

Making Way for Young Pioneers Advancing the Transition to Sustainable Energy

Dell and Seedmatch to back the CODE_n innovation contest

October 30, 2012. Stuttgart – Rooting out new ideas and business models for the transition to sustainable energy and promoting them in the long term: that is the goal of the CODE_n13 Contest, an international competition for startups and young businesses operating under the motto “Smart Solutions for Global Challenges.” GFT Technologies along with partners Ernst & Young and the Deutsche Messe are searching the globe for the most promising startups whose ideas make a valuable contribution to the transition towards sustainable energy. The 50 best entries will get the opportunity to present their business during CeBIT 2013 in Hanover, Germany. CODE_n will also supply them with free exhibition space. A renowned jury will select the winners of two cash prizes, each amounting to €15,000. An additional cash prize of €10,000, sponsored by Dell, will be awarded to the best business application developed for Windows 8. Three German startups will also have the chance to receive crowd funding services through Seedmatch. Participants who submit a complete application on www.code-n.org by November 18, 2012 will be automatically entered to win one of five Dell Latitude™ 10 tablets.

The transition to sustainable energy is a hugely relevant topic worldwide. The challenges associated with a complete paradigm change in energy generation, distribution and use – not to mention the required costs – are tremendous. “The energy transition affects everyone, and we have to make sure it is successful while keeping it affordable,” says Ulrich Dietz, founder of CODE_n. One solution: fresh new business ideas that promote intelligent and sustainable energy use with the help of IT.

A dynamic startup landscape has formed around the issues of energy efficiency, renewable energies, smart grids and electro-mobility. More and more young businesses have recognized the potential of these markets. What they are missing is a stage where they can present themselves to a large audience.

CODE_n offers 50 startups exactly that at the world’s most important event for the digital industry, the 2013 CeBIT in Hanover from March 5-9. Fitting to the upcoming CeBIT theme “Shareconomy,” they will get the opportunity to share their business ideas with trade visitors, investors and potential partners in a special, artistically-designed exhibition hall. “CODE_n at CeBIT will be like an international display case for new sustainable energy ideas – ideas from people with the courage to think a few steps ahead,” says Dietz.

In addition to a free space at the exhibition, a number of other attractive incentives await CODE_n13 Contest participants. Winners of the CODE_n13 Awards in the “Startup” and “Emerging Company” categories will be awarded with €15,000 each. As a CODE_n sponsor,



Dell is doling out a special award amounting to €10,000 for the best business application developed for Windows 8 systems. Three finalists from Germany will win crowd funding services from new CODE_n partner, Seedmatch, which could help them acquire up to €100,000 in venture capital. And the prizes aren't limited to the top 50 finalists: all applicants have the chance to win one of five Dell Latitude™ 10 tablets in a raffle.

At this year's CODE_n, startups and young businesses can submit a broad spectrum of solutions. This includes ideas dealing with intelligent utilization of decentrally generated energies like regional electricity markets or forecasting services for energy suppliers. Mobile applications for automated control systems are in high demand, as are alternative concepts for individual mobility like carsharing and anything related to electro-mobility. Developers of virtual power plants, energy-efficient micro-computers or monitoring services for photovoltaic systems are also invited to apply via the CODE_n website at www.code-n.org.

All companies that have completed at least one business transaction and were founded in or after 2006 are eligible to participate. The deadline for submissions is November 18, 2012.

About CODE_n:

CODE_n is an international initiative for digital pioneers, innovators and ground-breaking startups. Initiated in 2011 by GFT Technologies, the goal of this network is to support outstanding business talents and their exceptional business ideas, provide them with a platform for dialog, and therefore stimulate innovation in the field. CODE_n stands for "Code of the New," the DNA of innovation. The initiative is sponsored by Ernst & Young and Deutsche Messe.

In 2013, CODE_n will grant the CODE_n Award for the second time, this year under the motto "Smart Solutions for Global Challenges" with a focus on IT-based concepts for sustainable energy supply and usage. Last year, more than 400 participants from 42 countries applied. For further information visit: www.code-n.org.

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