

I V E C O  
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BEYOND LAB

**ADVANCED AI & COMPUTER VISION  
FOR SMART MANUFACTURING**

Open challenge

Beyond Lab is the open innovation program  
promoted by Iveco Group in collaboration with I3P.

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# REGULATIONS

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## Background

The manufacturing sector is rapidly evolving thanks to the growing maturity of Artificial Intelligence and Computer Vision. These technologies make it possible to monitor human work, production activities, and workstation conditions in an objective and continuous way, supporting safer, more efficient, and more data-driven factories.

Recent advancements in computer vision-based posture analysis demonstrate how AI can help identify ergonomic risks more accurately and adapt to dynamic industrial environments, improving worker safety and operational performance. At the same time, modern motion-classification and pose-estimation algorithms greatly enhance the precision and speed of time-and-method evaluations, enabling automated, reliable analysis of complex manual tasks.

Additionally, continuous activity-monitoring solutions powered by AI provide long-term visibility on movement patterns, bottlenecks, and layout inefficiencies, supporting lean transformation and sustained productivity improvements across industrial plants

## Our needs

Iveco Group is seeking startups, scaleups, and SMEs offering AI and computer vision-based solutions to support three priority areas within its manufacturing environment:

### **Ergonomics & Safety Monitoring.**

Solutions enabling: Continuous monitoring of worker posture and ergonomics; Detection of risky movements (e.g., wrist hyperextension, awkward bending); Measurement of ergonomic indicators aligned with industrial standards

### **Time & Method Analysis.**

Solutions that: Automate Methods-Time Measurement (MTM), time studies, and work analysis; Use pose estimation, motion classification, and activity tracking; Provide objective, repeatable, real-time process measurement

## Quality Inspection & Process Control.

Solutions including: Computer vision for inline or end-of-line defect detection; AI classification and anomaly detection on components or assemblies; Sensorless inspection through cameras and image analytics; Tools supporting predictive and preventive quality strategies

## Scope

This Call covers the full spectrum of Iveco Group's manufacturing operations, including:

- **Assembly operations**
- **Fabrication processes**
- **Manual and semi-automated workstations**
- **End-of-line testing**

We welcome AI and vision-based solutions capable of supporting ergonomic analyses, optimizing work methods, automating time and process evaluation, and improving product quality. The solutions should be applicable across all Iveco Group industrial plants and process types.

## Your opportunity

If your company develops AI or computer vision technologies aligned with the strategic areas above, we invite you to apply. We are particularly interested in:

- **AI-driven ergonomic and safety assessment tools**, including posture detection, ergonomic risk scoring, and predictive injury prevention.
- **Motion tracking and activity analysis for time and methods**, including MTM automation, movement pattern recognition, and long-term activity monitoring.
- **AI-powered quality inspection**, including defect detection, anomaly recognition, classification, and predictive quality technologies.
- **Digital tools for operator assistance**, including real-time alerts, guidance, or feedback systems.

## Collection of applications

Participation in the Beyond Lab call for innovation is **free**.

Project applications must be submitted by Friday, July 17, 2026 at 11:59 p.m. on the website. Late applications or submitted in a different manner or not in accordance with the provisions of this announcement will not be accepted.

## The selection process

1. **Preliminary screening.** The first evaluation phase will be carried out by joint teams from Iveco Group and I3P to identify the solutions that best align with our requirements and the most well-structured teams.

2. **Pitch session.** Startups that are admitted to the second phase will have the opportunity to present themselves to Iveco Group's technical and innovation teams in a pitch session. a Proof of Concept.

3. **Technical assessment.** The final selection phase involves targeted meetings with multidisciplinary teams aimed at exploring the proposed solution from both a technical and market perspective. During this phase, brainstorming meetings may be scheduled to explore how startups' technologies could be applied to our use cases, paving the way for a Proof of Concept.

Please note that: any **additions to the submitted documentation** requested by the evaluation committee are an integral part of the application. Failing this, Iveco Group reserves the right to exclude the candidate project from the evaluation and thus from the possibility of competing for the possible benefits described in "Possible benefits". All participants **will be notified of the results** of the preliminary screening.