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The world of tomorrow is already taking shape today – so we are also preparing the course for these developments today. Over the past few decades, we have seen the World Wide Web redefine the ways in which we communicate, learn and conduct business on a global scale. It has given rise to companies, given cultures new impetus and allowed us to form many new contacts with people everywhere. And just as the Internet has significantly changed our lives, so too will the Internet of Things completely transform the World Wide Web. It’s no longer just people who are interacting with one another, but countless machines and gadgets can now communicate independently. It’s a development that might seem unimaginable to some – yet all around us, it’s already fully underway.

What’s in the eye of this whirlpool of change? Young companies all across the globe. That’s why CODE_n 2015 will run under the banner of the Internet of Things. In this, our fourth year, we will dedicate our attention to a megatrend that stands to become the starting shot for a much bigger development: the digitization of business and society. This is a development that will fundamentally grip and change our world as we know it. For companies, this means rethinking business models and looking for new, innovative approaches. In doing so, they will draw on fresh ideas and gain new momentum from outside. This is where collaboration between startups and established firms may bring its greatest potential.

CODE_n offers a framework for this cooperation – a springboard for communicating and networking on a global scale. The innovation platform continued to grow last year. We were able to bring influential partners on board once again, and many of our finalists used their experiences at CODE_n to take the next steps with their businesses. We created CONNECT, a digital platform that networks digital startups with settled companies, giving them the chance to shape the future together. The first of the CODE_n SPACES is currently being set up in Stuttgart. It will serve as an innovation cam-
pus for startups and digital pioneers. CODE_n continues to develop as a strong global ecosystem for innovation – we are proud of this, and driven by it.

The fourth year of the CODE_n CONTEST has seen roughly 400 young companies from more than 40 countries toss their hats into the ring, all offering solutions related to the Internet of Things. We were not only excited about the resounding interest we captured yet again, but also by the extraordinary quality of the applications we received: To make it in this future field, it takes more than just a clever idea, namely plenty of industry and process know-how.

Once again, 50 finalists will take to the stage in Hall 16 at CeBIT with their innovative business models. 5,000 square meters of space will serve as the proving ground for many outstanding solutions in four key areas: Digital Life, Smart City, Future Mobility and Industry 4.0. Many of these will be valuable stimuli for established companies looking to gear up their own business models for the digital age.

The spectacular setting for so much pioneering spirit and creativity will be created for a second time by the designer duo Clemens Weisshaar and Reed Kram. The interactive robotic installation – ROBOCHOP – will demonstrate just how far we’ve already come in the dovetailing of our physical and digital worlds. Internet users from around the world can join visitors live at CeBIT in designing their own furniture using the ROBOCHOP app, watching how it is made on site.

This type of industrial manufacturing shows us that digitization is no longer a distant or futuristic fantasy. Drop by Hall 16 to see 50 exciting harbingers of the Internet of Things – and prepare to be inspired.

Yours truly,
Ulrich Dietz
About CODE_n

Initiated by the GFT Group in 2011, CODE_n is a global innovation platform for young entrepreneurs and leading companies. Featuring elements such as CONTEST, CULTURE, CONNECT and SPACES, CODE_n offers an ecosystem which networks companies and innovative personalities, simultaneously supporting the development of new digital business models. CODE_n stands for “Code of the New,” the DNA of innovation.

CODE_n CONNECT
As part of the CODE_n ecosystem, the digital platform CODE_n CONNECT brings together young and established companies to work together on future topics. Startups from all around the world are invited to register for matchmaking through CODE_n CONNECT.

GLOBAL INNOVATION CONTEST
Now taking place for the fourth time, CODE_n will bestow the annual CODE_n AWARD, this year under the motto “Into the Internet of Things.” The world’s most innovative startups have a golden opportunity to submit their digital business models relating to the areas of DIGITAL LIFE, INDUSTRY 4.0, FUTURE MOBILITY and SMART CITY. More than 400 young companies from 40 countries applied for this year’s contest.

@CeBIT
The 50 most promising startups have been selected as finalists of the CODE_n15 CONTEST. These finalists are from 18 different countries and will present their business concepts during the CeBIT show in Hanover, Germany. The 5,000 square meter exhibition area in Hall 16 will provide plenty of space to present their pioneering IoT innovations and show what’s already possible in the Internet of Things. For the second time, Hall 16 was specially designed by the internationally renowned designers Clemens Weisshaar and Reed Kram. ROBOCHOP, a spectacular interactive robot installation will also allow users to directly access fully operational industrial production equipment.

CODE_n15 AWARD
The high-caliber CODE_n Jury will select the winner of the CODE_n15 AWARD from the 50 finalists. The winner will receive prize money amounting to €30,000.

TIMELINE
31_07_14 Contest launched
15_12_14 Close of registration
26_01_15 Selection of 50 finalists
16_03_15 Start of CeBIT
18_03_15 CODE_n AWARD Show: announcement of contest winner
At this year’s CeBIT, CODE_n15 will focus entirely on the Internet of Things. Four enormous industrial robots will form the central anchor point. Internet users around the world will be able to access the machines via the www.robochop.com website, where a 3D web app will enable them to design small furniture items. These will then be produced by the robots during CeBIT and shipped to the users.

“The interactive robot installation of designers Clemens Weisshaar and Reed Kram is no futuristic vision, but a fully functioning implementation of Industry 4.0. Instead of just talking about the Internet of Things, we will be clearly demonstrating in CODE_n Hall 16 just how advanced the interlinking of the physical and digital worlds already is,” says Ulrich Dietz, CEO of the GFT Group and initiator of CODE_n.

With the aid of a hot-wire cutting tool with coaxial cooling, the robot shapes a polystyrene cube according to the user’s instructions. The 40x40x40 centimeter cube can be transformed into anything the user desires – stool, coffee table or even abstract object. The user enjoys total creative freedom: the potential and limitations of the production system have all been considered – the entire process from user interface on the smartphone, to the robots themselves, and the logistics chain of the physical product on its way back to the user. For once the object has been produced, it is shipped to its creator – anywhere in the world. From March 16 to 20, 2015, a total of 2,000 cubes will be processed at CeBIT, the world’s largest IT fair in Hanover, Germany. Internet users will already be able to access the ROBOCHOP web app from www.robochop.com and send their designs to the robot production line.

For the development of the robot installation ROBOCHOP, the GFT Group commissioned Clemens Weisshaar and Reed Kram who already provided the spectacular Big Data visualizations for last year’s CODE_n hall. ROBOCHOP is the second robot project of the two designers: in 2010, the highly acclaimed installation OUTRACE in Trafalgar Square already al-
allowed Internet users around the world to trace messages in the London sky during the London Design Festival. “While in 2010 OUTRACE gave people control over eight robot arms to convert text messages into dynamic digital media, five years later ROBOCHOP now enables them to create physical objects,” says Clemens Weisshaar. Weisshaar and Kram regard the installation as a precursor of Industry 4.0: in the not-too-distant future, consumers will be able to directly access industrial production equipment. ROBOCHOP is a fully functioning experimental setup of the two designers – half cutting-edge automation technology and half virtual system – which can translate three-dimensional ideas into physical objects.

ROBOCHOP is an interactive robotic installation for CODE_n designed by Clemens Weisshaar and Reed Kram. The installation is commissioned by GFT Technologies AG and supported by CeBIT, EY, Salesforce, Accenture, EnBW, KUKA and TRUMPF.

ROBOCHOP online
www.robochop.com
designers
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.
essays
Everyone knows that innovation is critical to safeguarding future competitiveness. Which is why, rather than questioning the need to innovate, companies, especially those that are well established in their industry, are increasingly looking for ways to speed up even more their innovation processes. Yet it’s often an organization’s corporate structure that stifles innovation and the speed with which new products can be brought to market. It’s hardly surprising, then, that established companies are turning to young startups as a source of fresh thinking. Startups are more likely to conceive of completely new business models and entire value chains. And when they do, they often succeed in developing their ideas all the way into market-ready products and solutions. So one way of creating added value for everyone is to combine the best of both worlds: the experience of established enterprises with the creativity and innovative power of startups.

As a founding partner of CODE_n and the organizer of the world’s premier trade show for IT and the digital industries, Deutsche Messe has long been a strong supporter of this form of matchmaking. That’s why Hall 16 at the Hannover Exhibition Center today ranks as one of the most vibrant creative and commercial hubs of the international startup scene, providing real added value to trade visitors from over 100 countries. The keynote theme for this year, “Into the Internet of Things,” focuses attention on one of THE megatrends in the digital industries today. A number of studies have shown that the Internet of Things harbors vast potential for new business — that’s quality new business characterized by short ROI timeframes and a particular focus on the highly profitable enterprise market. Not surprisingly, the Internet of Things is a hot topic at many of the exhibition stands at this year’s CeBIT, the world’s only trade show that profiles the entire digital value chain and the true home of the Internet of Things.

Words of Welcome

Oliver Frese
Member of the Managing Board
Deutsche Messe
We all know Digital is transforming the way in which everything is done. Changing possibilities. Affecting every individual, business and government. The Internet of Things (IoT) is one of these digital game changers. We believe that when everyone and everything is connected, when the resulting data is evaluated by big data analytics, and with cybersecurity in place, we will see positive changes in the way we all conduct business; how we operate our factories; how we manage our infrastructure; and how we as consumers, patients and citizens interact with suppliers, healthcare providers and government agencies. The changes will be massive and they will be disruptive. The transformation of businesses and infrastructures will last for decades and will create substantial new employment opportunities. More personal, more efficient and more nimble processes will replace industrial size processes and present growth opportunities for smaller and medium-sized businesses. And the efficiency gains will allow organizations to secure growth whilst ensuring a more sustainable use of our resources and environment.

At EY we believe that innovation platforms such as CODE_n can help by making connections: providing established organizations with access to the digital talent they desire and start-up pioneers with the access to funding, infrastructure and market access that too often can be out of reach. For us, CODE_n again proves an important building block as we work towards connecting the old and the new, for innovation, for better business, for sustainable growth and for a better working world for all of us. We hope you will enjoy the dialogue and the business opportunities that CODE_n will provide in 2015.

Paul van Kessel
Global Risk Leader
EY
We adore startups at Salesforce. Personally, I worked in Silicon Valley startups for many years and have seen Salesforce grow to be one of the world’s 10 largest software companies. The will to re-invent our company and drive innovation are still a core part of who we are today. Salesforce is at the center of a huge Cloud ecosystem which we pioneered and helped build over the past 15 years – that’s what has turned our yearly Dreamforce event in San Francisco into the largest software conference on the planet. We see a similar spirit at the core of the dynamic and growing CODE_n community. It’s a perfect fit with our own DNA at Salesforce: we help startups innovate fast and scale easily and we help enterprises reinvent and digitally transform at incredible speed.

From that perspective, we see this initiative as an opportunity to introduce some of our enterprise customers to the unique innovation cosmos of CODE_n. Over the years we’ve often seen that, what seemed a contrast at first, has led to great new ideas and outstanding partnerships. We have asked two startups to join us at our booth at CODE_n: INCUBES and uberforce. Both companies are startups, partners and part of our Cloud ecosystem. They will share their experiences and best practices on how to kick-start and build a sales team. One more thing: the app with which you design and eventually create your cube from Robochop has been created in no time on the Salesforce platform. If you want to understand more and see the robots interact with some of our other solutions, like the Service Cloud, just stop by our booth. We’re happy to show you in detail how this Industry 4.0 showcase works end-to-end and what makes it so 4.0. I am looking forward to meeting you – either at our booth or on Wednesday when we will announce the winner of this year’s CODE_n competition.

Frank Engelhardt
VP Enterprise Strategy
Salesforce
Nearly every product these days uses digital technology. There are already approx. ten million interactions between machines, devices and products. Estimates predict this number will increase five-fold by 2020. Fifty billion devices, networked in the Internet of Things, will store data, use internet/cloud-based services or transmit product-related information. The disruptive potential of new, digitalized products and business models is enormous. Boundaries between various industry sectors are fading. Unanticipated competitive situations can arise, but also new opportunities for collaboration. Driving this future economic growth, and thereby serving as the key to sustainable success, will increasingly be innovation and new technologies. These elements provide the foundation for future growth and new business strategies as well as service models. CODE_n is the convergence of the digitalization megatrend’s key drivers. The concentrated energy of start-ups converges with the challenges facing large enterprises together with science and politics. Here the future – with its pioneering developments – is already tangible today. CODE_n hereby plays a key role in driving the digital transformation and showcasing the opportunities provided by the Internet of Things. This is especially true with regard to new growth opportunities for enterprises in all sectors – especially Germany’s key industries – through internet-based service-oriented business models related to intelligent products. It was therefore natural that Accenture serve as a CODE_n Conference Partner. Our work with global enterprises involves transforming emerging technologies into new business models and services daily for our customers. Tapping the full potential of this digitalization and all its growth opportunities requires a close collaboration at all levels. This demands an optimum political framework along with agile leading industries and trailblazing start-ups. This is our goal for CODE_n at CeBIT 2015.

Frank Riemensperger  
Country Managing Director  
Accenture
The Internet of Things, increasing connectivity of devices, digitization and additional trends like decentralization and changing roles of customers have a major impact on utilities’ existing business models. New areas for the future, such as energy management, virtual power plants, electromobility, the smart home and the smart grid bring additional challenges. The proportion of the energy-industry-specific skills is becoming smaller, while different skills – in the IT sector in particular – are becoming critical to success. As one of the leading European utilities EnBW as well faces these radical market changes. The Internet of Things conquers and transforms established industries and EnBW utilizes this change as an opportunity for new business models and business opportunities. In future, more than ever before, EnBW will need a blend of in-house know-how, external expertise to support or outsource individual components, and solid partners. Strategic partnerships with startups and established players are key to successfully develop new offerings. With its over 100 years of experience, open culture based on over 20,000 employees and multi-dimensional support for young companies and entrepreneurs, EnBW searches for new partners of all kind. CODE_n and its ecosystem is a unique chance for EnBW to connect with leading pioneers and bring new value to over 5.5 million EnBW customers. Bringing together EnBW’s assets with startup competence and drive creates new service opportunities for both. CODE_n is the platform to bring all this together.

Uli Huener
Head of Innovation
EnBW
The beginning of the 21st century is driven by technological innovation in many fields. Amongst, the still rapidly blossoming domains of internet and cloud. But one other domain has the disruptive and transformational potential to outnumber all the other – both, by growth and impact: robotics! Over the next decades, robotics will at least have the same transformational power that the development of mainstream IT technologies had over the last half a century. Fostered by developments like the ongoing growth of networks (Internet of Things, Internet of Services, ...), we are standing at the edge of a new industrial revolution, leading to Smart Factories where workers will perform flexible tasks supported by safe, sensitive and intelligent robotic systems in direct interaction. Collaborations like with CODE_n help us to push the boundaries of technological possibilities to understand the solutions of tomorrow already today.

Dr. Bernd Liepert
Chief Innovation Officer
KUKA AG
In production, the Internet of Things is called “Industry 4.0” – and leads to the industrial-scale production of customized products. For TRUMPF the motivation for the CODE_n partnership lies in the key topic Industry 4.0, which is now a part of daily work in the manufacturing industry. The trend toward customization is already leading to a decrease in batch sizes, accompanied by increasing diversity in variants. One answer to this challenge is the “Smart Factory”: Intelligent networking and data analysis are making production more efficient, flexible and productive. This enables customized products to be manufactured as economically as mass-produced ones. As a kind of by-product of this ability to “mass-customize”, there has also been a significant improvement of many processes in production. As a provider of state-of-the-art manufacturing systems, TRUMPF sees a great opportunity here to help secure the international competitiveness of its customers. This is why the company is investing broadly in the necessary technologies and supporting research projects based around Industry 4.0. Indeed, TRUMPF can already present numerous key elements of a Smart Factory. This Smart Factory is a core element of Industry 4.0 and consists of self-configuring production resources, plus the related planning and control systems. The key component of such a network is man, who controls and monitors the production sequences on a decentralized basis. He is supported here by IT-based assistance systems, which help him to organize production processes optimally. Via mobile devices he can monitor operational and product conditions in real time, and intervene at any stage of the production process. Here, we come full circle with CODE_n: For the business models that arise in this context, established companies such as TRUMPF can profit enormously from the innovation and inspiration of start-ups.

Dr. Peter Leibinger
Vice Chairman of the Managing Board
TRUMPF GmbH + Co. KG
digital life
Aisoy aims to radically change the way we relate to the digital world. How? Through a revolutionary social robot for the consumer market that is capable of interacting emotionally with people and other things. We are focused on the educational sector and the concept of the Internet of Affective Things. Aisoy1v4 is currently on the market and we will soon be offering Aisoy2, a revolutionary robotic mentor for kids. Emotional, friendly, helpful, intelligent and connected, Aisoy enhances creativity through discovery.
Ambiotex, a pioneer in the field of wearable technologies, develops and produces smart sensor shirts for health-conscious individuals who would like to measure, analyze and share their vital data in order to improve their performance. Working in collaboration with the Fraunhofer Institute for Integrated Circuits, the company specializes in the research and development of innovative fitness, lifestyle and health products – a market which is forecast to grow at double-digit rates in coming years. The goal of the Mainz-based company is to encourage users to adopt a healthy and active lifestyle. The market potential for wearables is still nearly untapped. According to current forecasts, there will be 200 million wearable electronic devices sold for fitness purposes by 2020.
Connected-health.eu GmbH is all about digital health tracking. It was founded in 2014 by Dr. Johannes Jacubeit (MD and software developer). Our product, LifeTime, allows patients to transfer health data locally and securely while in the doctor’s office, both to and from their smartphones. Patients can provide doctors and health care providers with immediate access to all relevant information, be it medical history or data acquired by wearable tech devices. The resulting diagnosis data can then be taken home. Between doctor’s appointments, the LifeTime app delivers a continuous and comprehensive overview of the user’s health, with context sensitive advice and benchmarking services based on predictive analytics. LifeTime makes transferring and managing health data seamless, easy and secure.
Cozify – the heart of the smart home. Our goal is to bring home automation to everyone. We offer a range of exciting starter packages that fit the needs of today’s consumer. Our hub delights with its beautiful design and super-easy user experience. The Cozify Hub is the choice for today and the future, since we are committed to providing ongoing hardware upgrades and wide support for any major smart devices with our Cozify NovelTech Program™. As the IoT matures, more smart devices will creep into our homes and result in a clutter of apps that are not intelligently interconnected. The Cozify Hub will solve that for good. It easily connects all smart devices at home across different manufacturers and platforms.
Digitsole connects to your smartphone so you can adjust the temperature of your insoles to heat your feet, while providing information on the number of steps taken and calories burned via a dedicated iOS and Android App. This is the first wholly connected insole to become available on the international market. Digitsole fits most types of shoes and is incredibly lightweight, so you can keep your feet warm at your workplace or during any outdoor activity. Digitsole also helps with general posture and foot health thanks to three design components: a shock heel system, which consists of an Ortholite cushion to soften shocks and disperse vibrations; a flex zone section designed to optimize natural movements; and arch support for restoring natural foot function. We will also be showcasing the connected heating shoe, made under the same brand name.
Insulin Angel is a temperature- and proximity-sensing device that can be connected to your smartphone. The app notifies you before reaching critical temperature, or when you lose or forget your medication or equipment. Designed for people with chronic medical conditions, who rely on temperature-sensitive medications, like insulin, Insulin Angel is specifically designed for use with medical equipment. It has automatic temperature settings as recommended by the manufacturer. The accurate temperature sensor and advanced algorithms relieve you from uncertainty about your medication’s effectiveness, whether in use or stored in the fridge. The aim is to achieve maximum safety and reduce wastage. Context-optimized proximity-sensing alerts you when you forget or lose your medication, all without being intrusive.
LEAPIN has built a smartphone-enabled access control system. The system is sometimes referred to as a smartlock or a controlled lock. With its unique combination of existing technology – including near field communication (NFC), one-time password (OTP), cloud algorithms, software, hardware design and smartphone apps – LEAPIN’s system delivers all the functionalities of typical time-controlled keycard systems (RFID and magnetic stripe), without any supporting on-site network infrastructure. Our technology enables guests to open doors with their smartphones for limited time periods, carry out self check-in or web check-in to accommodations using their smartphones, or continue to use keycards (which feature NFC).
Lhings

Lhings was created in 2012 as an initiative of a group of researchers with a futuristic, but feasible, vision of a connected world, where everyone would be able to use technology to improve their lives. Accordingly, we decided to bring the Internet of Things closer to everyone through a user-friendly platform. In essence, Lhings allows anybody to be a consumer and provider of connected services. These are enabled through device connectivity. From consumer electronics – such as light bulbs or air conditioning for individual use at home – to industrial products such as elevators or access controls for service providers and companies: The key is that everyone can be part of it.
Loopd has revolutionized the way people share, gather and analyze information. It is the industry's most advanced proximity marketing solution with three key components: an embeddable, bi-directional beacon chip; a mobile application for users; and powerful analytics that track customer engagement in real time. With Loopd, marketers are able to prove event ROI, identify and focus on higher quality contacts and leads, gather accurate attendee profiles, optimize event strategies and enhance attendee engagement. Unlike stand-alone event apps, one-way beacon systems or traditional lead retrieval systems, only Loopd provides measurable benefits for attendees, exhibitors and marketers.
Muzzley

Muzzley is an Internet of Things platform that enables manufacturers to easily connect their devices to the IoT world, and customers to gather all of their smart devices together and control them via a simple mobile app. In parallel, Muzzley is developing a machine learning layer that allows devices to learn user behavior over time and recommend relevant actions (e.g., if someone is approaching home, Muzzley suggests to turn off the lights at the office).
We started this company with the belief that everyone deserves peace of mind, and we are passionate about delivering on that belief. Novi offers renters, homeowners, and small-business owners an all-in-one security system for a fraction of the cost. We offer a simplified security product with key safety features such as motion and smoke detection, cameras, and sirens at an affordable price. When the system detects motion or smoke, it snaps a series of pictures and sends them directly to the user’s smartphone – putting them in control of the response. Say goodbye to false alarms and burdensome contracts! Novi is revolutionizing the way you do security.
OORT is the first solution that delivers a smart home system exclusively based on Bluetooth Smart. By offering interoperability with every smartphone with Internet access, OORT sets itself apart from other providers. Thanks to its compatibility, it integrates with both OORT devices and third-party devices that are Bluetooth Smart-compatible, so users are not locked into purchasing only OORT products. It turns a smartphone into a remote control that has the power to turn off lights, control air quality and temperature, and even keeps track of objects and people. OORT technology can also readily transform any existing product into a connected one, thereby enriching its ecosystem. It’s an ideal platform for any manufacturer of consumer electronics who wants to join the world of the Internet of Things.
PipesBox is a consumer platform for the smart home and the Internet of Things. Thanks to PipesBox, people can use and connect their favorite smart home devices, wearables and Web services to bring the digital lifestyle into the home. The key innovation behind PipesBox is PipesMarket – the entrance to all possible device combinations and use cases. These days, people just don’t understand all the things they can do with their smart devices. Most benefits are still unknown to the masses. PipesMarket fills this gap and makes the IoT and smart home visible and browseable to the end user. With a single click, new use cases can be installed to the small hardware box.
Every person, every object and every place has a story to tell, something of value to share. Moreover, these people, places and things are increasingly associated with a wireless device, billions of which are joining the Internet of Things annually. Via the spaces in which we interact, reelyActive technology identifies these devices and connects each one with its online stories so that anyone or anything can discover and consume what they have to share. We unlock the value of the data you choose to share by telling the right story to the right audience at the right time. Our Smart Spaces create a marketplace for real-time, real-world contextual data on a human scale. Imagine, Context-as-a-Service.
With the development of the IoT, more and more devices are going online. People browse with tablets, smartphones and watches, they stream TV online and even connect their complete home to the Internet 24/7. These systems communicate with each other, but most people don’t think about the required IT security measures. Also, until now, there has been no IoT security solution or something similar on the market to provide all devices with equal protection. Secucloud is a provider of cloud-based IT security services, protecting all online devices regardless of type or operating system. Founded by Dennis Monner in 2013, Secucloud’s cloud-based IT security system filters your entire data stream on IoT devices via “Deep Packet Inspection,” both at home and on the move — independent of the operating system and without installation of extra software or apps.
Wicross

We imagined a world in which connected devices would be there to improve our lives discreetly, in a smart way. A world in which everyone would gain full control over their connected experiences. This is Wicross. Wicross is the meeting point between users, manufacturers of connected devices and brands. Users can create automated connections between their devices, while brands come up with smart programs which expand the realms of connected objects. Thanks to the Wicross Hub, connections are available between any objects of any brand, so the possibilities are huge! Welcome to a tailor-made connected experience.
smart city
Smart Homes and the Internet of Things have two main problems: they consist of isolated systems, which can only be controlled by smart phones. That is why we built Homey: the living room. Homey solves this problem by integrating all of the different wireless technologies used, so it brings all your devices together, no matter which technology they are based on or which brand they carry. Homey combines them to create powerful scenarios, and lets you simply control them all with your voice! Tell Homey what to do and he will take care of the technical part, so you’re left with the fun: tuning your television, streaming music, dimming lights, even checking the weather or your e-mail – say the words and Homey answers! Homey has already raised over €200k on Kickstarter. He will be ready for shipping this summer and can be pre-ordered at www.heyhomey.nl for just €299!
Carriots (2011) is focused on PaaS for M2M/IoT application-enablement space. It can run on a public or a private cloud infrastructure. In the Carriots CityLife project, the main innovation challenge to address is the heterogeneity of services related to a Smart City and their complexities. We have worked on integration and best practice in Smart City projects, providing an holistic and comprehensive overview for people managing those cities. This helps decision-makers in their work and ensures that the city truly deserves to be referred to as “smart”. With worry-free integration into new and existing services, cities benefit from hands-free private cloud implementation without the hassle of IT issues. They also gain an holistic and comprehensive overview, including a set of best-practice examples and known KPIs which are fully customizable.
contagt

contagt is a “smart indoor guide.” Instead of printed maps and signs, contagt uses mobile devices, QR/NFC tags and BLE beacons for better orientation. Our solution consists of three parts: a tablet terminal, which allows staff to show routes and lets visitors search within the building; a smartphone app, including live indoor navigation based on QR, NFC, BLE, WiFi and sensor fusion; and a web-based interface for building operators to maintain and analyze visitor data. contagt is the first enterprise-ready indoor navigation platform of its kind, offering ultimate privacy, flexibility and ease of use. With contagt, visitors and employees simply feel “at home.”
Cubilog is an end-to-end home automation platform which gives users total control through any brand of smart home device. Cubilog is able to integrate all existing protocols and devices (smart/connected and "dumb"/wired devices) into one easy-to-use cloud-based software application with easy-to-use user interface.

The modular hardware covers all existing communication protocols for easy device integration. With Cubilog's dashboard, the user can customize and control the devices and create rules and schedules for automation.
greenbird Integration Technology

Each year, over 120,000 people die due to poor visibility on the road (darkness, fog, heavy rain, etc). We’ve made a simple mobile app (iOS, Android) that turns a smartphone into a head-up display and puts a 3D-animated image of the road right on the windshield. This keeps the driver’s attention focused on the road, not distracted by regular GPS devices. Now the app is available on the market, the team is working on a Hudway Device — a multifunctional portable head-up display that integrates with a smartphone through wireless connection. It expands the boundaries of conventional driving, making it safer, more efficient and enjoyable with navigation, traffic info, calls, text messages, music, third-party apps — everything controlled by the driver’s voice commands.
KIWI.KI

For our business customers, location access is at the core of their daily activities. Package delivery, waste management and other service providers need to gain entry in order to do their jobs. With KIWI installed, a single “Ki” opens all authorized doors, and management is taken care of centrally and securely. Our private customers, meanwhile, enjoy the convenience of hands-free access to their apartment building. KIWI makes the physical key obsolete and connects cities by connecting every front door. KIWI is a service of KIWI.KI, which was founded in February 2012.
NWaves communications technology, solutions and hardware are designed specifically for the IoT. The lightweight, ultra-narrow band protocol works in the license-exempt ISM spectrum, transmitting data securely at a range of 5 to 10 kilometers in urban areas, and up to 30km in open country. It features ultra-low power consumption, and the NWave radio module that allows this to happen is inexpensive, making this a technology that is accessible and affordable. NWave networks connect thousands of devices, providing all the building blocks for low-cost, reliable, lightweight LPWA network solutions. NWave was founded in 2010, is headquartered in London, and has a US office in Dallas.
Sensefinity

Sensefinity, The Internet of Things for Everyone. Sensefinity delivers the full stack for the Internet of Things. Sensefinity offers simple, no-frills, low-power hardware, with expansion boards featuring multiple sensors and actuators. All these boards are plug and play. The hardware is connected to a cloud-based software platform with standard graphics of all plug and play boards, thus enabling instant access to the Internet of Things. The system features FOTA for firmware updates. Customer benefits: As there are no integration costs, it is possible for customers to test and implement projects very quickly and cheaply, empowering them to translate ideas into added value.
Vebbu is a smart thermostat which is designed to address key weaknesses in existing smart thermostat and heating systems, especially in the European market. The core strength of the Vebbu system is its ability to provide consumers with access to advanced and sophisticated networks of (if necessary) large numbers of devices – something that was previously only possible with complex and expensive home automation systems. Vebbu allows users to create and control different heating levels in different parts of the home, all through simple and intuitive mobile and Web apps. Vebbu can control individual radiators or even replace radiators with fan coil units that can help users save energy.
Xetal ("ik-zie-het-al") is a startup founded in 2013 by experts in sensor networks and localization technology. We develop innovative indoor positioning systems that detect and accurately track people without the need for carrying or wearing a device (no phone, no tags, etc.). Such a technology can enable a new generation of IoT and smart home applications, help elderly people live better and make hospitals a safer place. Xetal has already launched its first commercial product, MoCa, in 2014. MoCa is capable of detecting accidents in hospitals and nursing homes. It has proved a reliable solution to improve the quality of hospital stays and help nurses with their work. A second product, @bed, will be launched in the course of 2015. @bed is optimized for hospital bed monitoring. A version of MoCa for home care and automation is scheduled for release toward the end of 2015.
CA7CH Lightbox is a fun new way to snap pictures, stream video and share life with friends. Live and hands-free, CA7CH brings together a miniature wearable camera, your smartphone, and the Internet to create a new way of sharing engaging moments. Rom Eizenberg – once a rocker with long hair, Rom is a bold entrepreneur – now with little hair, but he still loves his guitar. Rom has spent the last decade building innovative businesses in emerging technology markets, and the past seven years as a founder at Precyse, where he has hands-on experience leading seed, series A and B funding rounds, and managing lean operations. He holds a bachelor’s degree in Economics & Management from SDA Bocconi in Milan. Robert Kowalik – A strategic entrepreneur who loves all aspects of startup life. Creativity and imagination make interesting products, velocity makes them marketable. As a 20-year high-tech veteran with many noteworthy wins under the belt, he is looking forward to changing the way the world communicates through images and short-form video. CA7CH your world, live.
ComThings believes that the next big thing after home & car sharing is parking space sharing. But how can you share a parking spot in a secure and simple way? Our technology allows parking space owners to rent their parking spot for hours or several days. Users benefit from the large supply provided by private individuals. Parking owners and users manage the access using their smartphone and an accessory acting as a generic pass. This digital key is a secure clone of the original remote control. The process has been simplified to improve the user experience and it only takes a few seconds. Users book and pay online. No modification to the garage door mechanism is needed and the parking owner can revoke access at any time. Our target customers are all people looking for an alternative, cheaper and widely spread parking solution.
Flycar Innovations GmbH (founded in 2014) specializes in the technological infrastructure of modern mobility concepts. With its Open Telematics Platform (OTP), it provides first-ever vendor-independent, upgradeable and reliable access to real-time car data for different applications. OTP is the leading open and non-discriminating telematics platform that connects any car built after 2001 with the Internet of Things. OTP consists of the own-developed otp adapter and the otp backend, both of which were developed in-house. The adapter extracts real-time car data in OEM quality and transmits it to authorized smartphones via WiFi or into the cloud via UMTS.
Co-founded by David Gengler and Cameron Gibbs, FŪZ Designs consistently creates award-winning products generating significant revenue. FŪZ Designs has raised over $1.2 million on Kickstarter. Keys and combinations are a huge hassle. They get lost or forgotten. They never get returned when loaned to others and they are difficult to get back when employees leave a business. Re-keying keys is time-consuming and expensive. So we created Noke, the world’s first smart padlock. Using Bluetooth Smart, Noke provides instant access, is easily shared, and gives instant feedback on when and where access took place, and by whom. This saves time, money, and increases convenience and security for businesses and consumers.
has.to.be was founded in 2013 and is a cloud service provider, specialized in e-mobility and e-commerce applications. With our cloud software application be.ENERGISED (www.has-to-be-energised.com), we enable anybody to operate a public or semi-public charging infrastructure for electric vehicles, including service-management, customer relationship management, mobile payment services and billing capabilities, regardless of the manufacturer of the charging stations. We currently manage about 800 charging stations for leading companies worldwide. With our additional operational services, we can handle all technical and operational processes that are required in the management of charging points. Get in contact with us to discuss your individual project.
ivanto makes public transportation accessible to everyone. We allow passengers to interact with vehicles and buildings through Bluetooth Smart. ivanto is a comprehensive urban mobility solution featuring intermodal routing and accessibility services. The ivanto product suite offers indoor and outdoor localization and location-aware services. The system comprises Bluetooth Smart hardware components, an easy-to-use, accessible smartphone app, and corresponding APIs for the integration of ivanto features in external mobility apps. The ivanto hardware modules provide a connection between on-board computers in public transportation, parking barriers, indoor locations, and a common smartphone. Visit our high-profile live projects in North Rhine-Westphalia, Germany!
ivips fleet management

ivips’ Web-based platform analyzes real-time vehicle data and offers an innovation in fleet management. Our integrated business solutions have proven to save time and money for companies in the car rental, leasing and logistics industries, and for general corporate fleet optimization. ivips was founded in 2011. By precisely capturing and analyzing vehicle data in real time, we are able to create a comprehensive EcoDriving score. Based on this score, further contextual analysis feedback and driving tips are automatically generated. Setting up and communicating on company-wide goals allows us to incentivize employees and drivers with a tailored financial reward system: our EcoBonus program. Discover more on www.ivips.eu or contact us on info@ivips.be.
Parking in cities is nerve-racking. To directly and quickly navigate to the right parking space, what is needed is transparency of the entire parking infrastructure – ideally in real time! This is exactly where parkpocket provides a unique solution through its mobile parking guidance system, which is supported by several cities and local authorities. Car drivers who use parkpocket benefit from full transparency: Anytime and anywhere, they are informed about vacant parking lots in car parks, prices, electric vehicle charging stations and other features, and are finally navigated to the right location. Aside from parkpocket’s own mobile app, its parking solution can be integrated into different digital devices and services. parkpocket is currently available in Germany, but the rollout into other European markets is already underway.
Up to 4 times a day, urban drivers spend an average of 7 minutes in search of a parking space. A car spends 95% of its lifetime parked. A staggering 30% of urban traffic is caused by drivers looking for a place to park. The battle for parking spaces is a worldwide problem. ParkTAG is a social parking app that plans to solve this issue. Founded in Berlin in May 2014, ParkTAG is specialized in predictive analytics. The technology behind the parking app can detect on-street parking occupation – even before the car sets off. Local authorities, transportation services and app providers can use this technology to detect vacant parking spaces and thus help cities reduce their carbon footprint.
Powering the future of smart mobility. In the next decade, we will see fundamental changes in the way we interact with our environment. Everything will become connected to the Internet. People are already connected through smartphones, tablets and PCs, but now ‘things’ are also becoming connected. ULU is an enabler that connects cars to the Internet. With this technology, there are endless possibilities for consumers. For businesses, too, there are also major opportunities. We have created the required hardware, software, analytics and applications, allowing our customers to instantly adopt connected cars within their line of business. The result: immediate benefits. Our business model is B2B: We deliver information to businesses based on a monthly subscription fee per vehicle. ULU is a StartupBootCamp HighTechXL company.
industry 4.0
com2m provides professional software solutions for M2M and Industry 4.0, ranging from custom developments to Software-as-a-Service solutions. One of these solutions is our M2M platform, which can be used to build applications for monitoring and controlling devices through the Internet in just a few minutes. Thanks to an innovative software design and a generative development approach, the solution can easily be adapted to the needs of our customers. The provided infrastructure includes mobile applications, data storage and analytics, alarm management and much more. This can be offered without high setup costs. This way, com2m also enables small and mid-sized companies running a wide range of applications to benefit from M2M technology while achieving a fast ROI.
Evercam is a developer platform and app store for security cameras. We provide eyes for the Internet of Things by enabling the integration of any type of camera with other software applications. We also provide extended functionality as “apps” such as remote video storage, time-lapse video, scheduled e-mails or motion detection. The Evercam system is built as a developer-friendly API which has been integrated with software such as SAP (Manufacturing) and Magento (e-Commerce). IoT-triggered events such as door sensors or weighbridges activate video recordings which are sent to the appropriate person. Valuable use cases exist in manufacturing, supply chain and health care amongst other players in vertical markets.
Thanks to its international team and orientation, idatase, founded in April 2014, is perfectly geared to a global economy, and we are open to cooperation with partners from all over the world. Our innovation NetLume collects sensor and log data by using a system of listeners attached to each device or machine in a network. These listeners send their collected information to a central system in which data is standardized and analyzed. Assisted by input from network administrators and engineers, NetLume can learn to recognize the normal states of a system and provide a prognosis about potential problems. It can also learn to identify erratically re-occurring issues with a high degree of precision.
Democratize Predictive Analytics! Until now, predictive analytics and control were only available to specialized data scientists. However, IS Predict, founded in 2010, has proven that self-learning RESOURCE INTELLIGENCE can lead to efficiency increases for man, machinery and energy – automatically, even despite high complexity and volatality! RESOURCE INTELLIGENCE (RI). Delivers highly accurate predictions for reliable capacity planning. Discovers disturbing factors on process efficiency. Predictively controls processes and machinery for optimal operation. We’ve carried out projects with Siemens, SAP, LG, EnBW, etc. in areas such as smart production, smart utilities, smart home grid and smart building. Next Generation BI = RI.
We are iTiZZiMO GmbH, a company focused on developing integrated backend applications for wearable/mobile devices on our developer platform called simplifier. The iTiZZiMO GmbH was founded in 2012 by Reza Etemadian (CEO) and Christian Kleinschroth (CTO). The head office, where there are 51 people, is located in Würzburg. Our mission is to simplify company processes through the use of innovative technologies. As a pioneer in augmented reality and smartglasses technologies, we were the first company worldwide to offer a fully integrated SAP application for smartglasses. Our most important product is the iTiZZiMO simplifier, a platform designed to standardize the development of business processes and connect backend systems with mobile/wearable devices using context-aware technologies. We have several use cases (e.g., applications for smartglasses) for the optimization of the picking process, remote support, predictive maintenance and production support, all of which offer hands-free working, paperless consignment, safety warnings in high-security areas and indoor navigation.
kumi for health optimizes clinical performance. Since hospital-based physicians can often be overwhelmed by daily organizational challenges, our unique technology-based and insight-driven solution supports doctors in choosing the right treatment for their patients and simplifies process management within the clinical team. We believe secured medical excellence paired with effective teamwork to be the crucial levers for reshaping health care provision. Our award-winning approach has demonstrated improved treatment quality and reduced treatment costs for health care providers. kumi for health puts actionable clinical pathways in the hands of clinicians. Clinical excellence simplified.
M2MGO is a Berlin-based startup that was founded in August 2013. The four founders are driven by a vision of revolutionizing the way IoT apps are created. Our secret ingredient is a cloud-based content management system that has been specially designed for the Internet of Things. M2MGO is the only IoT platform that covers all of the necessary infrastructure and services required by state-of-the-art IoT applications as an out-of-the-box solution. It enables you to create apps for your IoT business model at a previously inconceivable speed, with almost no upfront costs and without writing a line of code. Accordingly, for hardware and product manufacturers, M2MGO removes the last barrier for entry to the century of the IoT, helping them to save money and time, minimize risk and succeed with their new business models.
Oden Technologies

We are a full-service, industrial, Internet of Things company. We have developed our own hardware and software solution that allow us to quickly create “Smart Factories.” Our hardware gathers data from machines, quality assurance equipment or sensors. The data is sent wirelessly to our cloud-based analytics platform. Our software visualizes the whole process flow to uncover the problems and trends. User-chosen and machine learning-generated alerts then turn the analytics into actionable optimization suggestions so that the manufacturers can make the most of their capacity.

We are building our offerings one vertical layer at a time, starting with cable manufacturers. We make IoT implementations as easy as possible by offering comprehensive out-of-the-box solutions.
OptoForce builds 3- and 6-axis force sensors based on a unique optical principle. We measure the deformation of the silicone sensor structure with infrared light. Our sensors are able to withstand impact forces, so they can be used in the real world. Oh, and they can be built much, much cheaper than traditional sensors. Multi-axis force sensors are used in industrial robots for assembly, grinding and finishing tasks, as well as in service robots to detect whether the robot is balanced or slipping, and if the robot’s hand is holding an object properly. OptoForce sensors also have various other potential uses as human input devices.
PTX was founded by former students of RWTH Aachen University and TUM Munich in March 2014. We develop high-performance 3D systems to enable machines, transportation robots, industrial robots and vehicles to see and recognize their environment in enhanced quality at ranges of up to 200 meters. Our technology is based on “Time of Flight” principles, precisely measuring distances with the speed of light. 4D MMS uses infrared illumination and is a fail-safe system in terms of poor light and adverse illumination. “Vision for Motion” = 2D image + depth information + time = 4D MMS. Aside from helping machines, robots and vehicles to see and recognize their environment, our system also enables people with visual handicaps to detect their environment. We call this “4D MMS vision to audio.”
Stop talking about IoT, build your IoT business solutions now – quickly and easily. relayr provides three easy tools for connecting things and apps. The relayr Internet of Things toolset accelerates businesses to rapidly build and deploy IoT applications within minutes. The toolset consists of: (1) the Open Sensor Cloud, a highly scalable and secure Platform-as-a-Service for managing and visualizing device data and for interconnecting devices; (2) SDKs including iOS, Android, HTML5, node.js, Python, C# and Ruby; (3) the WunderBar, an easy “chocolate” IoT kit for developers, including 8 sensors, 6 Bluetooth modules, Wi-Fi, a bridge to Arduino and an IR transmitter. relayr was founded in the fall of 2013 in Berlin.
Based in Germany and Israel, VAYU Sense enables pharmaceutical companies to continuously monitor and control fermentation-based drug production processes with mobile devices in real time. As a result, the Internet of Things finally comes to traditional pharmaceutical manufacturing. The company’s biological detection technology makes it possible to identify extremely subtle fluctuations in gaseous concentrations at unprecedented parts-per-million sensitivity throughout the fermentation process. Monitoring these fluctuations ultimately leads to increased yields and profits. Since measurement is continuous, changes are visible as they occur, enabling real-time process optimization. The technology has an extensive range of applications in health care, food production and the oil industry.
waylay is an automation platform for smart connected devices. It seamlessly combines data from (IoT) devices, applications and online services and allows for better real-time decisions and actions based on real-time data. waylay is targeted at OEMs, integrators and providers of smart connected device solutions that want to move beyond data aggregation and visualization. Prime use cases include smart notifications, automation, predictive maintenance and proactive customer care. waylay is a horizontal platform that can be used across multiple vertical layers of industry and is an excellent fit with fields such as customer care, smart buildings and the maintenance of remote machinery.
jury
The unbelievable Machine Company
Klaas Bollhoefer works as a Chief Data Scientist and Big Data Evangelist with The unbelievable Machine Company GmbH. He is father of the Data Science Day (DSDay) in Berlin and Vienna, coordinator of the Big Data Week in Berlin and member of program committees and juries of international Big Data events, e.g. O’Reillys Strata Europe.

“The Internet of Things combines hardware, software and data into dynamic, highly personalized and smart ecosystems. Driven by the maker scene, bio- and hardware-hacking, 3d printing and a lot of other grassroots movements, fueled by (big) data, scalable systems, cloud infrastructure and powerful analytics – IoT will be the next level of our digitally transformed environments. Yes – it’s a buzzword (again)! Yes – it’s a hype (again)! But yes – it will stay and be relevant (again)!”

Klaas Bollhoefer

TRUMPF
Klaus Bauer is Head of Basic Technology Development at TRUMPF. His work focuses on Industry 4.0 and intelligent machine networks where he has the vision of a “social machine”. The social machine is communicating independently with its environment and involves itself into the efficient manufacturing process to make it faster and more flexible.

“The main basics for successful innovations are the readiness to search for new ways and to go them. CODE_n is a great platform to provide this thinking. We are very honored to be part of this initiative.”

Klaus Bauer
GFT Group
A true entrepreneur, Ulrich Dietz set up his first company at the age of just 19. He founded GFT in 1987 and remains at its helm today. Ulrich Dietz is an active member of a number of committees which support startups and promote Germany as a prime international location for IT innovation. In 2011, he was named German Entrepreneur of the Year.

"With CODE_n we have our finger on the pulse of hot technological topics of global relevance. This year’s theme, the Internet of Things, has huge potential to change our world in the long term. We’re proud to present 50 young companies whose fresh business solutions are leading the way to the digital age.”

NetMedia Europe
Laurent Delaporte is the CEO and Managing Director of NetMedia Europe, a global media group focused on IT Professionals & Passionates operating in 6 markets (France, Germany, UK, Spain, Italy, Portugal/Brazil). Before, he worked for more than 20 years in senior sales and marketing roles at Microsoft in Europe. Laurent is a registered board member of several emerging companies, an independent investor in six non-listed companies in both Media and AdTech as well as partner at two French start up accelerators.

“CODE_n puts the spotlight on some of the most interesting tech startups – a unique reservoir of young innovators with inspiring business ideas worth spreading their story.”

Laurent Delaporte
Ulrich Dietz
**Frank Engelhardt**

**Salesforce**
Since joining Salesforce in 2003 Frank Engelhardt has held several leadership roles in the US and Europe. As VP Enterprise Strategy he is helping companies connect with their customers in totally new ways using the latest innovations in mobile, social and cloud.

“We are excited to be part of the CODE_n15 innovation community. With its focus on connecting established businesses with startup innovation, it’s a perfect fit with our own DNA and mission at Salesforce: we help startups innovate fast and easily scale and we help enterprises reinvent and digitally transform at incredible speed.”

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**Manfred Engeser**

**WirtschaftsWoche**
Manfred Engeser runs the Management & Success news desk at WirtschaftsWoche, Germany’s leading business weekly. After completing his degree (1993) and enrolling in the German school of journalists (1993-95), he began working as a political correspondent for the RTL broadcasting company’s main studio in 1995. In 1998, he switched to the Hamburg Abendblatt before joining the WirtschaftsWoche team in 2000, where he is also responsible for areas like the Gründerpreis founder’s award and the related Neumacher-Konferenz, a conference that brings together hot new movers and shakers.

“Without creative destruction as described by the economist Joseph Schumpeter, there’s no chance for positive change. Startups drive this, question the status quo, and break molds in order to develop new ideas.”
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.

“The Internet of Things might be the last chance for German industry to still find its place in the wake of the digitalization affecting our global economy. Companies must now be brave and place their bets on innovation without compromising.”

EnBW

Uli Huener previously served as the CEO of Yello Strom GmbH from September 2009 on and from March 2012 also as Managing Director of EnBW Vertriebs GmbH. Uli Huener studied mathematics and business administration at the Universities of Bielefeld and Hamburg and obtained a Master of Science in Applied Mathematics at the California Institute of Technology. Prior to getting into the Energy Business Uli has held various senior management positions with companies in the IT and telecommunications sector in Germany as well as in the US, overall holding over 25 years of international experience - from start-ups to large corporations.

“The energy industry is the next market segment which will be disrupted by the Internet of Things. We, as EnBW, aim at being one of the leading players building new digital business models around this megatrend. CODE_n and the start-up contest are a great opportunity for us to find competent partners to successfully cope with this challenge.”

FAZ

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.

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Frank Riemensperger is Senior Managing Director of Accenture Germany and specializes in complex IT-enabled business transformations for large organizations. He is co-chair of the acatech project “Smart Service Welt” with the goal to make Germany the number one country in Europe in terms of digital growth.

“CODE_n is ‘the’ hotspot for the global excellence when it comes to showing the way on how to master the digital revolution by creating digital business models for the leading industries in Germany. I’m curious about the disruptive ideas of the TOP 50 start-ups and how they leverage the strengths of the traditional industries.”

Olaf Riedel has worked with start-up companies throughout his career at EY, giving advice in terms of finance, risk or IT, assessing scalability or reach of new business models, he is currently in charge of about 1,000 advisors in Germany, Switzerland and Austria.

“Bringing start-ups together with mature market players in order to create something new; sustainable business is one of the most exciting and interesting tasks I can think of as an advisor.”
Benedict Rodenstock

ASTUTIA
Benedict Rodenstock is founder and CEO of ASTUTIA, a Munich-based investment firm specialized in Internet companies with some 20 investments such as Dreamlines, 10 Weeks Body Change and Fashionette. He has helped found ventures such as UNPAINTED media art fair and worked for Roland Berger Strategy Consultants, More.de and Hubert Burda Media. Benedict speaks 5 languages and holds a Diploma from the University of Bologna, a Certificate from the University of New York and an MBA from the University of St. Gallen. He is married and has a one year old son.
"CODE_n is a truly inspiring initiative, and I am delighted to be part of it. I am looking forward to working with the jury team and meeting great entrepreneurs."
partners
GFT Group

The GFT Group is a global technology partner for digital business – covering everything from the discovery of innovation to developing and implementing sustainable business models. The GFT part of the overall GFT Group stands for professional consulting and the 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. Also part of the GFT Group, emagine offers companies the opportunity to staff their strategic technology projects both quickly and flexibly with capable experts. To achieve this, emagine 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. In a nutshell, 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 is represented in eleven countries with a global team spanning 3,100 employees. The GFT Group is listed on the Frankfurt Stock Exchange (Prime Standard).

CeBIT

With revenue of 312 million euros (2013), Deutsche Messe AG ranks among the world’s ten largest trade fair companies and operates the world’s largest exhibition center. In 2013, Deutsche Messe planned and staged 119 trade fairs and congresses around the world – events which hosted a total of 41,000 exhibitors and some four million visitors. One of the widely known trade fairs is the digital industry’s leading event CeBIT. Global enterprises, SMEs, startups and organizations take part in this unique blend of trade fair and convention to showcase all the relevant IT and digitalization topics like Big Data, Cloud Applications, Mobile Solutions, Social Business, IT Security and Internet of Things. The CeBIT Global Conferences consist of keynotes and forums spotlighting the digital industry’s core markets. For CeBIT 2015, the lead theme is “d!conomy” and the official Partner Country is the People’s Republic of China. Further information is available at cebit.com.
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. EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

Salesforce

Founded in 1999, Salesforce, the Customer Success Platform and the world’s #1 CRM company, empowers companies to connect with their customers in a whole new way. Based on a foundation of cloud, social, mobile and data science technologies, the Salesforce Customer Success Platform is unique in the industry — a unified set of CRM apps and metadata-driven platform built on trusted, multi-tenant cloud infrastructure that makes it easy to develop and deploy custom solutions for any size business, any business scenario and on any device. It allows companies to grow sales faster, deliver customer service everywhere, create 1:1 marketing journeys, engage with customers in interactive communities, deliver analytics for every business user and create custom apps that run on any device. Salesforce is the fastest growing top 10 software company and #1 CRM company, according to Gartner, and ranked by Forbes as the most innovative company four years in row. For more information, please visit salesforce.com.
Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 319,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. Accenture is the global leader for Digital services. Together with acatech, Accenture heads the initiative “Smart Service Welt”, a think tank of over 100 companies and institutions working together to show the way on how to master the digital disruption by creating digital business models for the leading industries in Germany.

EnBW

With a workforce of around 20,000 employees, EnBW Energie Baden-Württemberg AG supplies electricity, gas, water and energy-related products and services to 5.5 million customers. Given its origins, and as a company which is majority owned by the Federal State of Baden-Württemberg and OberSchwäbische Elektrizitätswerke, a municipal special-purpose association, their connections to Baden-Württemberg are particularly strong. EnBW wants to be the first point of contact for their customers — households, industry and municipalities — in all matters affecting energy. EnBW is creating new growth opportunities with new products and local solutions for a sustainable supply of energy and enhanced energy efficiency.
KUKA

KUKA sets automation trends – trends that will shape the future. One such trend is the increasing sensitivity and safety of robots that are also mobile and can be used more universally than ever before. KUKA combines its manufacturing and engineering expertise to make components and design sophisticated production plants, up to and including the associated control systems. The company’s products and services are used by a wide range of industrial manufacturers, and even by other industries. For the longest time, KUKA products have also been applied in non-industrial sectors such as health care. KUKA is developing a new control environment based on mainstream IT technologies that will very soon open the door to entirely new applications. KUKA is a global company with sales of about euro 1.8 billion and approximately 8,000 employees. The company is one of the world’s leading suppliers of robot technology and systems engineering. KUKA has its manufacturing and development headquarters in Augsburg, Bavaria and 45 subsidiaries internationally.

TRUMPF

As a leading global high-technology company, TRUMPF produces machine tools, lasers and electronics for industrial applications. Products manufactured with the company’s technology can be found in almost every sector of industry. TRUMPF is the world technological and market leader for machine tools used in flexible sheet metal processing, and also for industrial lasers. In 2013/14 the company – which has approximately 11,000 employees – achieved sales of 2.59 billion euros. With more than 60 subsidiaries, the TRUMPF Group is represented in almost all the countries of Europe, North and South America, and Asia. It has production facilities in Austria, China, the Czech Republic, France, Germany, Great Britain, Italy, Japan, Mexico, Poland, Switzerland, and the USA. For more information about TRUMPF go to www.trumpf.com
Thanks to the many things we have experienced over the last five years, we have been able to move the fourth round of CODE_n up to the next level. What started as an ambitious project in 2011, has now established itself a global platform. With each different area of CODE_n – CONTEST, CULTURE, CONNECT and SPACES – we offer a real ecosystem for innovation.

Throughout this development, one thing has always remained constant: the passion, enthusiasm and hard work of the many different people who believe in CODE_n, who ultimately laid the foundations for our success. I would like to thank every one of them for their contributions.

Let me first thank my fellow board members at GFT, Jean-François Bodin, Marika Lulay and Dr. Jochen Ruetz, who have supported the vision of a global innovation initiative from the very beginning.

On behalf of GFT, a sincere thanks also goes out to our partners who have shared in our passion and helped CODE_n grow into the global platform it is today. Thank you for your support, your constructive and valuable contributions, and your inspiring input. Many thanks also go to the teams of our Global Partners: CeBIT, EY and Salesforce, the Conference Partner Accenture with Smart Service Welt, as well as our Strategic Partners EnBW, KUKA, Trumpf and our event partners Get Started, Google, Steinbeis and The unbelievable Machine Company for the professional and value-creating collaboration in recent months.

Clemens Weisshaar, Reed Kram and their team deserve many deep thanks. Their interactive robot installation, ROBOCHOP – a fully functioning implementation of Industry 4.0 – enables users to directly access industrial equipment. With this inspiring and avant-garde work they once again made CODE_n in Hall 16 an amazing place for innovative minds and revealed the fascination of a not-too-distant future.
I would also like to thank the 50 finalists and all the other young innovators who submitted their ideas and solutions. We were amazed by the quality and sophistication of your solutions and surprised by the extent to which the future of the Internet of Things is already becoming a reality. You really are shaping tomorrow’s living and working.

A heartfelt thanks also goes to the jury for their extensive experience and foresight selecting the winner of this year’s CODE_n CONTEST. The jury includes: Klaus Bauer, Klaas Bollhoefer, Laurent Delaporte, Frank Engelhardt, Manfred Engeser, Uli Huener, Carsten Knop, Olaf Riedel, Frank Riemensperger and Benedict Rodenstock.

My final, yet very big thank you goes out to all of the people who helped shape CODE_n throughout the last years. With your commitment, your passion and all your hard work you have made CODE_n the global ecosystem it is today. Thanks to Dirk Baranek, Domenique Becker, Manuel Betz, Johannes Braig, Sven Brandes, Mihaela Budja, Tom Deckl, Maria Dietz, Caroline Dold, Dr. Oliver Ehret, Philipp Eitner, Katrin Frech, Lena Gaede, Filiz Sarah Gärtnert, Philipp Gaertner, Manfred Gaus, Klaus Gasl, Manfred Gmeiner, Claudius Göller, Malika Götz, Moritz Gräter, Michael Hackenjos, Stefanie Hahn, Jakob Hebart, Michael Hehn, Carina Hummel, Paul Kistner, Christian Kleff, Dana Klomfaß, Monika Krech, Andrej Leben, Peter Lichter, Christian Lorenz, Manuel Lulay, Fanny Marschner, Edina Mezildzic, Elke Möbius, Philipp Renger, Dorota Sadowska Rebecca Schlosser, Felix Stauß, Gisela Strnad, Hermann Maurer, Andrea Wlcek and Lisa Zoller.

Ulrich Dietz