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Startups provide us with a sneak preview of the future. Many of these young people are realizing ideas for which a market still needs to develop. Yet these company founders still approach the task at hand with enthusiasm and vision – because they believe there’s an opportunity out there for them. Because they want to make a difference. These are people who unceremoniously keep things moving forward and set the trends. All of their innovative solutions have something in common: substance and sheer potential! Why don’t more established enterprises simply copy these promising ideas and force the “little fish” out of the market? Because they know that copying ideas will get us nowhere in the long term. But the brains behind the ideas will. For successful companies in the digital economy like Google it goes without saying that they cannot just rely on the creativity of their own employees. They have to keep looking in other parts of the ocean. From time to time they pay sums of money for up-and-coming companies that might sound ludicrous. But what this shows is just how convinced market leaders are of the potential in innovative startup solutions. The vision and passion of young entrepreneurs, dovetailed with the experience of established businesses, create a win-win situation for both parties. And this doesn’t just apply to the Apples and Facebooks of the world. Digital developments are moving ahead at full speed, revolutionizing entire sectors of industry. Companies in every industry have to continually reinvent themselves – from small and medium-sized enterprises to leading internationals. To win the tug-of-war for customers, they also have to recognize world-changing ideas. This is where CODE_n comes in. As a global platform for innovation, we deliberately bring young and established companies together under one roof. And this fosters the new. CODE_n has its finger on the pulse again in 2014. This year, the focus lies on big data and the goal of many companies, in every sector of industry worldwide, to use the mountains of data being generated in the digital age not just more quickly, but also more efficiently. This year’s CODE_n theme – Driving the Data Revolution – inspired a good 450 young companies from all corners of the globe to enter their big data business models into our annual innovation competition. In the three years the competition has been running, that’s a record – one we’re proud of! The concepts submitted by our finalists revolve around highly targeted applications at every stage of the data business value chain. This shows that big data is much more than an issue confined to the IT department. Research, production, logistics, marketing, financial accounts, business development – all have something to gain from these made-to-measure solutions. Again, the CeBIT trade show in Hanover provides the ideal backdrop for CODE_n. For a whole week, our 50 finalists will be showcasing their ideas across 5,000 square meters of exhibition space, here at the world’s biggest IT trade show. CeBIT gives them the opportunity to rub shoulders with new customers, investors, and decision-makers from politics and business. We invited one of the most talked about designer duos in recent years – Reed Kram and Clemens Weisshaar – to provide a spectacular setting for CODE_n and our finalists. They will change Hall 16 at CeBIT into a place where familiar frames of reference are consciously transposed, thus opening the eye to the new and novel. Their oversized expositions provide an impressive answer to our question: How big is big data? I hope you will savor the spirit of CODE_n in the unique setting of Hall 16 at CeBIT. And open your mind to inspiration! Sincerely, Ulrich Dietz
CODE_n is an international initiative for digital pioneers, innovators, and groundbreaking startups. 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 2014, CODE_n will bestow the third annual CODE_n Award under the motto: “Driving the Data Revolution.” The contest is looking for business models devoted to the intelligent and efficient handling of large data volumes.

@CeBIT

The 50 most promising startups have been selected as finalists of the CODE_n14 Contest. They will present their business concepts at the CeBIT 2014 exhibition. Hall 16, a hot spot for young entrepreneurs from around the world, will provide plenty of space to showcase their innovations.

The hall was specially designed for this year’s contest by internationally renowned designers Clemens Weisshaar and Reed Kram, who gave the backdrop its unique flair.

CODE_n14 AWARD

A high-caliber jury will select the winner of the CODE_n14 Award from the 50 finalists. The winner will receive prize money of €30,000.

TIMELINE

- **31 Jul 2013** Contest launched
- **15 Nov 2013** Close of registration: more than 450 applicants from 60 countries
- **10 Dec 2013** Selection of finalists: 50 participants from 17 countries
- **07 Mar 2014** Preparation of the 5,000 square meters of innovation space in CeBIT’s Hall 16
- **10 Mar 2014** Start of CeBIT
- **12 Mar 2014** CODE_n Award Show, announcement of contest winner
ESSAYS
Year after year, CeBIT shows a strong commitment to promoting innovative ideas and young entrepreneurs, and we can look back on a very successful track record in this sense. 2014 will be no exception. With CeBIT showcasing more than 300 startups, the event has never been so youthful!

Much of the credit for this success must go to the CODE_n initiative, which we helped launch back in 2012, and especially to Ulrich Dietz, who has put so much personal effort into this exciting venture. Over the past two years, CODE_n has brought many innovative business models to CeBIT and inspired us with the fresh approach and spirit of Silicon Valley.

From the outset we were convinced that the CODE_n concept would work. The idea of combining entrepreneurship, market experience and trailblazing startups within a creative presentation was as unique as it was compelling. There is nothing else like it on the marketplace.

As the organizer of the world’s most important event for the digital world, we also stand firmly committed to sparking new initiatives and fresh inspiration for the benefit of the IT sector and its user base. Personally, I can think of no better place than CeBIT to showcase innovations from around the globe in a concentrated and imaginative display. One look at CODE_n is proof enough that this business remains strong, dynamic and full of potential.

I am especially proud to report the large number of startups interested in taking part in CODE_n. More than 450 young entrepreneurs from 60 countries applied. Selecting the best 50 from this huge number of applicants was no easy task. Evidently, the keynote theme “Driving the Data Revolution” hit exactly the right note, and no visitor entering Hall 16 at CeBIT can fail to be excited about the forward-looking applications awaiting them there.

I hope you are looking forward to this truly special showcase as much as I am!

OLIVER FRESE
MEMBER OF THE MANAGING BOARD
DEUTSCHE MESSE

Companies all around the world want to attain competitive advantage and sustainable growth. But how can this be achieved, once costs are reduced, productivity is improved and new markets are opened up? Where is the next frontier for long-term growth?

The answer is innovation. Even the most successful companies need to develop a deeper understanding of new customers’ preferences, innovative products, services and business models. To achieve this, it is necessary to unlock the growth opportunities with big data which is a key driver of transformational change in the large majority of industry sectors. But change is easier said than done. Innovation is a complex process depending on many factors. The larger a company is, the more difficult it is to rethink existing business models, properly mine and manage big data and implement a culture of innovation.

Growth and success increasingly depend on a company’s ability to tap external sources of innovation by investing in pioneering startups or sometimes even absorbing them. It is not enough to buy and implement innovative big data analytics and technologies, but to develop rich and sustainable sources of new business ideas. Technologies ultimately are only enabling tools, but not innovation by itself.

EY is a global partner of CODE_n, offering established companies a unique platform to connect with pioneering startups for investment, acquisition and mutual interest. We used our expertise in innovation management to select young entrepreneurs from around the world whose ideas have the potential to drive the ongoing data revolution and help our clients drive innovation and ultimately sustainable future growth.

MARK SMITH
PARTNER AND EXECUTIVE DIRECTOR
EY
42 is a predictive analytics platform that personalizes in-store retail. We use big data technologies to process point-of-sale (POS) data and create profiles for customers. We make it intuitive to identify key consumers and overall purchase patterns. 42 presented on the runway at New York Fashion Week in 2013 and launched at TechCrunch Disrupt in NYC.

Aentropico is a Colombian startup, made with love from Latin American cities like Bogotá, Santiago and Rio de Janeiro. We empower managers in medium-sized businesses with predictive analytics so that they can make informed decisions on customer segmentation, product recommendations and inventory management. Managers get insight for their decisions by using our data apps, which are ready-to-use predictive models that solve a particular business problem using an available data source.
AppScale is the only open-source cloud platform with API compatibility for Google Cloud that executes everywhere (on-premise or over your favorite public or managed cloud infrastructure) – bringing “write once, run anywhere” to cloud apps.

Mad has developed a device that can be plugged into a car and synced with a smartphone: the mad Adapter. It is capable of extracting any data a car produces, from the number of seatbelts fastened to fuel level, mileage, and CO₂ exhaust. It is currently being used for things like a CO₂-based insurance scheme, fleet management, a rental car tracker, and more. Founded in 2012 by Alexander Marten and Stephan Kaufmann, the company now has eight employees and received funding of more than USD 2,000,000.
AutoGrid organizes the world’s energy data using Internet scale and secure cloud-computing to process the petabytes of information produced from an increasingly networked, automated grid. With big data analytics AutoGrid generates real-time predictions and implements programs for electricity providers, grid operators, and consumers to manage the grid, conserve resources, increase reliability, reduce carbon emissions and bring new resources like renewable energy, electric vehicles and storage online.

Retailers want to know what their customers plan to do, but they want even more to direct those future actions. Hyper-local and relevant advertising opportunities are what the industry is looking for. Avansera makes DeepDive™, a Big Data analysis and action tool that allows retailers to see market trends, possible future activity and predictive modeling in the retail space. With DeepDive™ advertisers can see the future and act on it!
Big Data Scoring is the leading social media and big data credit scoring provider. We are the first company in the world to develop credit scoring algorithms based on social media for cross-border use. Our solutions help banks and other lenders improve their credit quality and increase loan acceptance rates. We also bring banking to younger clients and emerging markets, which have been underserved for decades due to lack of information.

Buzzoek enables all shop owners to create their own low-cost loyalty program. Customers who walk into a store can instantly use any NFC card or device that they already carry (e.g. the Dutch OV Chip card, the London Oyster card or an NFC-enabled phone) as a loyalty card, without pre-registration. Our simple solution gives merchants complete flexibility to create an individual, cross-store or white-label reward or membership program.
CartoDB is an online mapping platform to improve the process of making geospatial-driven websites and applications, and to democratize the use of data. CartoDB brings data management, scalability and aesthetic focus to online mapping in a single easy-to-use tool. Since its launch, in mid-2011, CartoDB has attracted users from the National Park Service, The World Conservation Monitoring Centre and NASA, as well as to the Wall Street Journal.

Cosinuss°, founded in 2011, develops innovative solutions for the continuous and mobile monitoring of vital signs in the ear. Based on its platform technology, earconnect™, cosinuss° provides market-specific wearable technologies for the fields of sports, medicine and employment protection that enable the measurement of heart rate, core body temperature and/or pulsoxymetry.
Today’s defining problem is simplifying choice. Research proves that with limited but relevant options, customers make more satisfying decisions more easily. Crayon’s SimplerChoices combines massive external and enterprise data using insights into taste, influence, behavior and context to drive usage, revenue and customer satisfaction for enterprises. Relevant, personalized choices are delivered with Amazon-like power to customers of banks, retailers, hotels and telcos, through a pay-per-use SaaS platform.

CRAYON DATA

The datavirtuality software enables companies to efficiently use Big Data with a revolutionary new data warehouse technology: Fast and highly flexible, the software not only processes large data volumes, but also integrates a large multitude of data sources, which is its key benefit. This is made possible not only due to the automated setup of a data warehouse within just a few days, but also due to self-learning capabilities, with which data structures can adapt to user behavior on their own.

DATA VIRTUALITY
Data generation has increased exponentially over the past decades. Deltasight is developing technologies that allow quick and cost-effective connection, normalization and analysis of different data sets. Deltasight’s first product is an innovation and intellectual property (IP) analysis platform. It helps its users better understand the true context and opportunities in innovation and R&D by bridging technology, law and patent data.

DropThought is a consumer experience management SaaS solution that enables management to get “actionable feedback instantly” from customers at the point of engagement. Negative feedback can be fixed quickly to improve operational scores (guest recovery, net promoter score), and positive feedback is marketed on social media to improve brand presence and social media scores (Trip Advisor). Senior management gets access to intuitive dashboards to monitor voice of the customer.
elastic.io is the world’s leading white-label cloud-to-cloud integration platform that allows Software-as-a-Service (SaaS) companies to connect their product to the world’s best cloud services! With elastic.io SaaS can quickly extend its ecosystem and value chain with dozens of different apps from integrated partners. A white-label integration store can be set-up within minutes. Following the principle “integrate once, reach many” SaaS companies use elastic.io to drive their own revenues and user numbers up whilst dramatically reducing costs and sustaining the end-user relationships.

EnergyDeck is an award-winning, web-based energy analytics and engagement platform focused on the real estate management space. It is powerful yet easy to use, and combines analytics and benchmarking with innovative sharing of key information between stakeholders. This makes it uniquely able to drive real energy efficiency that makes buildings fitter places to live and work in.
Stress kills performance and relationships. Fein-gold Technologies’ applications are your reliable companions for controlling and managing stress in your professional and personal life. Feingold Technologies, founded in 2010, offers an innovative, market-proven technology for analyzing confidence and stress in voice and in text. Our easy-to-use business applications for mobile devices enable an increase in sales productivity and leadership effectiveness.

GENALICE is a young (but highly experienced) innovative software company, founded in 2012. With our groundbreaking software we will make an important contribution to better diagnosis and treatment of complex DNA diseases, such as cancer. Our mission is to save lives and increase the quality of life for people suffering from complex DNA diseases like cancer. Our highly motivated team strives for perfection and customer satisfaction while also aiming to be a “great place to work.”
Graphmasters is a software company that was founded in February 2013. It provides an internet-based routing service for navigation systems. The core product, called NUNAV, is a routing technology which calculates individual routes for each vehicle. Simulations show that NUNAV routes get customers through traffic up to twice as fast as modern navigation systems. Additionally, traffic jams can be prevented before they even get to happen.

G|Predictive changes the way marketing people work with data. Their Customer Lifetime Suite enables marketeers to make data-driven decisions without even thinking about data. Based on predictive analytics the software identifies the actions that create the most value. The solutions are hassle-free and save time while giving the decision maker peace of mind. Thanks to the predictive capabilities of the Customer Lifetime Suite, customers enjoy substantial gains in conversion rate and customer lifetime value.
iMath Research is a new ICT company based in the UAB Research Parc. The company was created by three technological researchers in 2012. iMath Research offers big data services that include mathematical and artificial intelligence techniques to SMEs to get useful information from vast amounts of data – quickly accessing this data from any device and any place at any time. In addition, the customer obtains information without the need to invest in a lot of computing resources and technical knowledge.

Infinite Analytics is the most advanced big data and social data analytics company. Co-founded in June 2012 by two MIT graduates, it has its genesis in a class taught by Sir Tim Berners-Lee, the inventor of the World Wide Web. Its flagship product, SocialGenomix, creates a social genome of a user based on structured and unstructured data on social networks to predict user behavior for e-commerce, media and content and enterprise businesses.
Intelie is a Brazilian software company that makes businesses think faster. We have developed Intelie Live, a big data analytics platform which can collect, gather and process vast amounts of data in real time. All this data is converted into actionable information plotted on executive dashboards and intelligent alerts. With real-time operational information and alerts, companies can prevent failures and seize opportunities immediately. Intelie Live - minutes are worth millions.

With its self-developed scoring technology, the Hamburg-based big data startup, Kreditech, has closed a large gap in the market of consumer loans in emerging markets. Customers can apply for an online loan in just a few minutes via Facebook, text message, a mobile application, or the Kredito24 portals. The creditworthiness of a user is determined in less than a minute based on up to 8,000 data points and the loan is directly issued. Kreditech currently offers its services in five countries.
In an ‘intelligent city’, municipalities, residents and businesses join efforts to ensure smarter urban management and optimal use of resources. LeanCiti is a PaaS that aggregates big data from utility smart meters for electricity, water, and gas. City planners and facility operators use this intelligence to analyze, forecast, simulate decisions, and trade energy based on consumption, production, and greenhouse gas emissions. An integrated social app connects users and monitors consumption changes.

Founded in 2012 as a spin-off of the University of Duisburg-Essen, Locoslab specializes in the development, management and installation of low-cost indoor localization products and services. The Locoslab team draws on years of experience in the area of RF-based localization solutions. Our tools for big data analysis allow our customers to gain insights into their business, optimize the use of facilities, and tailor services to specific target groups while preserving the user privacy.
MDB is a high-performance, SQL-compliant RDMS designed for running interactive analytical applications on Hadoop. MDB stores data in pre-structured “data engines” that sit on each of the nodes in a system and optimize query execution. Combined with our “Interactive MapReduce” feature, which is over 30 times faster than M/R, MDB provides true interactivity. Partial results are then aggregated through our “Interactive MapReduce” interface and returned using our internally developed “SQL Rewriter.”

MAPEGY

MAPEGY provides insights for technology decisions based on facts and figures from global innovation data obtained through a Web portal. Our technology intelligence tools let you freely explore the world of technology to gain valuable information that truly makes a difference for your business. We put the data you need right at your fingertips, giving you the WHO, WHAT, WHERE, HOW and WHEN of global technology.
marineOS is a cloud-based data platform, designed for ingesting all major ocean data types, allowing you to streamline your data-flows within a single extensible platform. It delivers powerful, easy to use tools for organizing, analyzing, visualizing, and securely distributing ocean data to clients, internal teams and third-party software. marineOS is developed by the startup Marineexplore, based in the Silicon Valley.

Massive Analytic is a highly innovative SaaS company developing world-leading big data solutions. Our products range from fully featured Business Analytics & Optimization ("BAO") and code-free analytics to hyperfast data movement, access, and storage. Oscar BAO, running on our invention ‘Artificial Precognition’, simplifies big data and provides rapid insights into business data, without writing codified queries, significantly reducing the need for statisticians and analysts.
**MINT LABS**

We build Google Maps for the brain. Using advanced MRI technology, we are able to capture micro-structural properties of brain tissue and provide detailed 3D maps of the brain. Our tools evaluate the structural condition of the nerve fibers affected by a given neurodegenerative disease (Multiple Sclerosis, Parkinson's, Alzheimer's, among others). Our platform delivers accuracy in an efficient and cost-effective way.

**OpenDataSoft**

OpenDataSoft was founded in 2011 by Jean-Marc Lazard, CEO, and David Thoumas, CTO. They have developed a turnkey SaaS platform that makes it very easy to publish, share, and reuse data online. OpenDataSoft’s customers are both public administrations who use the platform for their open data portals, as well as companies who want to share data with their internal and/or external ecosystems.
PRECIFICA is a "Pricing Intelligence" platform which offers a 100% automated service for retailers and manufacturers to flexibly react to the competition. Founded in Brazil in 2012 by Ricardo Ramos and Walter Sabini Junior, PRECIFICA emerged to offer the possibility of setting up dynamic changing in prices through pre-defined criteria, which are based on actions by competitors. Going beyond price monitoring, the platform has already been integrated with Google Adwords and Google Analytics.

Precogs is a business analytics company that offers visibility on the risk of adverse events in the electronic manufacturing supply chain. Precogs’ solutions improve and fortify a company’s supply chain through prescriptive data analytics, which promote user proactivity by identifying imbalances in supply and demand, as well as discrepancies in component pricing. The integration of SAP Hana in Precogs’ solutions has empowered us with near-real-time data processing, in order to classify component supply disruptions.
Radoop develops a big data analytics interface that can be used by business analysts and data scientists with no coding at all. It is integrated with RapidMiner to provide a graphical drag-and-drop interface for defining and maintaining analytics processes. Radoop covers all the complexities of the underlying big data infrastructure (like Hadoop) and makes it easy to perform big data analytics.

Reducing global poverty is one of the top priorities of our millennium. What are we doing about it? We are using Telecom big data to improve poverty reduction actions. Our innovation, “Data for Good”, uses emerging market telecom data to find insights and recommend actions to development actors (international institutions, government, NGOs). As a result, they can identify poor individuals, understand their social ties and provide adapted financial inclusion programs (mobile money, micro-financing, etc.).
SABLONO

Sablono BIMtime is a construction management software which creates schedules based on a 3D building model. To do this, the 3D model is connected to Sablono certified building processes, which contain all information on the manufacturing of every single component of the project. The result is a significantly more reliable and accurate schedule with up to 1,000 times the level of detail. The company was founded in 2013 as a spin-off of TU Berlin.

SCIENCE ROCKSTARS

More Sales by Science. PersuasionAPI combines data interpretation based on intelligent learning algorithms with (our own) Stanford behavioral research. It builds individual profiles and remembers how to pitch to individual online customers. It listens to and learns from your customers’ behavior and adjusts its sales pitch accordingly, in real-time. It behaves like the smartest offline salesmen.
London-based SOMA Analytics provides the world’s first evidence-based mobile health program that increases employee’s mental resilience based on the following patent-pending biometrics, using only a smartphone: Sleep (only scientifically validated algorithm for sleep analysis on smartphones), emotions (recognizes seven emotions during a phone call), and hand-eye-coordination (through typing speed and error rate). The company founded in 2012 works with FTSE100, EuroStoxx50 and Dax30 companies.

SOMA ANALYTICS

Speedment is an innovative IT company headquartered in Sweden. The company focuses on graph databases and optimization of databases. With its Speedment Ace innovation the company has raised the standard for high-performance accelerators. It has been successfully deployed on a variety of platforms, ranging from small, embedded systems to high-performance super servers.

SPEEDMENT
**SPINNAKR**

Spinnakr is a next generation data analytics product. By applying the best of machine learning, real-time, and predictive analytics, Spinnakr enables business owners to unlock the value of data insights without the need for professional data teams. Spinnakr does the work for you, from insight, to recommendation, to action in real-time.

**SQREAM**

SQream Technologies is a high-tech startup specializing in big data and GPU technology. Our robust database combines modern GPU (graphic processing unit) technology with the best practices in today’s big data platforms. It provides insights from big data up to 100x faster. We ensure more data in less time, allowing businesses to capture insights in the most cost-effective, hassle-free and efficient manner possible.
The Streetspotr app allows businesses to tap into the smartphone revolution. Within moments, these companies can have a mobile workforce at their command – anywhere, at any time, and on any scale. Gathering information “on the ground” via a smartphone workforce gives businesses access to data and provides insights with never-before-seen speed, accuracy, and affordability. Furthermore, the incentive for Streetspotrs is the potential to make real money while on the go.

Swan Insights enables data-driven business by allowing organizations to make the most of external data. The DataGraph gathers data from social media, the Web, open data sources, and various other origins, combines this with corporate data, and turns it into insights thanks to advanced data analysis methods. Our clients get answers to strategic issues: client acquisition, churn prediction, future behavior, marketing campaigns, impact prediction, lead ranking, and propensity analysis. The future is now visible.
Synerscope launched in 2011 to help exploit data, “the new oil.” Synerscope uses lessons from medical imaging technologies and scientific visualizations to maximize the use of human visual processing powers. Even scientists not familiar with data processing can now analyze data 100-1000 times faster. Speed makes mass-scale data exploration affordable.

Tectuality is a cloud-based sensor analytics platform for real-world tracking. With this system a retail store is equipped with sensors, e.g. people counter. The collected data is processed on sensalytics servers. Similar to web analytics tools, the platform delivers key figures, such as customer behavior or returning visitors. Branch owners can access their data via a web portal or mobile apps to analyze what is really going on in their stores.
**Transmetrics**

Transmetrics brings big data predictions to cargo transport in order to improve how capacity is used. For decades, the transport industry has been running at 40% of unused cargo vehicle capacity – transporting just air. Our cloud solution enables transport companies to predict their future shipping volume for the next six weeks by using historical company data, external data, and forecasts. It helps them to dramatically improve capacity, achieve savings in the multi-millions, and to reduce CO\(_2\) emissions.

**Tresata**

Tresata’s next-generation predictive analytics software enables businesses to understand customer behavior. This vision of enabling businesses to appreciate and learn from their customers’ needs and wants, is the key to a future where a product or service is designed, created and delivered to meet the unique need of each individual customer.
tvbeat was founded in 2012 to provide broadcasters, advertisers and cable companies with next-generation TV analytics. It measures TV audience behavior across all platforms in real time, analyzing tens of millions of viewer interactions daily, turning them into actionable insights for customers. tvbeat helps customers make better television.

Viewsy is Google Analytics for the physical world. We provide deep insights into the customer journey such as customer loyalty, engagement and dwell time. Our technology captures data anonymously and passively and helps retailers improve their ROI by understanding and interpreting customer behavior statistics.
KLAAS BOLLHÖFER
Klaas Bollhöfer works as a head data scientist and big data evangelist with the Unbelievable Machine Company GmbH. An author and speaker, Bollhöfer is also the father of Data Science Day (DSDay), coordinator of Big Data Week in Berlin, a member of the program committee for the O’Reilly Strata Conference in London, and a member of the program committee for IDG’s “Best in Big Data.”

“Big data needs entrepreneurial spirit, new ideas, and innovative new companies in order to really grow. There is an urgent need to throw away old habits and the beaten ways of doing things. We need to be creative, playful, and open to failure to find new value in data and build data products that matter to us tomorrow. I am proud to be part of CODE_n, to give my support, and to act as a catalyst for what might change our daily lives in the next few years.”

ULRICH DIETZ
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.
Tobias Kiessling is managing director and co-founder of intelliAd Media GmbH. In 2007, he and his partner developed a technology platform that provides agencies and direct clients with multi-channel tracking and 360-degree optimization of all online marketing activities. As CTO, Kiessling is responsible for the technical development of the platform. He also coordinates the development of new and existing product solutions. IntelliAd has nearly 100 employees today.

“I like the concept of offering a platform to facilitate the exchange between young startups and experienced companies and investors. I am happy to be a part of this ambitious project and hope I can be of help in transforming the big data buzzword into sustainable business models.”

MiA Electric
Murat Günak is a designer and co-founder of miA-elec-tric. He has managed design departments at Peugeot, Daimler, and Volkswagen. Through the end of 2006, he served as head designer for the VW Corporation. Since 2007 the designer has dedicated himself primarily to the development of electric automobiles. Taking a page from the book of Swiss hybrid car company, Mindset, Günak developed the mia – the first 100% electrically powered vehicle to be developed for series production. In 2013 he founded Tretbox, an international network of thinkers and doers engaged in the future of mobility.

“Promoting talent and discovering young companies is a part of GFT’s company culture. CODE_n is just one example of its commitment to these ideas. The exchange between thinkers and doers is essential to fuel creativity, courage, and passion. I wish all of the participants the best of luck!”

Max Planck Institute
Prof. Dietmar Harhoff is the director of the Max Planck Institute for Innovation and Competition, and an honorary professor at Ludwig Maximilian University in Munich. His research focuses on the areas of innovation research and industrial economics. Harhoff also serves as chairman of the German Research and Innovation Commission of Experts (EFI), which regularly advises the German federal government on issues related to research and innovation policy.

“CODE_n is an experiment that challenges and promotes the entrepreneurial spirit and creativity in people. I’m delighted to be helping this project as a member of the jury.”

Silicon Valley Bank
Bindi Karia is leading the early stage of Silicon Valley Bank’s efforts in Europe as Vice President – Accelerator. Having spent much of her career in and around the startup ecosystem, most recently as the venture capital/emerging business lead at Microsoft UK (now known as Microsoft Ventures) for five years, she also headed up BizSpark in the UK. She sits on many industry advisory boards, and has recently been appointed a trustee for Startup Weekend Europe. She’s an active mentor and supporter of many of London’s top incubators including Seedcamp, TechStars, Startupbootcamp, WAYRA, and Level39.

“I’m extremely passionate about startups in Europe. Therefore I’m thrilled to support CODE_n and get to know the courageous entrepreneurs who are willing to tackle the data revolution.”

IntelliAd Media
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“I like the concept of offering a platform to facilitate the exchange between young startups and experienced companies and investors. I am happy to be a part of this ambitious project and hope I can be of help in transforming the big data buzzword into sustainable business models.”
Jens-Uwe Sauer is the founder and CEO of Seedmatch, the first and leading online crowdfunding platform for startups in Germany. Due to the lack of equity money available, even for excellent business ideas in Germany, he founded Seedmatch as a new way to fund startups. The USP: Anyone can get involved – minimum investments start at €250. Since its launch in August 2011, over 50 startups have been successfully financed via the Seedmatch crowd. In October 2013, Jens-Uwe founded Econeers, a sister platform for crowdfunding focused on projects in the field of renewable energy and energy efficiency. It gives citizens the opportunity to make a value-added contribution to Germany’s transition to alternative energy.

“CODE_n is looking for the most exciting IT and Web innovations around the world. We are very honored to be part of this initiative.”

Prof. Dr. Norbert Pohlmann is an IT professor specialized in the area of distributed systems and information security in the IT department at the Westphalia University of Applied Sciences in Gelsenkirchen. He is also the executive director of the university’s Institute for Internet Security. Since April 1997, Prof. Dr. Pohlmann has served as chairman of the German IT Security Association, TeleTrusT.

“I believe supporting young people is one of the most important and exciting things I, as a professor, can do for our society. So of course I am honored to serve as a member of the CODE_n jury. I am happy to support the initiative because it inspires the younger generation and sets the scene for success in the future.”

His strategic focus and knowledge make Dr. Krystian Pracz perfectly suited for his new role as a CODE_n jury member. “At EY my fields of expertise include market demand and new developments, which enables me to judge the long-term growth potential of innovative business concepts. EY is strongly committed to promoting startups that have the capability to support and drive transformational change,” states Dr. Pracz. He is very happy to contribute to new developments by helping select the most promising young pioneers.

“Big data is set to be – as far as the industrial internet is concerned – the most promising trend in the IT industry for years to come. It will be interesting to see how our CODE_n startups will energize themselves and existing companies with their ideas.”

Carsten Knop is a senior business editor for the German daily Frankfurter Allgemeine Zeitung (FAZ). Based at the newspaper’s headquarters in Frankfurt, he is in charge of the companies section of the paper. He contributes editorials and feature stories. In previous assignments with the FAZ, Carsten Knop was based in San Francisco, New York City and Düsseldorf. He was born in Dortmund and educated at the University of Münster, Germany. He joined the FAZ in 1993 after receiving a degree in economics that same year. “Big data is set to be – as far as the industrial internet is concerned – the most promising trend in the IT industry for years to come. It will be interesting to see how our CODE_n startups will energize themselves and existing companies with their ideas.”

Dr. Krystian Pracz

EY

SEEDMATCH

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“CODE_n is looking for the most exciting IT and Web innovations around the world. We are very honored to be part of this initiative.”
Clemens Weisshaar and Reed Kram have sculpted the volumetric expanse of Hall 16 of the Hanover Fairgrounds with a 3,000 square meter, floor-to-ceiling graphic that makes manifest the largesse of Big Data, the theme of this year’s CODE_n. Big Data is visualized as a massive repository of human culture and activity, able to tackle and articulate the complexity, breadth and depth of the information available within virtual spaces. Weisshaar and Kram have culled and combined data sets from a vast range of sources from Google Lab’s annals of digitized books to the morphological paths of the human mind to create a gigantic panorama that both envelopes and frees the exhibition space. Liberated from the constraints of digital screens the terapixel-resolution and architectural scale of the graphics incites ideas to unfold across all 5,000 square meters of the hall, unimpeded by the communication barriers that so characterize conventional expo architecture. In the center of the re-imagined forum, an agora-like raised platform acts as a functional block with a full range of gastronomical programming, an auditorium and curated public space. Against the backdrop of Big Data, 21st century innovation is posited as a sequence of deeply connected ideas and intangible technologies that bolster the endeavors of 50 international startups, each hand selected by CODE_n initiators GFT and global partner EY as the most promising business concepts in Big Data.

Clemens Weisshaar and Reed Kram are the leading-edge of the field of design. They have been referred to as “the vanguard of the next generation of digital designers” (FORM Magazine) and “the poster boys of a new breed of designers” (International Herald Tribune). Their work has been exhibited worldwide and can be found in the permanent collections of the Vitra Design Museum, Weil am Rhein, Museum of Modern Art, New York and the Centre Pompidou, Paris. Clients include Audi, Classicon, Prada, Magnum Photos, Rem Koolhaas’ Office for Metropolitan Architecture, PriceWaterhouseCoopers, and the Volkswagen Group.

Before founding their office KRAM/WEISSHAAR in Munich and Stockholm in 2002, Reed Kram worked at the trailblazing Media Lab at the Massachusetts Institute of Technology before going to the tech and start-up epicenter, Silicon Valley; Clemens Weisshaar studied Industrial Design in Central Saint Martins and at the Royal College of Art in London. Clemens Weisshaar and Reed Kram’s work posits a new form of integrated product and process development – and is, in effect, redesigning design.

ABOUT CLEMENS WEISSHAAR AND REED KRAM

HOW BIG IS BIG DATA?

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The GFT Group is a global technology partner for future digital issues – covering everything from discovering innovation to developing and implementing sustainable business models.

Within the GFT Group, GFT stands for competent consulting and reliable development, implementation and maintenance of customized IT solutions. The company is one of the world’s leading IT solutions providers in the banking sector.

Imagine offers companies the opportunity to staff their strategic technology projects both quickly and flexibly with capable experts. To achieve this, Imagine has an international network of highly qualified IT and engineering specialists at its disposal.

CODE_n, the GFT Group’s innovation platform, offers international startups, technology pioneers and established companies access to a global network. It’s where ideas become business.

Headquartered in Germany, the GFT Group has stood for technological expertise, innovative strength and outstanding quality for over 25 years. Founded in 1987, the GFT Group expected to achieve revenues of around €260 million in 2013. With a global team spanning 2,000 employees, the company is represented in eight countries by its 32 local offices. The GFT Group is listed on the Frankfurt Stock Exchange (Prime Standard).
CEBIT

Deutsche Messe is well-known as an organizer of capital goods fairs. Established in 1947, Deutsche Messe currently employs 1,155 staff members worldwide, and counts as one of the world’s leading exhibition companies. The core business of Deutsche Messe consists of producing and operating world-leading trade fairs at its Hannover exhibition center in Germany as well as abroad, on all six continents. In its foreign tradeshow business, Deutsche Messe focuses particularly on growth markets in China, India, Southeast Asia, Australia, Turkey, Brazil and the United States. In 2013 Deutsche Messe recorded 24,000 exhibitors at its events. Total attendance at all trade fairs was over 2 million visitors, with net occupied display space running at around 2.3 million square meters (approx. 24.7 million square feet). Featuring 24 halls on around one million square meters of land, the Hannover Exhibition Grounds represent the world’s largest trade fair facility. For more than 30 years Deutsche Messe has helped its clients implement their globalization strategies. Today it operates a worldwide network of subsidiaries and sales offices in more than 100 nations. Every year Deutsche Messe produces more than 50 trade fairs outside of Germany, attracting more than 17,000 exhibiting enterprises last year, whose products and services drew the attendance of 1.8 million visitors. Every year is kicked off by DOMOTEX, the international trade fair for the floor covering industry, which takes place in January. Then, every year in spring, two flagship shows draw hundreds of thousands of visitors and entrepreneurs from across the globe: CeBIT in March and HANNOVER MESSE in April, both serving as visitor magnets, particularly for the professional and business community. A number of other leading flagship shows are likewise based in Hannover, including LIGNA, EMO, CeMAT, AG- RITECHNICA, IAA Nutzfahrzeuge and BIOTECH- NICA.

EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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ACKNOWLEDGMENTS

Inspired by the first two extraordinary years we enjoyed with CODE_n, it really wasn’t a tough decision to put our all into moving the project forward. While our CODE_n community is constantly expanding, I am proud of all the inspiration and enthusiasm we have developed thus far. This success is the result of the hard work invested by many different people, whom I’d like to thank for their contributions. You continually bring new ideas to the project, and pour all your determination into the work that ultimately fuels CODE_n.

I would like to start by thanking my fellow board members at GFT, Jean-François Bodin, Marika Lutay, and Dr. Jochen Ruetz. From the very beginning, you helped carry the vision of CODE_n, supporting it along the way. Thanks also to Andrea Wlcek, who has assumed personal responsibility for CODE_n. With your tireless work in organizing this huge project, you play a major role in developing CODE_n into the great platform that it is today.

On behalf of GFT, I would like to thank our global partners EY and CeBIT, and their team representatives Mark Smith and Oliver Frese. Both partners have believed in CODE_n since its early stages. Thank you for your valuable contributions and inspiring input as well as your financial and staffing support. You have helped us tremendously in bringing the vision of CODE_n to life.

A heartfelt thanks goes out to Clemens Weisshaar and Reed Kram. With your fantastic interpretation of this year’s CODE_n theme “Driving the Data Revolution,” you created a uniquely inspiring backdrop for CODE_n in Hall 16. I would also like to thank the 50 finalists and all the other young innovators who applied to our contest. We were truly overwhelmed by the exceptional quality of the applications we received. You really do drive the data revolution.

My sincere thanks also go out to our jury, who selected the winner of this year’s CODE_n Contest. The jury includes Klaus Wilhelm Bolteshafer, Murat Günak, Prof. Dietmar Harhoff, Bindi Karia, Tobias Kiesling, Carsten Knop, Prof. Dr. Norbert Pohlmann, Dr. Krystian Pracz and Jens-Uwe Sauer. My final – yet very big – thank you is directed at all of the people at GFT who have invested great passion and hard work in our initiative. Without your extraordinary commitment, CODE_n simply wouldn’t be possible. Thanks so much to Isabel Alexandre, Flor Barahona Esteve, Janina Benz, Johannes Braig, Sven Brandes, Esteban Chiner, Maria Dietz, Alex Duran Panades, Dr. Oliver Ehret, Dionysis Eliakopoulos, Katrin Frech, Lena Gaede, Manfred Gaus, Manfred Gmeiner, Moritz Gräter, Michael Hackenjos, Michael Hehn, Matthias Heinrich, Johanna Hellmich, Carina Hummel, Felix Jansen, Christian Kieffer, André Krüger, Peter Lichter, Fanny Marschner, Elke Möbius, Miguel Reiser, Ignacio Sales, Rebecca Schlosser, Dr. Alexandra Schrörer, and Helen Thomas.

Ulrich Dietz