

Business Competition Promoting Energy Transition Solutions Extends Entry Deadline to November 30, 2012

Top international experts to judge CODE_n13 Contest

Stuttgart, November 13, 2012 – The CODE_n13 Contest, an international competition for business solutions going by the motto “Smart Solutions for Global Challenges,” has extended its entry deadline to November 30, 2012. Startups and young businesses from over 20 countries have already registered for the competition, with business solutions spanning a variety of energy transition topics. The 50 best entries will be given the opportunity to showcase their business ideas for free during CeBIT 2013. Attractive cash prizes are also up for grabs. The winners will be selected by an international jury of leading experts.

From carbon neutralization apps to intelligent heating control systems via the cloud, plus e-learning software for more sensible use of energy – there is a huge amount of variety among the applications already submitted for the CODE_n13 Contest. The array of participant backgrounds is equally colorful: Startups from Egypt and South Africa are just as present as young entrepreneurs from Greece, Brazil and the US. “We are delighted that we have already been able to attract this level of international interest during our search for exciting energy transition business concepts,” states Ulrich Dietz, founder of CODE_n and CEO at GFT Technologies AG. Gerhard Müller, partner at Ernst & Young, also expresses satisfaction with the progress: “There are numerous extremely interesting companies in the race for the CODE_n13 Awards.”

Through November 30, 2012, businesses founded in or after 2006 still have the chance to register online at www.code-n.org. Two winners will each be awarded a cash prize in the amount of € 15,000. Additional prizes are being sponsored by Dell (€ 10,000 for the best business application developed for Windows 8 systems) and Seedmatch (crowd funding services for three German finalists).

No fewer than fifty participants will receive the most attractive prize of all: the opportunity to present their business concept at CeBIT 2013 from March 5-9 in hall 16. The exhibition area will be dedicated especially to CODE_n and purposely breaks typical trade show conventions. “We are keeping our fingers crossed for each and every participant in the competition and are looking forward to some exciting presentations. This promises to be a unique trade show experience for CeBIT visitors,” states Frank Pörschmann, CeBIT senior vice-president and member of the managing board at Deutsche Messe AG.

Winners will be determined by a top-class, international jury. The following jury members have already confirmed their participation:

- **Antonella Battaglini**, Executive Director of Renewables Grid Initiative

- **Julian von Blücher**, Chief Sustainability Officer at Ecosummit Smart Green Business Network
- **Ulrich Dietz**, Founder and CEO at GFT Technologies AG
- **Murat Günak**, Chief Designer and Head of Corporate Strategy at mia electric
- **Carsten Knop**, Managing Editor for business news at Frankfurter Allgemeine Zeitung
- **Jens-Uwe Sauer**, CEO of the crowd funding platform Seedmatch

Applicants stand a chance of winning one of five Dell Latitude™ 10 tablets in a raffle. The 50 finalists will be announced in mid-December 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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