

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. 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

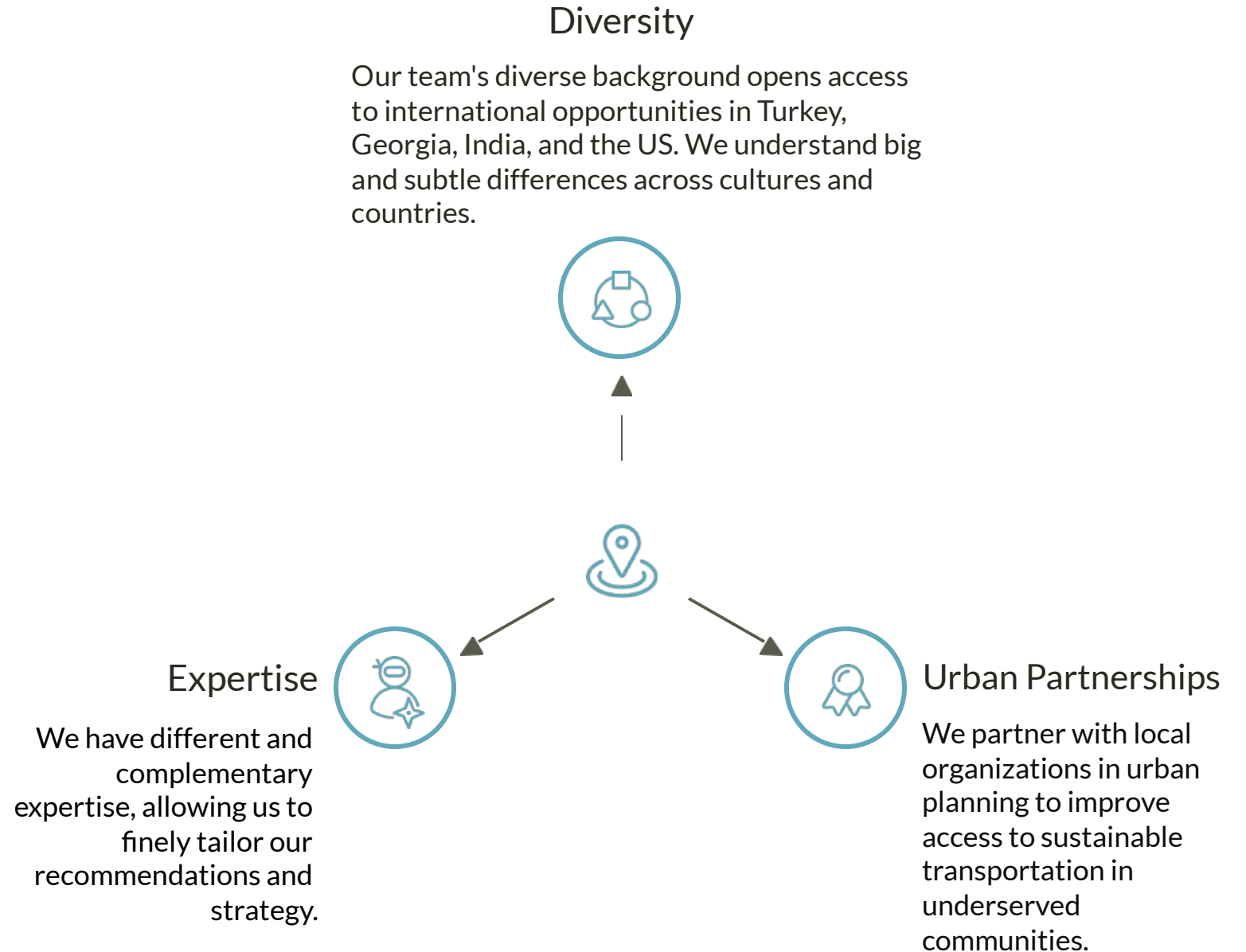
Worked as the key account manager at Recykal
Specialized in Environmental Science
Focusing on waste management and circular economy



University of Pennsylvania

Diversity & Inclusion

Women-Owned Business



Global Reach

Bridging Continents and Beyond with our Unique Expertise



US & Canada



Europe



Middle East & Asia



Africa

Previous Projects

Our Traction



anymile

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 station¹.

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.² This marked the company's initial expansion into the US market.



We guided Zed Motors through their USADF Off-Grid Energy Challenge Grant application, securing \$250,000 in funding to support off-grid projects. This grant will enable the expansion of their electric motorcycles and solar-powered battery-swapping stations throughout the Benin Republic.



We supported Kite Mobility's successful grant application to the Ontario Centre of Innovation (OCI), enabling their collaboration with Indigo on a \$1.1M project. As a result, OCI contributed \$381,000 in funding.



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.



With our strategic guidance and support, Blok-Z—an Alchemist Accelerator startup—has attracted a \$500,000 investment from Simya VC. This partnership positions Blok-Z to streamline access to hourly carbon-free energy.



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.

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.

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.



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.



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.



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.

Customer Journey

First Touch

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

Client's Problem

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

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

1

Grant & Proposal
Writing

Project Based Fee

2

Business & Fundraising
Partnership

Bonus (Up to 5%) +
Monthly Retainer Fee for
3-6 months

3

Market & Policy
Research

Monthly Retainer Fee for
3-6 months

4

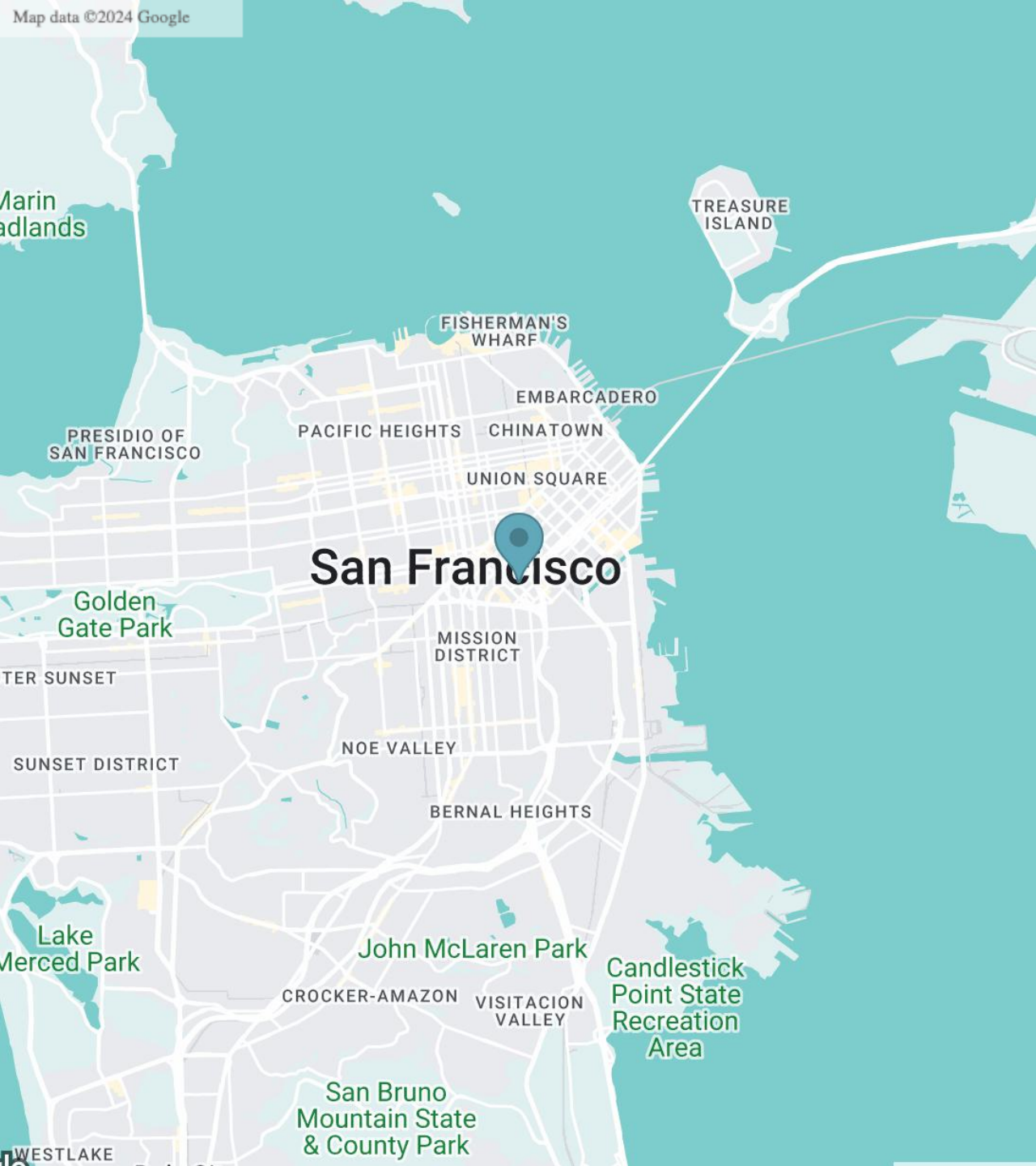
Advisory Board
Member

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

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🌐 www.stpala.com

📞 [Schedule a Meeting!](#)

Coming Soon..

We are launching offices in Estonia & Turkey.

