

## About 380 Startups Reach for the CODE\_n Award in 2016

- Startups from 40 countries have applied for the fifth annual international CODE\_n CONTEST
- Jury made up of renowned representatives from industry and business media

**Stuttgart, June 1, 2016 – From Asia to Europe and even the U.S., more than 380 young companies from 40 countries are now keeping those fingers crossed. They have each submitted their business model to participate in the CODE\_n startup contest in one of four contest clusters: Applied FinTechs, Connected Mobility, HealthTech, or Photonics 4.0. In 2016 it's all happening under the banner of "Unveiling Digital Disruption." Hungry, visionary startups will showcase their determination to drive forward digital transformation in whole industries. The 50 finalists will be announced in early July. These startups will be given the chance to present their business at the [CODE\\_n new.New Festival](#) from September 20-22, 2016, in Karlsruhe, Germany. Participation in the festival also gives them the chance to compete for the grand prize of €30,000 if they win the coveted CODE\_n Award. A jury of seven renowned experts will select the winner after startup pitches on September 21. There are also a significant number of German companies that applied to take part – roughly 150 to be more precise. These numbers are followed up by Brazil and Spain with 37 and 32 applicants, respectively.**

"Our festival revolves around the international startup contest and, once again, we've received amazing feedback on a global scale for this fifth run of the competition," states Ulrich Dietz, CEO of GFT Technologies SE and CODE\_n initiator. The key element of success in all four clusters? A business model with plenty of novelty and a high level of quality. "Even the first impression is quite impressive. I'm sure we'll once again showcase this year's highlights from the world of digital technology at the CODE\_n new.New Festival, and that we'll be able to discuss these at length with festival visitors." The jury now has the difficult yet exciting task of selecting the 50 best business models before announcing the winner of the CODE\_n Award in September.

Renowned experts from the world of business and media on the 2016 CODE\_n jury:

- Volkhard Bregulla, Vice President Manufacturing and IoT EMEA at [Hewlett Packard Enterprise](#)
- Ulrich Dietz (Vorsitz), CEO of [GFT Technologies SE](#) and CODE\_n initiator
- Carsten Knop, Senior Business Editor at Frankfurter Allgemeine Zeitung
- Martina Merz, Business Consultant and Board Member at Deutsche Lufthansa AG, Volvo Group, NV Bekaert SA as well as at SAF-Holland SA
- Dr Peter Leibinger, Vice-Chairman of the Managing Board at [TRUMPF GmbH + Co. KG](#)
- Frank Riemensperger, Country Managing Director of [Accenture Germany](#)
- Dr. Frank Schlie-Roosen, Director of the Department for Photonics and Optical Technologies at the [Federal Ministry for Education and Research](#)
- Professor Dr Peter Weibel, Chairman of the [ZKM](#)

This year, established companies will assume patronage of the startup contest clusters: GFT is hosting Applied FinTechs, HPE is supporting Connected Mobility and TRUMPF is promoting Photonics 4.0.

In the **Applied FinTechs** cluster, startups primarily focus on peer-to-peer payments, non-banking solutions, blockchain and bitcoin technologies, and robotrade. From special analytics solutions for

the capital market to personalized apps that transfer a financial reward each time a user goes to the gym, and even smart insurance technologies (InsureTech) for things like consulting services – there is plenty of variety on offer.

Digital diabetes solutions feature prominently in the **HealthTech** cluster. In addition to this, there are a number of applications that are designed to promote mental health, plus clever interactive guide apps related to pregnancy or feminine cycles. Even the networked analysis of bodily functions is featured. For example, there's one solution for a heart pacemaker that sends signals to a cell phone and show if readings are okay or whether visiting the doctor's office would be advisable. New surgery technologies (using laser technology), remote solutions for physical therapy, and customized prosthetics also round off the spectrum in this area.

The **Connected Mobility** cluster looks at improved driving. A number of factors are addressed here – everything from driving behavior to fuel and energy consumption. Even traffic regulation, particularly with respect to driverless vehicles, comes under the spotlight. In addition, there are indoor GPS solutions for large-scale warehousing or rapid “last mile delivery” options. Enhanced tracking solutions for goods transportation also top the agenda of these young companies. Another favorite: car sharing and parking space sharing. Many startups clearly see themselves as enablers, placing their focus on cloud security and big data to make digital life as convenient as possible, yet still guarantee privacy.

Unlike the other three clusters, **Photonics 4.0** brings together a rather unique group of participants. A number of highly specific technologies stand out here, like 3D printing, sensors for optimized manufacturing, (3D) imaging technologies, and even laser solutions. All of these business models reflect prior in-depth research programs.

*Overview by country of 2016 applicants (based on location of HQ):*

*Afghanistan, Albania, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Croatia, Denmark, Estonia, France, Germany, Great Britain, Greece, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Kenya, Latvia, Luxembourg, Malaysia, Netherlands, Panama, Poland, Portugal, Russia, Serbia, South Africa, Spain, Switzerland, Taiwan, Turkey, Ukraine, United Arab Emirates, USA*

*For more detailed information, please visit our website: [www.code-n.org/contest](http://www.code-n.org/contest). If you are interested in attending the festival, you can find out more by going to [www.newnewfestival.com](http://www.newnewfestival.com), where you can also subscribe to our newsletter. For a quick overview of the festival, see our [event presentation](#).*

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## About CODE\_n:

Initiated by GFT Technologies SE in 2011, CODE\_n is a global innovation platform for digital pioneers and leading companies. Featuring elements such as CONTEST, EVENTS, CONNECT and SPACES, CODE\_n offers an ecosystem which networks companies and innovative personalities as well as supporting the development of new, digital business models. CODE\_n stands for “Code of the New,” the DNA of innovation. The community drives digital advancement with new ways of thinking and the pursuit of bold ideas.

[www.code-n.org](http://www.code-n.org)