

CODE_n presents Europe's leading startup event CeBIT as springboard for young companies

Stuttgart, January 23, 2013 – Opening day at CeBIT in Hanover on March 5, will kick off one of the most important startup events in Europe. CODE_n will once again present 50 young companies from 13 countries over the course of five days – all in one of the most unique settings at the trade show: Hall 16. CODE_n is a platform that showcases a lot of potential, like the company carzapp from Berlin. As finalist in last year's competition, the young entrepreneurs networked with an investor at CeBIT who enabled them to get their company off the ground. They now hope to continue this success story together with CODE_n by emulating the achievements of Intelligent Apps, last year's winners and providers of the myTaxi service.

In Germany, carzapp is a pioneer in private carsharing. Car owners can earn money by renting their cars to others whenever they don't need their vehicles themselves. What makes carzapp so special? On account of an easy-to-install hardware kit, face-to-face key handovers are a thing of the past: a smartphone opens the door for the customer. "This product has enormous potential," explains Oliver Lünstedt, CEO at carzapp. "But to see our idea really take off, we need both financial and strategic support. CODE_n has already been helpful in so many ways."

For this very reason, the Berlin-based team was inspired to apply again for participation in this year's CODE_n Contest, which runs under the motto: "Smart Solutions for Global Challenges." And, so far, they have been successful: carzapp is one of 50 young companies from 13 countries set to present themselves at CeBIT in Hall 16 from March 5-9, 2013. Their participation puts them in the running for one of the two CODE_n13 Awards.

Ulrich Dietz, CEO of GFT and CODE_n initiator, explains why CODE_n is such an attractive part of CeBIT: "50 exciting startups, thousands of interested visitors and numerous investors all cross paths throughout an entire week over 4,000 square meters of exhibition space at the world's most significant event for digital commerce. An extensive convention program dedicated to the topic of the energy transition and innovation development, in addition to the CODE_n awards show and after-party, make CODE_n a hot spot in the European startup scene."

It's an extraordinary opportunity that Oliver Lünstedt can attest to: "We received very valuable input at last year's CeBIT, and it flowed directly into the development of our prototype. The atmosphere at CODE_n is like nowhere else, full of inspiration and innovative spirit. Anyone who'd like to experience that should definitely drop by Hall 16 at CeBIT."

Making even bigger strides forward than carzapp: the winner of the CODE_n12 Award, the Hamburg-based company Intelligent Apps. They run myTaxi, a mobile application that has managed to revolutionize the taxi industry in a very short period of time. 20,000 taxi drivers in more than 40 cities worldwide get their orders via smartphone through the myTaxi app. In the meantime, the app has seen more than three million downloads. The team has grown to 100 employees, double the number from twelve months ago. What's particularly remarkable is that Intelligent Apps is one of the few German startup companies that has managed to establish itself in the US. Part of this success can easily be attributed to the visibility the company achieved through CODE_n.



“We weren’t just happy about the award and the ceremony last year. CODE_n also gave us a level of recognition that allowed us to establish ourselves through the media and within the startup scene – it’s what made 2012 a very successful year for us overall,” Sven Külper, CMO and cofounder of myTaxi, is happy to report.

About CODE_n:

CODE_n is an international platform for digital pioneers, innovators and groundbreaking startups. Initiated in 2011 by GFT Technologies, it was established with the aim of promoting excellent talents and their unique business ideas, networking young entrepreneurs and stimulating innovation in this vigorous setting. That’s why CODE_n stands for “Code of the New,” the DNA of innovation. Ernst & Young and the Deutsche Messe are proud business partners.

CODE_n will bestow the CODE_n Award in 2013 for the second year running. This year, it will take place under the motto: “Smart Solutions for Global Challenges.” The competition is looking for IT-based initiatives for sustainable energy supply and use. Further information is available online: www.code-n.org.

About GFT:

As a strategic IT partner based in Stuttgart, Germany, the GFT Group helps companies optimize their business processes by providing intelligent IT systems and highly skilled specialists. Under the motto “inspiring IT,” GFT converts cutting-edge technological developments into sustainable business models.

GFT is one of the world’s leading IT service suppliers for the finance sector. It enables financial institutes to quickly and securely utilize modern technologies in order to enhance their long-term competitive standing. GFT combines established technological experience with comprehensive industry expertise, in order to develop, implement and maintain customized IT solutions. With its international network of experts, GFT offers companies in all sectors the opportunity to flexibly manage the staffing of their technology projects.

For 25 years, GFT has stood for technological expertise, innovative strength and outstanding quality. In 2011, GFT achieved revenues of around €272 million. The GFT Group is represented in seven countries by its 22 local facilities. A global team of over 1,300 employees and 1,300 external consultants implement complex IT projects across various countries. The GFT share is listed on the Frankfurt Stock Exchange (Prime Standard: WKN 580 060, GEX).

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