GFT PRESENTS

CODE 13

SMART SOLUTIONS FOR GLOBAL CHALLENGES
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SUNNYCROWD
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SURE!
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ELIZABETH VARLEY

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ACKNOWLEDGEMENTS
BY ULRICH DIETZ

IMPRINT
Innovation demands courage and endurance. After that initial moment of inspiration come a few first, cautious steps. This is then generally followed by a series of actions: weighing up options, dealing with moments of doubt, diligently working and finding ways to overcome setbacks. Having come this far, a viable concept gradually emerges with all the potential of surviving in the marketplace. But despite the many assumptions in theory, the best ideas often stand little chance of making it without a place to showcase their potential and attract public attention – and, of course, secure that essential financial support. CODE_n is the platform people need to feature innovative, lateral thinking. It is the place where three important elements come together: young, shrewd entrepreneurs with enterprising spirit; successful and well-established companies with a wealth of experience; enthusiastic investors with the capital to get things off the ground. We started CODE_n in 2011 to provide new answers to pressing questions related to IT and digital living. Take last year’s contest winners: The young entrepreneurs behind Intelligent Apps have made great headway in the last few months with their mobile app, myTaxi. They now employ more than 100 people – double the number of twelve months ago. What’s particularly remarkable is that Intelligent Apps is one of the few German startup companies that has managed to establish itself in the US. This is owed in large part to the visibility the company achieved through CODE_n. Our initiative has truly evolved into a lively community of digital pioneers, blazing a trail for future digital trends. This year, we dedicate this important event to a hot topic; one of global relevance and a driver for innovation: the transition to alternative energy sources. We are witnessing a tremendous movement of new startups in the fields of energy efficiency, renewable energy, smart grids and electromobility. Young companies in particular have come to recognize the potential of these markets and have begun developing fresh business ideas – concepts that tap into IT solutions to promote intelligent and sustainable energy use. That’s good reason for us to make this topic the theme of this year’s CODE_n Contest. We were truly impressed by the sheer number of world-class applications for “Smart Solutions for Global Challenges.” We are delighted to present another 50 exciting and ambitious international companies in the CODE_n area of this year’s CeBIT. These are ideas from people who have the courage to think several steps ahead. And this is precisely what gives them an edge over large corporations. Too many people are plagued by doubt and smothering ingenuity before it even has a chance to grow; the innovation hurdles inside companies are too high. Staying on the ball means learning from these more agile startups and keeping the lines of communication open. It’s the only way to explore new avenues and recognize previously unthought-through ideas. If both sides work together, they can benefit from one another and create a springboard to successfully establish new business solutions for the market. CODE_n gets people talking. The place for this dialogue? Hall 16 at this year’s CeBIT exhibition, which will be transformed into a global “shop window” showcasing new ideas for the transition toward alternative energies. We will create the ideal platform for young thinkers to exchange insights and network with people experienced in making things happen. For one week, a 4,000 square meter stage is set for 50 promising startups to meet thousands of intrigued visitors, numerous investors, politicians, and representatives from long-established companies. We are also looking forward to an extensive conference program covering topics related to the global energy transition and innovation development – not to mention the CODE_n award ceremony, planned for March 7, at 6:00 p.m., which will be followed by a lively party. It’s a program of events bound to create a truly unique atmosphere of pioneering spirit and inspiration. We are particularly pleased to welcome the artist Vincent Tavenne on board. He has truly captured and underscored this sentiment through his creative interpretation of Hall 16. Known for his visionary installations, he dismantles acquired conventions and takes a radical approach to reproduce that temporary atmosphere experienced at a trade show. Developing a business idea is much like creating an artistic masterpiece. Visit CODE_n in Hall 16 and be inspired by the phenomenal works of art! Sincerely, Ulrich Dietz

ULRICH DIETZ
FOUNDER AND CEO, GFT TECHNOLOGIES
CODE_n is an international initiative for digital pioneers, innovators and groundbreaking start-ups. Initiated in 2011 by GFT Technologies AG, 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 and accelerate innovation in the field. CODE_n stands for “Code of the New”, the DNA of innovation.

GLOBAL INNOVATION CONTEST
In 2013, CODE_n will bestow the CODE_n Award for the second time; this year, under the motto “Smart Solutions for Global Challenges.” Avant-garde IT applicants were asked to contribute their business ideas for sustainable energy supply and usage.

THE CONTEST IS DIVIDED INTO TWO CATEGORIES:
_CATEGORY 1 “STARTUP”
registered company, 0-3 years old
CATEGORY 2 “EMERGING COMPANY”
registered company, 3-7 years old

CODE_n13 AWARDS
The renowned CODE_n jury will select one winner for each category from the 50 finalists. Both winners will receive prize money of €15,000.

TIMELINE
_28 AUG 2012 Launch of contest
_20 NOV 2012 Close of registration
250 applicants from 35 countries
_18 DEC 2012 Selection of finalists:
50 participants from 13 countries
_5 MAR 2013 Start of CeBIT
CODE_n13 Award Show:
announcement of contest winners
ACCELERATING THE PACE OF INNOVATION

From its very beginning, CeBIT – the digital economy’s most important international event – has been a platform for innovation. No other setting provides the international IT and communications technology industries with as much inspiration as CeBIT in Hanover. Innovation is an integral part of CeBIT’s DNA.

Especially in recent years, CeBIT has emphasized not only technical innovation but also innovative digital business models. The key question, particularly for established companies, is how to accelerate the pace of innovation in the international market in order to secure and expand competitive edge.

CODE_n, which was initiated by Ulrich Dietz, gave a resounding answer to this question at CeBIT 2012. The 50 young companies that exhibited in Hall 16 cast a spell over visitors and the international media with their creativity and ingenuity. CODE_n essentially turns the classic trade show model upside down because sponsors invite startups from all over the world to exhibit. And it’s not the startups who bear the costs; instead, it’s the sponsors – the people who are interested in fresh ideas and innovative business models. At CeBIT 2012, CODE_n proved that this approach works because CeBIT is now 50 success stories richer.

As organizer of the world’s largest event for the digital economy, we at Deutsche Messe are very proud that CODE_n is returning to CeBIT in 2013. This time around, the focus is on an issue that the entire business community must face: the transition to alternative energy sources. This challenge will only be overcome with imagination and motivation, and the CODE_n exhibit in Hall 16 is where young companies and digital pioneers will showcase their solutions.

We are all looking forward to it!

FRANK FÖRSCHMANN
HEAD OF CEBIT, DEUTSCHE MESSE
In the past decades, sustainability has become an issue of growing concern across all sectors of the economy and social life. Economic growth depends on innovation and how effectively we use the resources of our planet. As a trusted advisor to innovative business models, the global organization of Ernst & Young is proud to support the CODE_n initiative, this year being dedicated to IT-based alternative energy solutions.

Sustainability is not only a central value of our company but also a source of business activities such as our Climate Change and Sustainability Services, supporting companies in optimizing their business models according to criteria of sustainability. Thus, partnering the CODE_n at CeBIT is a logical step for Ernst & Young, this year taking place under the motto “The transition to alternative energies based on innovations in IT.”

The event gives companies and startups of any size the opportunity to get into contact with potential business partners and investors. We look forward to being presented with ideas, having the potential to change the world by using innovative and groundbreaking technologies and business models that, for example, create convergence of various industries through technology. Our and our planet’s future depends on smart solutions that enhance the efficiency and effectiveness of economy as well as quality of life. New ideas of future-minded entrepreneurs can definitely contribute to achieving these goals by developing solutions that help to protect the climate and save the earth for future generations.

GERHARD MÜLLER
PARTNER AND LEADER TECHNOLOGY GSA
ERNST & YOUNG
BETTERVEST

bettervest.de is the first equity-based crowdfunding platform for energy efficiency projects which lets the “crowd” participate in savings made by reducing energy consumption. Equity-based crowdfunding is a financial mechanism that pools small investments (in this case starting at €50) from a large group of citizens in exchange for financial returns. The money is collected in an escrow account until the funding goal has been reached and the energy efficiency project can be realized. The overall savings are calculated by comparing the resulting improved energy costs with the original costs. A defined percentage of the savings is distributed to the crowd until the investment, plus a previously agreed profit, has been paid back.

CARBON CONTROL

The CARBON CONTROL mark verifies a company’s positive actions to control and reduce its carbon emissions. The CARBON CONTROL mark is an independent stamp of approval that assures consumers that the companies awarded the mark are carefully their carbon emissions and are committed to reducing them. CARBON CONTROL brings consumers and companies together in an effective campaign to combat climate change and its destructive effects on our planet.
CARZAPP

carzapp is an online marketplace which enables private individuals to share cars. Owners of cars can rent out their vehicles to others and reduce the cost of ownership. Meanwhile, they maintain full control over who drives their car, at what times and for how much money. The renters, on the other hand, can look forward to a full range of models right in their vicinity. Both parties can enjoy full peace of mind because of the carzapp insurance, which is automatically included in the rental.

Additionally, carzapp has developed an innovative hardware solution, the Zappkit, which further enhances convenience though keyless access to cars via smartphones. It also provides protection against theft through an integrated active alarm system.

CHANGERS.COM

Changers makes eco-friendly behavior measurable and personally rewarding. The intelligent and mobile lifestyle solar-charger enables everybody to produce and consume their own renewable energy. The device (winner of a 2012 IF Design Award, 2012 Green Good Design Award, and nominated for the 2013 German Design Award) measures the exact amount of generated energy and carbon emission savings and – connected to a computer – uploads this data to our community, Changers.com. There, you can see and compare your achievements with your friends and the rest of the world. And for each saved gram of carbon emissions, we reward our users with Changers Credits, which they can exchange on our Social Energy Marketplace for sustainable products and services from our partners.
We are an innovative young company developing a smart electric micro car, the Colibri. We serve as the project's organizational hub, coordinating the activities of several experienced industry partners. Each of them is a specialist in their field, contributing to the Colibri being a unique and advanced vehicle. The patented, novel frame and seating concept will make it the first of its class to successfully pass the Euro-NCAP crash test. It offers a range of 110 km, acceleration from 0 to 100 km/h in 9.9 seconds, a top speed of 120 km/h and a charging time of just two hours via a household socket. Unlike comparable vehicles, it is completely weatherproof and offers an enclosed trunk.

GreenWave Reality is a global innovator in the smart home services market, which includes energy management, connected lighting, and home monitoring services. The GreenWave Reality solution delivers a breakthrough consumer experience, making it easy to conserve energy, save money and enhance lifestyles. The smart home monitoring and control platform is highly secure and scalable, allowing leading utilities and service providers to confidently provide these capabilities to a large number of customers.
DEINBUS.DE

In Germany, scheduled long-distance transportation was limited to trains and airplanes until 2012. While studying at Zeppelin University, Alex, Chris and Ingo questioned this status quo and discovered something: the bus, the most energy-efficient way for a group of people to get from point A to B, was limited to protect the national rail. To bypass this 1933 law, they developed the concept of buspooling via the online platform DeinBus.de. This demand-driven solution was not classified as a scheduled service and hence not prohibited by German law at the time. Since the law has been revised on January 1st 2013, offering bus travel as a private company is no longer prohibited and DeinBus.de has by now developed into one of the leading bus companies offering daily, scheduled services between a growing number of cities in Germany.

DMFUSION

Luxoft Ukraine, founded in 2007, is a provider of outsourcing services in the field of advanced application and software engineering for global and regional enterprises. Luxoft builds partnerships with its clients, such as Boeing, IBM, Deutsche Bank, UBS, Harman, Avaya, Alstom, Sabre, based on a culture of engineering excellence, innovation, and extensive domain expertise.

DMFusion, Luxoft’s demand management automation platform, enables small and medium-sized utility companies and smart grid solution vendors to meet the challenges of non-technical distribution losses and unbillable revenue, resulting in substantial improvements in grid management.
E-CLOUD

Venios is developing an IT platform for analyzing, monitoring, forecasting and controlling the conditions of power grid infrastructure, especially in the low voltage range. Since the current power infrastructure has not been designed to cover discontinuous feed-in from the low voltage range, the increasing integration of renewable energy often leads to overall instability of the power grid. Our key objective is to provide network operators and stakeholders with information that facilitates efficient planning for grid extension measures and enables control of intelligent grid components, e.g., variable transformer substations or storage.

ECOCHAIN

EcoChain has developed a new and innovative method for calculating Life Cycle Analyses (LCAs). Our online solution calculates the environmental footprint of a company. By allocating the company’s environmental footprint to processes and products, and by linking environmental input from their suppliers to the products, companies can make LCA calculations for their entire product portfolio in a very [cost] efficient way. Inviting the supply chain to use the same system creates transparency in the supply chain. The EcoChain system links sustainable supplier data regarding specific products to customers without revealing core data, recipes, or supplier details. With EcoChain, companies can finally benefit from their sustainable efforts.
ECONITOR

Econitor enables households and small companies to analyze energy consumption, costs and emissions. The Web-based software works for any energy type and with any metering technology, independently from the user’s energy provider or tariff. Besides manual data entry (online, email, mobile phone), Econitor offers APIs to integrate digital meters or other connected devices. Econitor builds an “Eco Information Hub in the Internet of Things” that allows users to combine multiple data feeds to increase transparency and gain understandable insights. Energy monitoring made easy!

Econitor runs its platform on white label software for B2B partners like energy consultants, renewable energy companies, cities or communal energy agencies.

ECOTASTIC

Let’s face it: we all think in one way or another about the environment, but often fail at implementing our environmentally conscious behavior. It is more convenient to go by car than bike when it is wet, cold and windy outside. Also, who is really going to rinse out that reusable coffee mug every single morning, pack and transport it all the way to the coffee shop, when one can choose a simple paper cup to go?

That’s why we are introducing ecotastic: The users of our smartphone app gather points for eco-friendly actions and can redeem these points for gift coupons from our various business partners. By partnering with us, businesses increase their market visibility and attract new customers while taking on social responsibility.
Ecow Mobility aims to counteract current travel problems such as traffic congestion in cities, limited parking spaces and environmental damage.

The first “Chauffeur” service in Geneva
- A unique and innovative eco-friendly concept
- A fleet of hybrid and fully electric vehicles
- A selection of the finest, most experienced, discreet and supportive chauffeurs, specially trained for eco-driving
- Transparent and attractive fares
- Better tracking of your travel costs

With Ecow Mobility, you have the tools to significantly reduce your carbon footprint and enjoy professional chauffeuring services, without having to pay extra.

Organic Transit is a green transportation company founded in 2012 by Rob Cotter in Durham, NC, USA. Organic Transit is proud to debut the ELF, a fun and efficient personal electric vehicle powered by you and the sun. The ELF is a solar/pedal hybrid suitable for commuting, deliveries, and other local transportation needs. This three-wheeled electric assist velomobile fills the niche between a bicycle and a car and offers advantages over both. The ELF features an innovative mobile app that allows users to track calorie consumption, carbon mitigation, and battery life while navigating bike-friendly routes.
FLINC

flinc is the first real-time ridesharing network which is integrated into GPS navigation. Use your desktop, smartphone or navigation device and flinc automatically matches you in real time with members from your trusted social mobility network to share rides. Wherever you are, from anywhere to anywhere – even on short and everyday routes. For flincers, a smartphone turns into a real alternative to the privately owned vehicle. Post a regular ride, if you want to carpool to work or university. Pre-planned or in real-time, flinc suggests the best drivers and passengers anywhere along your route.

With more than 400,000 rides available per month, flincers can save hundreds of euros a year and enjoy meeting great people.

GET NEUTRAL

Problem: Private consumption causes almost half of worldwide greenhouse gas emissions, and consumers are increasingly questioning whether their buying habits are sustainable.

Solution: Get-neutral helps consumers choose more sustainable products via their smartphones and rewards them while they are shopping.

Get-neutral runs Germany’s largest mobile and online platform for sustainable consumption. The overall business is based on three megatrends: sustainability, mobile commerce, and big data.

Get-neutral was founded in 2011, and is looking for financing partners.
IT capacity planning and usage of datacenters are currently highly inefficient and generate 2% of global carbon emissions. Furthermore, only 5–15% of the existing global IT capacity is actually used. In addition to this inefficiency, companies cannot afford to go offline anymore and, therefore, there is an increasing demand for IT capacity.

Greenclouds has built a technology platform that aggregates idle resources within the ICT industry and makes this excess IT capacity available to IT service companies and organizations, online and on demand.

By using excess IT capacity, the Greenclouds platform creates a triple-win situation: It establishes a source of revenue for the ICT industry, increases yields while generating cost and energy savings for cloud members, and, last but not least, it contributes to the health of our planet in this green age.

Greenergetic is the first integrated online portal that enables homeowners to plan and purchase their residential photovoltaic system. The planning wizard guides the user through every step of the process with a detailed description of the information needed. The innovation lies in the complete and fully integrated back end, streamlining all processes including revision, procurement, installation, financing, and claims management, combined with intelligent sales channels. With our cost structure, we open a new market segment for very small-scale photovoltaic home systems (<5Wp), which were previously not profitable.
GreenPocket is a leading specialist for smart meter and smart home software that empowers people all over the world to use energy in the most comfortable and responsible way possible. Based on a flexible, modular and scalable high-performance platform, GreenPocket’s software applications transform complex energy data into a wide range of consumer-oriented benefits for energy control and home automation. Working with leading European utilities providers, the company has quickly become an important player in the global smart energy market. Founded in 2009, GreenPocket is a privately held company headquartered in Cologne, Germany.

GreenQloud was founded in 2010 to make cloud computing easy, cost effective and most importantly, to reduce the increasing amount of carbon emissions generated by the IT industry. We saw a great opportunity in utilizing Iceland’s abundant 100% renewable energy and naturally cool climate to greatly reduce the IT industry’s carbon emissions. GreenQloud’s public computing cloud offers scalable, high-performance servers and on-demand storage with industry-compatible APIs and an easy-to-use management interface. We offer the only public computing cloud that is 100% powered by renewable energy, and our prices are among the lowest available. Our mission is to help the IT industry lower costs and limit its environmental impact.
FutureWatt was launched with the objective of providing heat and electricity at prices below utility rates. The company designs and finances customized distributed energy solutions. We enable our customers to become prosumers by helping them to reduce costs and carbon emissions and tap into new energy-related revenue models. FutureWatt launched heizkosten-senken.de to provide a Web-based service to millions of homeowners and landlords.

heizkosten-senken.de is the first marketplace and solution provider for heating in Germany. Users customize and compare solutions, consisting of a heating system, services, financing and fuel sourcing. The platform aggregates all components, calculates savings and provides a full-service model.

Our vision is to provide intelligent solutions that contribute to the realization of customers’ creative ideas. The first product, Homee, will become the next generation of smart homes. Homee is a personal assistant that lives with you, supports you in saving energy and increases home comfort. Homee is cost-effective, which means that it can compete in price terms with proprietary application solutions. Homee users, however, will benefit from the advantages of a high-quality home controlling system.
INFOSAN

INFOSAN is a Platform as a Service (PaaS) that converts raw environmental data from sensors in the field into comprehensive information, which is computed through complex algorithms. Its engine module allows for forecasting, optimization and data mining, which means key performance indicators can be represented on a web application (dashboard), a smartphone and/or tablet where real-time alerts and reports can be generated. INFOSAN also offers acquisition and transmission hardware (OLOGGER) which is low cost, reliable, robust, and fully integrated in the platform. INFOSAN is certainly contributing to a more sustainable and intelligent world, guaranteeing the preservation of natural resources and improving the quality of life for future generations.

KIWIGRID

Kiwigrid develops and runs a hardware and software platform for the management of distributed, regenerative energy producers – one of the most important and relevant players in the energy transformation.

The Kiwigrid platform connects producers (CHP, wind, solar energy) with smart high-volume consumers (air conditioners, heat pumps) as well as storage systems, eMobility and the grid. Establishing a network makes it possible for plant operators and utility companies to supervise, store and operate with distributed, regenerated energy, and to adjust energy demand to key drivers. As a result, it becomes possible to forecast the usage levels of regenerative producers, making it more economically attractive to utility companies and plant operators.
LED technology has erupted on the lighting market, offering substantial energy savings for sustainable urban environments. But this integration has not been entirely successful yet, with problems related to overheating in LED bulbs, costs, durability and luminous flux regulation. Lightbee is a new company with a solid background in Visible Light Communications technology (VLC). It has now developed Lightdim, a small device for installation in LED lights that optimizes the function of LED bulbs, overhauling the technology and thus offering better durability and complete control. The device also helps with the configuration of smart grids by means of beam signals and lighting devices. This involves human–machine interaction as well as machine to machine communication (M2M).

Milk the Sun, launched in March 2012, is an international online marketplace that allows buyers and sellers in the photovoltaic industry to find new business partners easily and efficiently. This B2B Web platform brings together rooftop and open space owners, roof agents, project developers, operators of existing installations, and investors. Users are able to search, browse and connect with other PV market participants. The innovation of Milk the Sun lies in replacing the long and costly chains of brokers and agents in the photovoltaic market. It provides a platform to facilitate the selling of project rights as well as existing solar installations.
MITPACKGELEGENHEIT.DE

Mitpackgelegenheit.de is the first online platform where people with a need for shipping meet others with available stowage space. Every mobile person with a vehicle can become a haulier and earn some money by picking up items. The target groups are people with needs for shipping of convenience goods, e.g. eBay self-collectors, students, tradesmen. Thus, Mitpackgelegenheit.de creates “Social Transport.” In particular, it is more personal, more convenient and cheaper compared to existing commercial suppliers. Simultaneously, these transport collaborations reduce carbon emissions, helping protect the environment.

Modern Wall is a firm structure made of several ecological and recyclable materials. It forms intelligent walls, wall partitions, wall coatings or roof coatings.

Composition: Plaster/Design/Green Polymers: PVC or PTC and polyester.

Modern Wall is an original product in terms of its composition.

What’s new about Modern Wall?

Integration of an air-conditioning system in the wall (in research phase). Integration of decorative lighting incorporated in the wall (completed). Lightweight yet rigid structure on account of the polyester and the connection between components. Complete control of new decorative and ecological light, the built-in air conditioning and house through the use of a cell phone.
ODENERGY

ODEnergyHome is a platform that not only allows you to check your electricity consumption in real time (in kWh, euros and carbon emitted), but can also identify the main electricity consumers in your home – without the need for additional sensors or devices. You want to know how much it costs to turn on the electric boiler? We can help you find out.

The alarm manager notifies you if you've gone to work and left the iron on. But the best part is that it's okay because you can use your cell phone to turn it off from wherever you are.

And for your business, we offer an extended solution: ODEnergyPro, which allows for centralized management of various electricity points. The outcome of an Open Source project, we help technology reach everyone.

OPARA

Opara is an online platform designed to increase real-time control and traceability in fruit production. We deliver insightful business analytics to growers in order to help them boost their productivity by reducing costs and preventing losses. At the end of the chain, customers can learn about the fruit they are purchasing right from the supermarket shelf using a smartphone.
The purpose of panStamp is to bust the myth about the complexity of wireless M2M systems. Low-power radio telemetry has typically been reserved for hardware engineers, but panStamp makes the development and integration processes straightforward for professionals and enthusiasts with no previous experience in the hardware industry. panStamp is an open wireless automation platform which forms a complete ecosystem of wireless nodes and IP controllers. This solution mainly consists of panStamps, low-power wireless modules which are programmable from the Arduino IDE, plus a set of software tools, gateways and controllers. panStamp is being used in many different applications, including building automation, automatic irrigation, energy metering and air quality monitoring.

Covering seventy percent of our globe, the oceans are by far the largest solar collectors on earth and can provide a vast amount of clean and renewable energy, day and night. Bluerise is specialized in the development and implementation of Ocean Thermal Energy systems. We provide innovative technology and services allowing the most efficient and optimal use of available ocean resources.

Our free, online “OTEC pre-assessment” service will enable the community to perform an initial investigation into the Ocean Thermal potential in any geographical area. The service uses bathymetry and ocean temperature data in combination with local user-supplied information such as energy prices and load requirements. This front-end information, in combination with back-end retrieval of real data, enables the embedded modules to pre-assess the validity of OTEC in the selected area.

The founder of panStamp is Daniel Berenguer. The company was launched in 2012.

The founder of Bluerise is Daniel Acevedo, Remi Blokker, Paul Dinnissen and Berend Jan Kleute. The company was launched in 2009.
The PICOwat® Smart Plug is an intelligent power adapter that gives you remote control over the energy your devices consume. PICOwat® is our award-winning, patent-pending, wireless smart plug designed to save you money by monitoring and reducing energy waste produced by any electric device. PICOwat® is designed to be very easy to use. It takes just a few minutes to install, without the need for tools or any additional software. PICOwat® is also designed to work out of the box with any device you would plug into a wall outlet, bringing energy efficiency and the energy conservation capabilities of the smart grid to you today, with or without a smart grid utility connection.

PlugSurfing is the best solution to finding electric car charging stations & barrier-free payment for EV charging. By merging multiple data sources, including real-time APIs direct from charging point providers, as well as static crowdsourced data from the charging point community, the PlugSurfing apps and website display the world’s largest database of charging points. With a database unrivaled in terms of both quality and quantity, PlugSurfing is the answer to concerns about range and wider EV adoption. The Berlin-based startup now has its sights set on integrating a universal payment system to allow users to roam between providers and countries, supplying the missing link to the freedom and mobility that EV always intended to achieve.
ROCKETHOME

ROCKETHOME has developed one of the most advanced technologies for smart home ecosystems in Europe. ROCKETHOME offers managed smart energy and smart home solutions that help service providers get behind the utilities and move beyond the meter into the customers’ home, as a part of their smart grid strategy. The intuitive web application enables consumers to monitor and control devices online or via a mobile phone for efficient energy consumption, more comfort and increased security in a connected home. Mass-market “plug&play” solutions make it easy for customers to install, connect and control devices. ROCKETHOME mobilizes five key areas of application on a single platform: home monitoring and security, energy monitoring, home control, multimedia and senior care.

SKYBUS

Skybus is a new type of urban transport where passengers are taken directly from point A to point B by means of smart vehicles. The vehicles are shared by other passengers going in similar directions. It’s flexible, convenient and low-cost—a real alternative to a private car. Skybus means less traffic, less emissions and less energy consumption. It’s efficient and sustainable—a new transport solution to improve the environment and our quality of life. Offered as a software service (SaaS) to cities and transport operators, Skybus’ unique optimization technology can reduce costs and improve quality in existing bus networks, expand public transport coverage profitably to new areas, and deliver premium microbus services for commuters, night owls, the elderly, and other groups.
Turn your home into a smart home in 5 minutes! These days, we don’t communicate with our homes, there are no conversations. Wattio and its technology make it possible for you to change the relationship you have with your home. The results: you will be able to manage your home in a more efficient way, saving both energy and money!

We are about to launch a technological solution for converting normal homes into smart homes. It consists of a complete platform for users to control their smart homes comfortably and efficiently. Wattio wants to make domotics truly democratic. A solution for all of us!

Our engineering team handles all technological developments, as well as the integration of all parts of the system: hardware, firmware and software.

Intelen is a growing cleantech IT start-up and innovator in smart building energy analytics. Intelen’s fully-integrated platform provides real-time insight into energy use and offers robust mechanisms to drive ongoing energy efficiency by using gaming concepts, mobile apps and behavioral incentives.

Its proprietary cloud-based software solution and sophisticated patent-pending algorithms provide real-time insight into key drivers of building energy consumption, and leveraging mobile gaming and social networking principles. Intelen creates sustainable social communities of aware people who save energy and optimize the performance of buildings by following real-time demand/response behavioural scenarios.
SOLAR BATTERY

PROSOL Invest, founded in 2010, is a market leader for innovative and intelligent lithium storage systems. The Solar Battery is a smart, highly efficient and modern storage system for residential use. Its main purpose is to enable the user of a PV installation to consume a maximum of his self-produced solar power whenever it is really needed in the house. Thus, solar power can be used at any time, even at night. The intelligent solar battery can be directly controlled and switched by electricity consumers (e.g. electric appliances) or can be integrated in a smart home system from a third supplier.

SOLARBRUSH

SOLARBRUSH is a robot used to clean solar power plants. The cleaning of solar generators is important since they lose efficiency due to deposits such as sand or dust. SOLARBRUSH “walks” across solar modules with a high inclination of at least 30 degrees. The robot is wireless as it carries a rechargeable and replaceable battery. The development of SOLARBRUSH started in 1998. Since then, the robots have been optimized for the cleaning of solar generators in dry regions. Huge layers of sand on the modules lower the output in many regions – according to some studies, by 35% every month. One or more robots can be placed on-site to clean solar panels. They have been designed to meet both the needs of customers and service personnel.
1.5 billion people worldwide live without electricity. 600 million of these people live in Africa. Solarkiosk addresses the needs of these off-grid communities by providing energy and connectivity. Once installed, the Solarkiosk becomes a compact, affordable and stable shop offering energy, products, tools, and services. The Solarkiosk substitutes extremely expensive unclean energy with clean solar power and gives access to products and information for future growth of rural communities. The Solarkiosk is a solar-powered, autonomous business hub; it is the spark that will trigger technological drive and create modern businesses in previously untapped markets. The holistic technology uses the produced energy much like a “mini smart grid.”

Sonnenserver is an intelligent energy management system that optimizes the energy consumption of IT environments and enables efficient integration of renewable energy sources. Emission-free operation of client/server networks can be achieved by using alternative energy. The aim is to control the energy consumption of the devices that are actually using system capacity. The system can be installed in existing networks. An energy management controller records the energy consumption of individual hardware components. Energy savings can be achieved by optimizing the load distribution and the shutdown of unused hardware. Up to 90% of energy can be saved per workstation. Cost savings in energy consumption and contributions to green IT can be achieved in one system.
Prior attempts to extract clean and renewable power from the ocean's waves have met with setbacks and disappointments, with ocean energy devices breaking or being lost in rough seas. The key to obtaining low-cost power from the sea is durability and low maintenance. Spindrift Energy is developing a patent-pending hydrokinetic device with only 3 moving parts. Its simplicity and cost-efficiency will result in a capital cost of $500/kW and a power-generation cost of $0.02/kWh. Spindrift devices can operate in water of any depth and can be scaled to meet any level of demand. Farms of our wave energy devices will be able to supply most of the world's electrical power at a cost lower than that associated with coal-fired electrical plants.

Renewable energy projects struggle with the rigid, complex and inflexible banking system. People want to see their money working effectively and ethically. Society needs a sustainable future. Sunnycrowd solves these problems. We are crowdfunding for renewable energy, using the power of the social web to push the clean energy revolution forward. Choose a project, invest an amount of money for its development, and earn a lot in interest! Our equity model will also allow you to directly own a share of your chosen project. You can follow your project and see how well it is doing. Projects are vetted for quality by the Sunnycrowd team. People can grow their money transparently and see the impact they're having while doing good for the world. And project developers have access to an easy and efficient alternative for financing.
Cities need sustainability and sustainability needs and green economy. Cities put a lot of money into sustainable programs, or certifications that are incorporated in the city economy by helping citizens, companies, and city halls to create a more sustainable today.

Sure! is a software tool and service that helps cities become more sustainable. We will change the city economy by helping citizens, companies, and city halls to create a more sustainable today.

Year of Launch: 2009
Company: Sustainable Reference
Address: 181 Fremont St, San Francisco, CA 94105, USA
Phone: +1 831 296 0692
Email: info@sustainablereference.com
Founder: Andy Baeker

Year of Launch: 2011
Company: Tado° GmbH
Address: Kochelseestr. 8, 81371 Munich, Germany
Phone: +49 89 416 156 64
Email: contact@tado.com
Founders: Christian Deilmann, Valentin Sawadski, Johannes Schwarz

Tado° is a Munich-based tech startup, founded by Christian Deilmann, Johannes Schwarz, and Valentin Sawadski in 2011.

Tado° is the first intelligent, smartphone-based heating control system that automatically adjusts the temperature based on individual building characteristics and weather forecasting data. Residents install the Tado° app on their mobile phones to detect when the last person has left the house, no user action required. A signal is then sent to the heating system to turn down the temperature to further enhance energy efficiency.

Overall, Tado° works like a personal heating assistant, taking care of all heating-related tasks and making sure it is always comfortable at home when needed.
TheGreenAge is quickly becoming the hub of choice for all energy efficiency and renewable technology needs. It brings together easy-to-understand information and first-rate suppliers in a friendly community to help our users save money on their energy bills, find information on renewable solutions, and reduce their carbon footprint.

We also offer a carbon offsetting shop where our users can shop as usual at no extra cost, and, in doing so, we support carbon reduction programs on their behalf.

Nature provides infinite ambient energy that can be collected with special harvesting systems. Such systems include solar panels, windmills, thermal energy stations and others. Smooth and efficient operation of such systems can only be achieved by connecting to a proper energy storage device. This can be done efficiently through ultracapacitors – energy storage devices with extremely high power capacities and fast charge/discharge profiles.

YUNASKO develops ultracapacitors which have outstanding characteristics, outperforming existing commercial analog components almost three times over in terms of specific power (kW/kg). It makes the harvesting system more competitive, increasing its efficiency and service life.
The founders of e-volo are the inventors of the Volocopter. Through the use of its many propellers, the Volocopter can take off and land vertically like a helicopter. The world’s first successful manned flight in a vertical take-off and landing aircraft powered solely by electricity made global aviation history in October 2011. e-volo is working to build the VC200, the first Volocopter in the world to carry two people. The innovative concept convinced the main aviation authority to such an extent that it has commissioned a trial program for the creation of a new category of aviation in Germany. Consequently, people with a private pilot’s license will be able to fly e-volo’s Volocopter in the near future.

Helioz is a social enterprise engaged in the development, research and sale of affordable and efficient tools for low-income households, humanitarian organizations, emergency aid organizations and companies around the globe. Helioz R&D focuses on finding innovative solutions to society’s most pressing social problems. Helioz has developed an inexpensive and easy-to-use device called WADI, which was especially adapted for the Base of the Pyramid. This patented device is made of bio-degradable plastic, is completely energy self-sufficient due to its solar panel, and is guaranteed to be maintenance-free for at least five years! What’s more, each piece costs less than 10 dollars. Wadi is easy to use: Screw WADI onto your plastic bottle like a screw cap and place it in the sun. As soon as a smiley face appears, the water is disinfected and ready to drink.

The Volocopter and Wadi are examples of innovative technologies that are changing the way we think about transportation and water purification.
Antonella Battaglini

Renewables-Grid Initiative

Since 2001, Antonella Battaglini, Executive Director with the Renewables-Grid Initiative has devoted herself to the area of renewable energy, power grids and climate change. She introduced her intelligent electricity network concept called SuperSmarta Grid to the public in 2007. It is a holistic approach to electricity to overcome ideological choices and to deliver a highly efficient system for a largely renewable power sector in Europe and across the world.

“I am glad that CODE_n has set the focus on energy transition this year. It’s an issue that concerns us all. The future of humanity will be shaped by the way we generate and consume energy.”

Julian von Blücher

Ecosummit

Julian von Blücher is the CSO of Ecosummit.net, an international Smart Green Business Network and Conference for startups, investors and corporates, which fosters and accelerates cleantech innovation from company foundation to mass market. Blücher’s fields of activity range from sustainability research to energy efficiency consulting. As a climate ambassador in 2007, he did ice-thickness measurements at the North Pole and ran a federal climate campaign. He launched an innovative social change facebook app and his most recent project is a hardware cleantech startup in Munich in prototyping stage.

“We need more initiatives to promote smart solutions for the energy transition. Thankfully CODE_n is doing this!”

Ulrich Dietz

GFT Technologies

A true entrepreneur, Ulrich Dietz set up his first company at the age of just 19. After completing a degree in mechanical engineering and product engineering, he co-founded GFT in 1987 and remains at its helm today. GFT Technologies AG is now a leading international IT service provider. Ulrich Dietz is active in a number of committees to support startups and to promote the internationalization of Germany as an IT location. As well as creating the CODE_n innovation initiative, he is also the author of the book “The new New” and was named German Entrepreneur Of The Year 2011.
MURAT GÜNÄK

MIA ELECTRIC
Murat Günak, was Head of the design studios of Peugeot, Daimler and Volkswagen, where he was leading the Volkswagen Group Design until the end of 2006. In 2007 he left the car industry because he believed in his vision of a pollution-free, silent electro mobility. and because he wanted to make his contribution for a better world. Since 2011 his product, the 100% electric “mia”, is in production and on sale all over Europe through its own brand-ed mia electric company and has found over 1,000 customers. Murat Günak believes that change to the better is driven by human creativity and the desire to explore the boundaries of imagination. “The first stroke of an idea is to start with the right mindset. Giving fresh-minded entrepre-neurs the platform to present their visions and achievements and to be seen and heard is a great initiative by Ulrich Dietz. It’s a great honour to be part of the jury and of the CODE_n mindset.”

CARSTEN KNOP

FRANKFURTER ALLGEMEINE ZEITUNGEN
Carsten Knop is a senior business editor of the German daily “Frankfurter Allgemeine Zeitung” (FAZ), based in the Frankfurt headquarters and in charge of the companies section of his paper. He contributes editorials and feature stories. In previous assignments with FAZ, Carsten Knop was based in San Francisco (2001 – 2003), New York City (1999 – 2001) and Düsseldorf (1996 – 1999). He was born in Dortmund, and educated at the University of Münster, Germany. Degree in Economics in 1993, he joined FAZ in that same year. “CODE_n was the most interesting CeBIT innovation in 2012. This year, the topic energy change promises new power/tension/excitement.”

JENS-UWE SAUER

SEEDMATCH
Jens-Uwe Sauer is the founder and CEO of Seedmatch, the first and leading online crowdfunding platform for startups in Germany. He first started working as a consultant, helping founders shape and execute their business ideas. Due to the lack of equity money even for excellent business ideas in Germany, he founded Seedmatch as a new way to fund startups: Anyone can invest, starting from 250€. “CODE_n is a great chance for startups to raise visibility for their business ideas. We are very happy to offer the three winning German startups the chance for crowdfunding on Seedmatch.”

ELIZABETH VARLEY

TECHHUB
TechHub brings together the global technology startup community, with spaces in London, Riga, Manchester and Bucharest and further cities in the US, Europe and Asia to be announced in 2013. “I have a real interest in seeing longer-term research and hardware-based projects, coming together with the commercial strategies and speed-to-market of internet-focused entrepre-neurs. I hope we will be seeing some exciting products and companies at CODE_n.”
UNDER CONSTRUCTION. A PLACE FOR NEW IDEAS.

The basic idea behind the presentation of CODE_n13 is an ephemeral, nomadic architecture. To create the stands, the walls are made from suspended protective construction netting; above and adjacent to this, there are larger pieces constructed of scaffolding and gauze. They look like city landmarks. To provide meeting points, there are open spaces and large, colorful rooms. The lines of view and the perspectives of the “city” change constantly. And to afford visitors with a bird’s eye view of the hall, they can climb the viewing tower. In total, it is a light, open structure to be filled with the ingenuity of the participants. This is a place of transparency and communication. The construction site feeling reflects the aspect of something that is unfinished and tentative – a place where novelty can be created.

VINCENT TAVENNE

PROFILE

1961 Born in Montbéliard, France

1983 – 1985 Studied under Ulrich Rückriem at the Art Academy in Dusseldorf, Germany

TO DATE Lives and works in Berlin, Germany

SELECTED SOLO EXHIBITIONS

2012 “Étroit, plat, mince (far, deep, wide)”, Hammelbeke and Ahrens Gallery, Cologne, Germany

2011 “Déplie-toi! Development and Illusion”, City Gallery of Bietigheim-Bissingen, Germany

2010 “Polarise-toi”, Saarland Museum, Saarbrücken, Germany

2009 “moi toi et ton toi”, Art:Concept, Paris, France

AWARDS RECEIVED

2008 Work fellowship from the Kunstfonds Foundation (Stiftung Kunstfonds)

1999 Villa Romana Award, Florence

1998 Piepenbrock Award for sculpture
As a strategic technology partner based in Stuttgart, Germany, the GFT Group helps companies optimise their business processes by providing intelligent IT systems and highly skilled specialists. GFT is one of the world’s leading IT solution suppliers for the finance sector. Under the motto “inspiring IT”, the company enables financial institutions to quickly and securely utilise modern technologies. GFT combines established technological experience with comprehensive industry expertise, in order to develop, implement and maintain customized IT solutions.

With its subsidiary emagine, GFT offers companies in various growth industries agile solutions for completing their technology projects promptly and efficiently, combining an extensive understanding of business with profound technical know-how. To this end, emagine can draw on its international network of IT and engineering specialists.

For 25 years, GFT has stood for technological expertise, innovative strength and outstanding quality. Founded in 1987 by its current CEO, Ulrich Dietz, GFT achieved group wide revenues of €272 million in 2011. The GFT Group is represented in seven countries by its 22 local facilities. A global team of over 1,300 employees and 1,300 external consultants implements complex IT projects across various countries.
Deutsche Messe is one of the world’s largest and most active trade fair companies. Based in Hanover, Germany, Deutsche Messe employs a staff of more than 930 and maintains a network of 66 sales partners, subsidiaries and branches that covers more than 100 countries. Deutsche Messe annually produces more than 100 trade fairs and conferences worldwide that host 35,000 exhibiting companies, 3.5 million visitors, and 15,000 journalists from 100 countries.

Ernst & Young is a leader in assurance, tax, transaction and advisory services. With its deep expertise in different industries such as technology, media & entertainment or telecommunications, it supports its clients with individual services which are tailored to their specific needs. Ernst & Young’s growth markets network advises some of the world’s most dynamic and fast-growing public and private companies. The network leaders know what it takes to fast-track a business from inspiration, to growing enterprise, to market leader – after all, this is part of Ernst & Young’s self-image to make a difference by helping its people, its clients and its wider communities to achieve their potential. Worldwide, 167,000 people are united by our shared values and an unwavering commitment to quality. The combined global revenues were USD 24.4 billion for the financial year ended 30 June 2012, compared with USD 22.9 billion in 2011.

The global Ernst & Young organization refers to all member firms of Ernst & Young Global Limited (EYG). Each EYG member firm is a separate legal entity and has no liability for another such entity’s acts or omissions. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients.
Following the extraordinary success enjoyed by CODE_n in 2012, we knew we had to continue this work and move the project forward. Having learned from last year's experiences, we've made some changes and introduced a variety of new ideas. The only thing that remains unchanged from last year: the enthusiasm and spirit shared by the entire CODE_n team throughout all phases of the project.

I would like to thank everyone for their contributions – thank you for believing in the success and potential of CODE_n, for continually bringing new ideas to the project, for working with such determination to move it forward, for constantly thinking about new concepts.

Let me start by thanking my fellow board members, Jean-François Bodin, Marika Lulay and Dr. Jochen Ruetz, who supported the vision of a global innovation initiative from the very beginning. Thanks also to Andrea Wlcek, who has assumed personal responsibility for CODE_n and works tirelessly to see it succeed. On behalf of GFT, a sincere thanks goes out to our strategic partners, who have believed in CODE_n since its inception: thank you for your financial support and staff contributions, without which the project wouldn't be nearly as successful. Thanks also for your constructive contributions and creative and inspiring insights. And many thanks to the team representatives: Frank Pörschmann from Deutsche Messe and Gerhard Müller from Ernst & Young.

This year’s artist, Vincent Tavenne, created a uniquely inspiring backdrop for the project in Hall 16. Thank you for this successful interpretation of the pioneering spirit that fuels CODE_n.

Of course, what would a competition be without contestants? A heartfelt thank you goes out to all startup founders and young entrepreneurs, who surprised, inspired and enchanted us with their multifaceted ideas regarding the transition to clean energy. It is your courage and creative spirit that make CODE_n such a value hot spot of innovation.

It was genuinely difficult to select just two winners. Our jury members certainly had their work cut out for them in pinpointing the most promising applicants from the many young companies that applied. That’s why a very special thank you goes to Antonella Battaglini, Julian von Blücher, Murat Günak, Carsten Knop, Jens-Uwe Sauer and Elisabeth Varley.

My last, yet very big thank you is directed at the CODE_n team back at base, our dedicated GFT employees. Without your commitment, your enthusiasm and all your hard work, CODE_n simply wouldn’t be possible. Thanks so much to Janina Benz, Francisco Blas Reyes, Johannes Braig, Sven Brandes, Deniz Cekesen, Maria Dietz, Dr. Oliver Ehret, Dionysis Eliaziopoulos,Katrin Frech, Lena Gaede, Manfred Gaus, Manfred Gmainer, Moritz Gräte, Nina Haas, Michael Hackenjos, Stefanie Hahn, Jakob Habart, Simona Hadler, Michael Hahn, Johanna Hellmich, Carina Hummel, Felix Jansen, André Kruger, Danielle Lopes, Fanny Marschner, Linus Mast, Edina Mezudic, Elke Möbius, Paulo Oliveira, Birgit Rebholz, Miguel Reiser, Karl Rieder, Renata Schartner, Rebecca Schlosser, Dr. Alexandra Schröter, Dr. Manfred Schumann, Clara Taché, Helen Thomas and Lisa Zoller.

Ulrich Dietz
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