new.New Festival 2018: 50 startups to compete for the win at CODE_n CONTEST

- Successful end to the application phase, with 313 participants from 42 countries for the final of the CODE_n CONTEST 2018
- 50 startups from 15 countries to compete for prize money of EUR 30,000 at new.New Festival in October in Stuttgart
- Early bird tickets for the festival now available on the website
- Established companies joining as partners

Stuttgart, 6 June 2018 – the CODE_n CONTEST 2018 is entering the next phase. The 50 finalists have now been selected and will be presenting their business models at the new.New Festival in Hanns-Martin-Schleyer-Halle in Stuttgart from 8 to 10 October. This startup competition is one of the highlights of the three-day international tech event all about the opportunities of digital transformation.

313 applicants from 42 nations submitted their ideas. 50 startups from 15 countries, including Brazil, South Africa, the US, Lithuania, Israel and Germany won through in the end. This year, the new.New Festival is focusing on the theme of 'Intelligence X.0'. The event is once again offering startups the opportunity to present their innovative business models to established technology companies and to network with them. The 50 finalists will get a free stand at the festival for three days and will also be able to showcase their concepts on the event stage to a large audience. A VIP jury will then select the winners in the categories 'Best Business Model', 'Best Tech Innovation' and 'Industry Disruptor', plus the overall winner at the end of the event. The CODE_n Awards have a total of 30,000 euros in prize money.

50 startups ready to go with innovative ideas

The diverse submissions from participating startups range from Beyond Reality and Machine Intelligence to Cryptographic Trust and could be applied to industry, the mobile sector, health, education and agriculture in the future. The startups will be showcasing solutions for cybersecurity and blockchain technology and also presenting ideas for simplifying industrial processes using augmented reality, including in the development of prototypes or the maintenance of technical devices.

'The quality of the candidates this year was so high that it was often only the fine details that made the ultimate difference in the ranking and selection of the top 50. I am very much looking forward to welcoming the 50 finalists in early October here in Stuttgart. They all do justice to our motto of "exploring the DNA of digital innovation" and we are sure that the event will once again produce many successful collaborations and investments', says Moritz Gräter, Managing Director of CODE_n.

Established companies co-designing the festival in partnership

CODE_n can count on yet more prestigious partners for this year's event. Alongside the state of Baden-Württemberg, the city of Stuttgart and IT company GFT Technologies, these include Cyber Valley, DATEV, EnBW, EY, Fraunhofer, MHP - A Porsche Company, W&W brandpool and venture capital company LEA Partners.

In addition to the presentation of the innovative business models, the festival program also includes discussions with inspirational speakers and panel participants, interactive workshops and various networking formats, such as speed dating between the startups and established companies. The exclusive Pioneers' Dinner will be held the day before the festival as a warm-up. Regional and international politicians, business executives, the event's partner companies and of course the 50 startups will all meet up and get the ball rolling. The highlight of the event is the CODE_n Award Show on the second day, when the CODE_n CONTEST 2018 awards will be handed out. Established companies will also have the opportunity to take an active role in the event as partners and to help design the festival. More than 10,000 visitors from the industry, business and science sectors are expected to attend over the three days. The first speakers will be announced shortly.

The early bird tickets are now available at https://www.newnewfestival.com/#ticket18

Press contact
Iulia Baidac | Lena Gaede
CODE_n Communications
Tel.: +49 711 219 505-91
Email: press@code-n.org

About CODE_n
CODE_n is a cross-industry innovation hub for entrepreneurs, ambitious startups and established companies. The key elements are the CODE_n SPACES campus, regular event and workshop formats, the international startup competition, the new.New Festival and a wide range of innovation services – all supported by an international network of digital pioneers from business, science, culture and the media.
The focus is placed squarely on promoting new, sustainable digital business models. CODE_n's aim is to create awareness of the opportunities of digital transformation and to drive forward cultural change. The boundaries of traditional thinking are broken down within the network in order to create enthusiasm for enterprises and entrepreneurship. CODE_n stands for 'Code of the New'– the DNA of innovation.
www.code-n.org
www.newnewfestival.com