where they are.", quoted Chair Akio Toyoda.

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