

# Sustainable Transportation Consulting

BY SEBNEM TUGCE PALA



“The road to sustainability is paved one  
green vehicle at a time.”

OUR VISION

# Sebnem Tugce Pala

FOUNDER & CEO

Born and raised in Turkey, Sebnem moved to the Bay Area in 2016 after spending five amazing years in five different European countries.

Previously, she worked for the European Investment Bank in Luxembourg and the International Labour Organization in Geneva. She is one of the policy experts who can translate policy into tech language. She served as the Director of Regulatory Affairs at UtilityAPI from 2021 to 2023. Following that, she started her consulting company and seeks to collaborate with sustainable transportation/mobility and climate & cleantech companies worldwide. Together with her stellar team, she advises clients on public policy/government relations, business strategy, grant writing, grant strategy, and fundraising.

She joined the advisory boards of Bluedot, Zed Motors, Connected Insurance, Coral Charge and Blok-Z. She is an angel investor at Vitalize Angels and a Limited Partner at TreeoVC and Virta Ventures. She is also the recipient of the EB-2 National Interest Waiver green card (Exceptional Ability in the field of Sustainable Transportation).

She completed the Professional Diploma Program in Business Administration and Project Management at UC Berkeley. She holds two Master's degrees: one in Development Studies from the Graduate Institute of International and Development Studies (IHEID) in Geneva, and another in International Political Economy from the University of Warwick in the United Kingdom. She speaks seven languages.



We are a **one-stop** consulting company  
that enables our customers to  
successfully adopt business necessities to  
achieve their goals.

OUR MISSION

# Our Services



## Business Growth

We conduct strategy research, go-to-market strategies, and business partnership analysis



## Public Policy

We track policies, legislation, and regulations in the industry. We help our clients build relationships with officials and offices



## Grant Writing

We offer grant prospect research and grant proposal writing services (RFP, RFI, RFA)



## Fundraising Strategy

We develop customized fundraising strategies tailored to our clients' needs

With a wide range of services, we support our clients in achieving their business goals.

# Meet the Team

Our team is what really makes us tick.



**Muratcan Özdemir, Istanbul**  
Senior Consultant  
Imperial College Business School - MBA  
Focused on Entrepreneurship



**Melisnaz Çolak, Washington DC**  
Legal Advisor  
Specialized in Legal Writing & Intellectual Property & Information Policy  
Previously worked at EY



**Sophie Jantz, San Diego**  
Grant/ Proposal Lead  
Previously worked at Nuro and USDOT, Policy Professional and Urbanist



**Nino Lazariia, San Francisco**  
Senior Consultant  
Former consultant at World Bank & Cleantech Group  
Specialized in Business Partnerships & Market Entry Research



# Meet the Team

Our team is what really makes us tick.



Tanuj Surve, San Francisco  
Operations Manager

Worked as a researcher at University of California, Berkeley School of Law, Experienced product manager at a blockchain startup



Sam Sklar, New York City  
Grant/Proposal Lead

Senior transportation consultant at Systematica, Former senior urban planning analyst at Localize.city, Sustainable Transportation and Infrastructure Planning Master's from UPenn's Weitzman School of Design



Sunetra Sasane, Mumbai, India  
Operations Assistant

Worked as the key account manager at Recykal  
Specialized in Environmental Science  
Focusing on waste management and circular economy



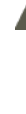
University of Pennsylvania

# Diversity & Inclusion

Women-Owned Business

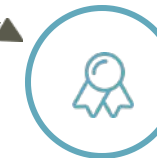
## Diversity

Our team's diverse background opens access to international opportunities in Turkey, Georgia, India, and the US. We understand big and subtle differences across cultures and countries.



## Expertise

We have different and complementary expertise, allowing us to finely tailor our recommendations and strategy.



## Urban Partnerships

We partner with local organizations in urban planning to improve access to sustainable transportation in underserved communities.

# Global Reach

Bridging Continents and Beyond with our Unique Expertise



US & Canada



Europe



Middle East & Asia



Africa



# Previous Projects

# Our Traction

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The Anymile logo is displayed in white text on a dark blue rectangular background. The word "anymile" is in a lowercase, sans-serif font, with "any" in white and "mile" in a light blue color.

We supported Anymile (a subsidiary of the Mitsubishi Electric Innovation Center in the US) in applying for SMART Grants for the use of drones in wildland fire logistics and helped them build a strong consortium with Volatus, the UAS Center at the San Bernardino International Airport (SBD) and Anzen Unmanned.



We supported Enerjisa with their US market research strategy, identifying grant opportunities, and conducting policy research. Our comprehensive approach helped them navigate the complexities of the US market and optimize their growth potential.

We also assisted their spin off: Coral Charge.



We assisted Superpedestrian in entering the Turkish market, securing operations permits for nearly 5,000 e-scooters from the top three cities in Turkey, including Istanbul. This deployment made the company the **fourth-largest** in the country.

# Our Traction



We helped Reef Technology secure three grants from the US government, specifically from CalEVIP and BAAQMD in California, and EV Make Ready in New York. These grants, totaling \$434,000, funded the installation of 34 Level 2 EV charging stations where the total expense can rise to around \$10,000 per station<sup>1</sup>.

On behalf of Zed Motors, we submitted an application for the USADF Off-Grid Challenge and have been shortlisted. We are currently awaiting approval for the grant, which could provide up to \$250,000 in funding, leading to an essential support for off-grid projects.



We helped AmpUp win an RFP from Green Mountain Power in Vermont and also drafted their grant application with Forth Mobility. Please find the details of the project here.



We facilitated the launch of the first 1,000 scooters for GBike, Asia's largest micro-mobility operator, in Los Angeles, joining 6 main operators with 6,000 each.<sup>2</sup> This marked the company's initial expansion into the US market.

We supported Kite Mobility in their grant application to the Ontario government and successfully completed Phase I. If we advance through Phase II, Kite Mobility will be awarded \$540,000 CAD.



We supported BinBin, a major player in Turkish micromobility market, with their market entry and strategy. We built an in-depth report that included analysis of five target cities and a P&L projection to aid their entry into the US market.



1. <https://www.sparkcharge.io/blogs/leadthecharge/ev-charging-station-infrastructure-costs>

2. <https://dot.la/micromobility-escooters-2659337082.html>

# Mentorships

Sebnem Tugce Pala has been providing mentorship services to various institutions.

1

## EIT Urban Mobility RIS Hub Türkiye

As part of Fark Labs, the EIT Urban Mobility RIS Hub Türkiye aims to revolutionize urban transportation through innovation and collaboration. It fosters partnerships among local governments, businesses, and educational institutions to build sustainable mobility strategies in Türkiye. The hub also supports entrepreneurship by helping startups in the mobility industry enhance urban living standards.

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2

## KWorks

KWorks, affiliated with Koç University, is dedicated to nurturing startups by offering guidance, networking opportunities, and resources. It runs incubation and acceleration programs designed to help early-stage companies turn their innovative ideas into successful businesses. By linking startups with industry experts, investors, and academics, KWorks plays a crucial role in strengthening the entrepreneurial landscape.

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3

## EBRD Star Venture Program

The EBRD Star Venture Program, led by the European Bank for Reconstruction and Development, aims to assist promising startups and early-stage firms in emerging markets. The program offers customized advisory services, mentorship, and access to a vast network of experts and investors. Its objective is to boost the growth of these startups, enhancing their ability to innovate and compete globally.

# Our Strategic Partnerships with Venture Capital

We are in continuous contact and collaborating with venture capitals to raise funds for the companies in our portfolio.



Mobilion VC specializes in investments in early-stage mobility and transportation technology startups. The firm focuses on companies that offer innovative solutions to modern challenges in urban mobility, automotive technology, and logistics.



VITALIZE Angels is a platform designed to connect angel investors with promising early-stage startups. It enables investors to support high-potential ventures across various industries while offering startups the necessary capital and mentorship for growth.



Treeo VC focuses on investing in early-stage technology startups. The firm seeks to partner with entrepreneurs with disruptive solutions to traditional industry challenges. Treeo provides capital, strategic advice, and access to a network of industry experts.



Virta Ventures invests in early-stage startups, with a particular focus on climate tech sectors. The firm seeks to support innovative companies that have the potential to disrupt traditional industries and contribute to sustainability.



DOMiNO Ventures is a venture capital firm that invests in early-stage tech startups from Eastern Europe, Central Asia, and Turkey. They focus on companies in industries like AI, DeepTech, Cleantech, and Healthtech, aiming to foster innovation with global impact.

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# Customer Journey

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## Client's Problem

The client faces a bottleneck in either funding, government relations or business strategy.

## First Touch

Here is where we join the journey. We arrange the first meeting to understand the client's problem.

## One-Stop Shop

We start solving the problem according to the client's tailored needs. We work for a minimum of 3 months.

## Continuing Support

Whether we wait for a grant approval or permissions from a government for market entry, we don't leave the client on its own. We keep tracking their processes.

# Pricing & Service Model

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Grant & Proposal  
Writing

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Project Based Fee

2

Business & Fundraising  
Partnership

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Finder's Fee (Up to 5%) +  
Monthly Retainer Fee for  
3-6 months

3

Market & Policy  
Research

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Monthly Retainer Fee for  
3-6 months

4

Advisory Board  
Member

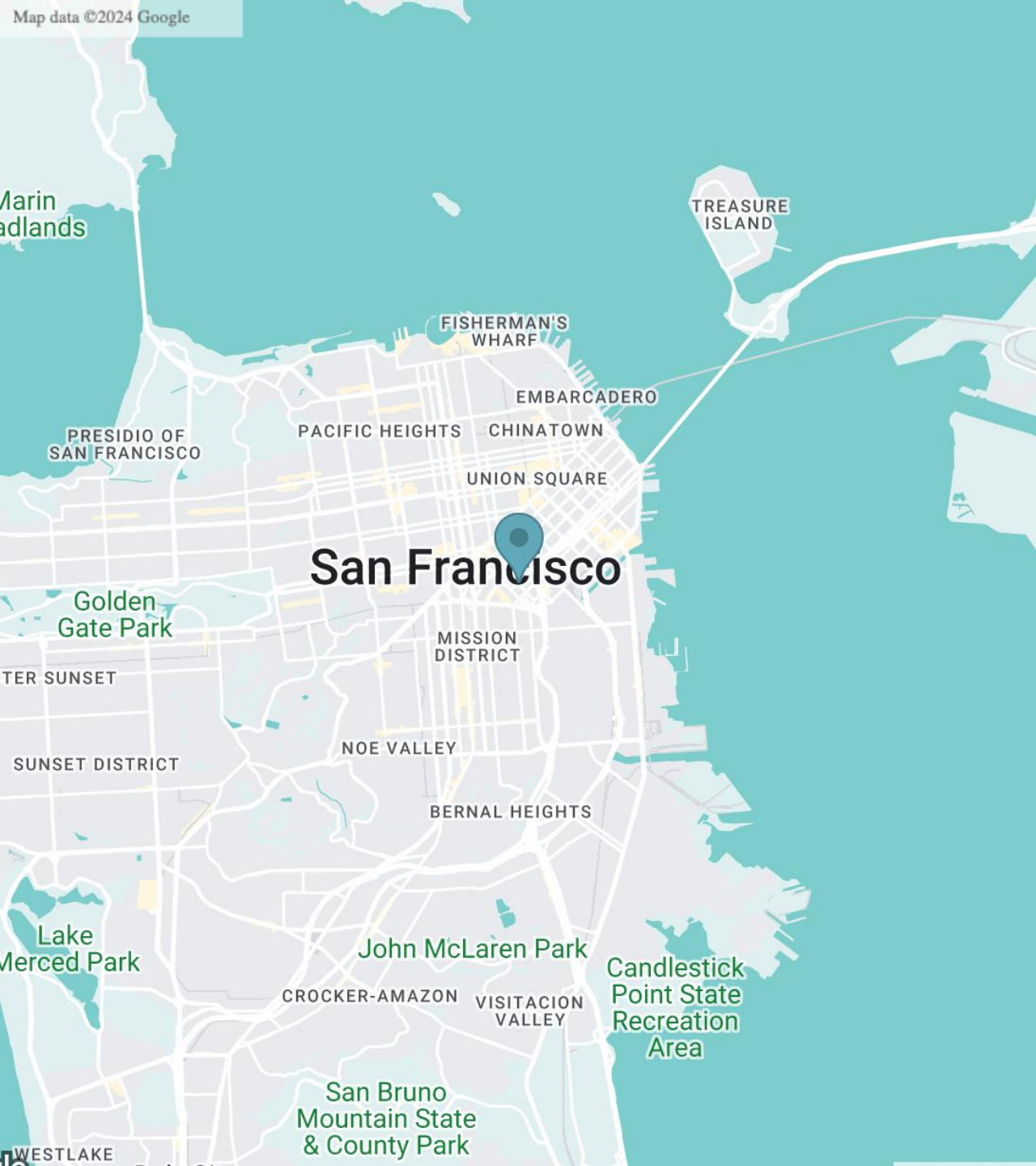
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If you would like us to join your  
team as an Advisory Board  
Member, we request up to 1%  
equity of your company. Click  
[here](#) for more details.

# Let's Work Together!

Let us empower you to achieve your goals in sustainable transportation. Contact us today to discuss how we can help your organization leverage grants, partnerships, market research and policy expertise to advance your mission.





# Contact Us

251 Bay Area San Francisco, CA 94103

@ [info@stpala.com](mailto:info@stpala.com)

🌐 [www.stpala.com](http://www.stpala.com)

📱 [Schedule a Meeting!](#)

# Coming Soon..

We are launching offices in Estonia & Turkey.

