

# RETROSPECTIVE

Bridge Berlin, Europe <> Shenzhen, China



**2ND INNOVATION & ENTREPRENEURSHIP  
INTERNATIONAL COMPETITION  
SHENZHEN, CHINA**



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## **IEIC 2018 BERLIN**



**What a fantastic day! We set a first step to bridge the spirit of Berlin and Europe to Shenzhen and China!**

**Shenzhen is China's most powerful, most dynamically developing business and innovation location, serving as the gateway to market entry.**

**We are happy and honoured that we had the chance to organize the European Finals of the "2nd Innovation & Entrepreneurship International Competition, Shenzhen, China" in Berlin.**



# IEIC 2018 BERLIN

In this competition, Berlin represented the innovative technology of Germany and Europe. Only the best start-ups got the chance to participate.

greenbox is committed to ensuring that Berlin, as a dynamic start-up and tech location, creates a long-term cooperation between German and European start-ups and leading partners in the industry in Shenzhen.

For now we would like to say deep thanks to You, our Partners and Supporters and share the success we achieved together!

# EVENTS TIMETABLE

In cooperation with IBM:

## **Munich | IoT European Special Preliminary**

March 19, 2018

IBM Watson IoT Center Munich

## **Berlin | Main Event for Germany & Europe**

March 22, 2018

Spreespeicher Berlin

## **Shenzhen | Grand Finale**

April 9 - 12, 2018



# PRIZE MONEY

**The top 10 Start-ups from Europe and Berlin flew to the Grand Finale in Shenzhen, where they had the opportunity to pitch to industry leaders, main players from science & research, VCs & investors.**

**All travel costs were included.  
Shenzhen awarded a total of  
10,910,000 RMB / ~1,300,000 EUR.**

**The prize money in Berlin was**  
1 x 1st Prize 100,000 RMB / ~12,750 EUR  
2 x 2nd Prize 50,000 RMB / ~6,375 EUR (each)  
3 x 3rd Prize 30,000 RMB / ~3,825 EUR / (each)

**At the Grand Finale in Shenzhen it was**  
1 x 1st Prize 1,000,000 RMB / ~127,500 EUR  
3 x 2nd Prize 500,000 RMB / ~63,750 EUR (each)  
6 x 3rd Prize 300,000 RMB / ~1,275 EUR (each)

# COMPETITION CATEGORIES

- ▶ **Internet & IT**
- ▶ **Electronic science & technology**
- ▶ **Biology and life science & technology**
- ▶ **Advanced manufacturing**
- ▶ **Materials & energy (including energy conservation and environmental protection)**
- ▶ **Internet of Things (IoT)**
- ▶ **Artificial Intelligence (AI)**
- ▶ **Anti-cancer technology**

# 20 START-UPS

We received over 200 applications from start-ups in 12 European countries. They covered all the competition categories, but especially in the IoT section we got an amazing amount of pitch decks.

A team of independent experts came together on three days to select the 20 most convincing candidates.

The selectees competed in front of a jury of renowned personalities representing the Berlin entrepreneurial landscape against each other on

**March 22nd 2018** in the European and German preliminary round in Berlin.





# WILLPOWER ENERGY

willpower energy™ by Gensoric wants every private homeowner to be able to produce their own fuel at home, using renewable electrical energy, enzymes, atmospheric CO<sub>2</sub>, and water.

[www.willpower-energy.eu](http://www.willpower-energy.eu)

# GA DRILLING

GA Drilling is bringing unlimited energy as the missing element to the renewable energy mix.

[www.gadrilling.com](http://www.gadrilling.com)

# RICE HUSKS

Rice Husks by Green Sugar provides a process platform technology for the bioeconomy by separating arbitrary lignocellulosic biomass into its main components: sugars, lignin, and silica.

[www.green-sugar.eu](http://www.green-sugar.eu)

# DINNOVATIVE

Dinnovative provides innovative air filter technology.

[www.dinnovative.de](http://www.dinnovative.de)





# IT-SAFE

IT-Safe by AROSOFT network keeps your digital world in a safe.

[www.arosoft.de](http://www.arosoft.de)

# EYEEM

EyeEm builds technology to showcase the best images from the world's leading photo community.

[www.eyeem.com](http://www.eyeem.com)

# POWERNEST

PowerNEST by IBIS Power combines wind and solar energy in an integrated, architecturally attractive, high-rise roof structure making 10 story buildings Net Zero Energy.

[www.ibispower.eu](http://www.ibispower.eu)

# RFRNZ

rfrnz understands contracts; providing an automated contract analysis for lawyers with the help of Artificial Intelligence.

[www.rfrnz.com](http://www.rfrnz.com)





# THERAPY SELECT

TherapySelect is a diagnostic company for planning cancer drug therapy to prolong and improve quality of life for patients while reducing healthcare costs.

[www.therapysselect.de](http://www.therapysselect.de)

# GLOWEE

Glowee is a biotech startup tackling the challenges of electricity for lighting by offering new luminous energetic services based on bioluminescence.

[www.glowee.eu](http://www.glowee.eu)

# STEPHAN MEDIZINTECHNIK

Fritz Stephan specializes in technical solutions for ventilation, anesthesiology and oxygen supply with special focus on neonatology and paediatrics.

[www.stephan-gmbh.com](http://www.stephan-gmbh.com)

# ONCO- GNOSTICS

oncgnostics develops and markets – based on proprietary epigenetic biomarkers - highly reliable molecular in vitro diagnostic (IVD) tests for screening, follow-up care and therapeutic decisions in cancer diagnostics.

[www.oncgnostics.com](http://www.oncgnostics.com)





# SICOYA

Sicoya offers its customers power efficient and scalable optical transceiver chips for server interconnects to enable entirely new internet services.

[www.sicoya.com](http://www.sicoya.com)

# IPT.STACK

IPT.Stack software optimizes industrial manufacturing by predicting optimal process configurations based on the combination of process expert knowledge with machine data.

[www.ipt.ai](http://www.ipt.ai)

# MATCHX

MatchX designs patented device Hardware / Software / Cloud Solutions and has a mission to support the role out of a Global LoRa Network facilitating device data transmissions and transactions

[www.matchx.io](http://www.matchx.io)

# POLY-CARE

The Modular Assembly System allows components to be built in a similar manner to that of LEGO - no gluing, sticking, nor cementing of required - which allows construction by unskilled workers.

[www.poly-care.de](http://www.poly-care.de)





# ENWAY

Enway builds a technology platform for autonomous specialty vehicles.

[www.enway.ai](http://www.enway.ai)

# NUEWIEL

NÜWIEL provides intelligent electric mobility solutions for last mile.

[www.nuwiel.de](http://www.nuwiel.de)

# GRIDSCAN

GridScan by Ampacimon provides smart solutions for a dynamic grid - monitoring electricity grids to increase their robustness and capacity - to connect more renewables and electrical vehicles.

[www.ampacimon.com](http://www.ampacimon.com)

# FERROELECTRIC MEMORY

Microcontrollers are everywhere (Embedded AI, Internet of Things, Autonomous cars...) and they require non-volatile memory. FMC technology reduces their cost by a factor of 10, is 1000x faster, and requires 1000x less power.

[www.ferroelectric-memory.com](http://www.ferroelectric-memory.com)



# 2ND INNOVATION & ENTREPRENEURSHIP INTERNATIONAL COMPETITION SHENZHEN, CHINA

# BER LIN

# JURY





**JURY**

**Sonja Jost, CEO and Head of R&D, DexLeChem -  
Berlin Engineering**

A successful Berlin founder, Jost is a member of various committees including the Board of the German Startups Association, the General Assembly of Industry & Chamber of Commerce, as well as the Supervisory Board for the Berlin Institute for Health Research at Charité and Max Delbrück Center.

**Dr. Oliver von Quast, CEO, Sarvovelo Capital GmbH  
& Director, A2Accelerator**

An angel investor, serial entrepreneur, and Director of A2 Accelerator, von Quast is recognized in the Berlin start-up scene for his expertise in the utilities and Clean technology sector.



**JURY**

**Dr. Stefan Franzke, CEO, Berlin Partner for Business and Technology**

With long term experience in politics, economy, and science - Franzke is an expert in innovation strategy and key technologies for European and international investors as well as entrepreneurs.

**Jörg Schüler, CEO, HighTech Startbahn GmbH**

Experienced in global business development, international sales and operational management, Schüler is an angel investor supporting startups while also helping investors to find and secure investment opportunities.



**JURY**

**Marcia Schraner, Chief Operating Officer, Startup  
Germany e.V.**

As co-founder of Startup Germany e.V., Schraner balances international business relationships and strategic partnerships with supporting innovation and entrepreneurship in Germany to create meaningful synergies and sustainable projects.

**Xudong Yuan, Chief Representative, The China  
Association for Intl Exchange of Personnel (CAIEP),  
German Office**

Under direct guidance of the State Administration of Foreign Experts Affairs, CAIEP promotes exchange and cooperation between China and other countries in industry, agriculture, nance, science/technology, education, medicine, and culture. CAIEP invites foreign experts to China.





**JURY**

**Joern Kinzel, Network Manager, F1 Gesellschaft für Informationstechnologien und Managementberatung mbH**

An expert in assessing new technologies to make investment decisions, Kinzel develops and organizes collaborations between industry and research partners to broaden the portfolio of products and security services for the protection of critical infrastructures.

**Dr. Rainer Seider, Senate Dept for Economics, Energy & Public Enterprises, State of Berlin**

Strong on 25 years' experience in international cooperation and projects, Seider is heading the unit for International Cooperation (European Affairs, Foreign Trade Policy and Development Cooperation) in the Berlin Government's Senate Department for Economics, Energy and Public Enterprises. He initiated the Asia-Pacific Weeks (APW) as a platform for dialogue with Asian partners in 1997 and the StartUp AsiaBerlin network with Bangalore, Manila and Jakarta during the APW 2016.





# WINNERS





**WINNERS  
IN BERLIN**

**1st Prize**

100,000 RMB / ~12,750 EUR

**Sicoya**

**2nd Prizes**

50,000 RMB / ~6,375 EUR (each)

**Insight Perspective Technologies GmbH  
oncgnostics**

**3rd Prizes**

30,000 RMB / ~3,825 EUR / (each)

**Ferroelectric Memory GmbH  
IBIS Power  
GA Drilling**



# WINNERS IN MUNICH

## 1st Prize

50,000 RMB / ~6,375 EUR

**Echoring: Reliable Realtime Radio  
Communications GmbH**

## 2nd Prizes

30,000 RMB / ~3,825 EUR (each)

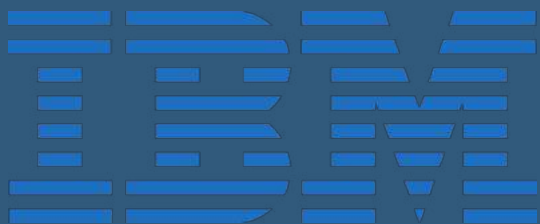
**Prize Cleverciti  
Smart Wins**

## 3rd Prizes

10,000 RMB / ~1,275 EUR (each)

**Gensoric  
Clean Energy Global GmbH  
Bioprocess Control Sweden AB**

in cooperation with



## **OUR WINNERS** **IN SHENZHEN**

We are very proud to announce, that our winners!

Our finalists **that competed with all the best of the other preliminaries** in Toronto, Boston and Silicon Valley, Tel Aviv, Tokyo and Sydney, as well as in London and Stockholm.

We are glad that we could keep up the high standards and represent the dynamic start-up and tech landscape of Berlin and Europe.

### **IoT professional Final**

1st Prize, 150,000 RMB / ~19,125 EUR

**Echoring: Reliable Realtime Radio Communications GmbH**

2nd Prize, 100,000 RMB / ~12,750 EUR

**Ferroelectric Memory GmbH**

3rd Prize, 50,000 RMB / ~6,375 EUR

**Gensoric GmbH**

### **Electronic technology, Industrial Final**

3d Prize, 50,000 RMB / ~6,375 EUR

**Ferroelectric Memory GmbH**

### **Grand Final**

2nd Prize, 500,000 RMB / ~63,750 EUR

**Ferroelectric Memory GmbH**

# IEIC 2018 IN NUMBERS

- 3** months preparation time only
- 200** applicants from **12** countries
- 150** VIP guests
- 20** pre-selected start-ups from **7** countries
- 5** min. pitches to each contestant.
- 8** jurors.
- 10** winning teams
  
- 1000** flowers in **25** vases.
- 1** awesome stage and the best atmosphere!



# COMMUNICATION





# COMMUNICATION STRATEGY

Since the IEIC is consisted of a VIP invitation only conference (150 person limit) the communication of the event was done in the following steps:

1. Curation and personal invitation of 150 VIPs
2. Event announcement to public
3. 30 press invited to cover event
4. Follow up with press to maximise event coverage



## VIP INVITATIONS

One of the main goals of the conference was to bring influential people together from different disciplines to cross-pollinate ideas, ways of thinking and the rethink the approach to new technologies.

We hand picked VIPs from the corporate, startup, design, VC and political fields to attend the conference and after communicating on a one to one basis mailed personalised invitations.



## INNOVATION & ENTREPRENEURSHIP INTERNATIONAL COMPETITION

**You are invited**  
to IEIC's upcoming event in Berlin.

Join a delegation of dignitaries from China, a jury of distinguished Berlin curated audience of innovation mover-shakers.

This intimate, invite-only event is limited to 100 attendees.  
**Please RSVP to get your free ticket and reserve your spot.**

Meeting you at IEIC in Berlin



# PR

We publicly announced the event in mid-January sending out press releases to a wide variety of media both print and digital in the fields of entrepreneurship, startup and tech, social, business, and lifestyle.

News of the event was well broadcasted and spread through social media.

Pressemitteilung

Berlin, 16. Januar 2018

## Europäischer Vorentscheid für größten Innovationswettbewerb in China erstmals in Berlin

Start-ups und Unternehmen können sich ab sofort bewerben



[www.greenbox.global/ieic2018](http://www.greenbox.global/ieic2018)

#IEIC2018

IEIC2018 2nd Shenzhen Competiti...  
@ieic2018

The European preliminary vote for the largest innovation competition in China is taking place in Berlin for the first time! Start-ups and companies can apply now! Click [greenbox.global/ieic2018](http://greenbox.global/ieic2018) #IEIC2018 #Berlin #Shenzhen #startupberlin



Haris Rehman  
Sustainable Technologies  
4 Monate · Bearbeitet

We are looking for the best startup ideas to compete first in #Berlin the grand finale in our partner city #Shenzhen. Please apply and/or share: [https://lnkd.in/eNx\\_PXg](https://lnkd.in/eNx_PXg) #IEIC2018 #berlinstartups



APPLY WITH YOUR STARTUP UNTIL FEB 28



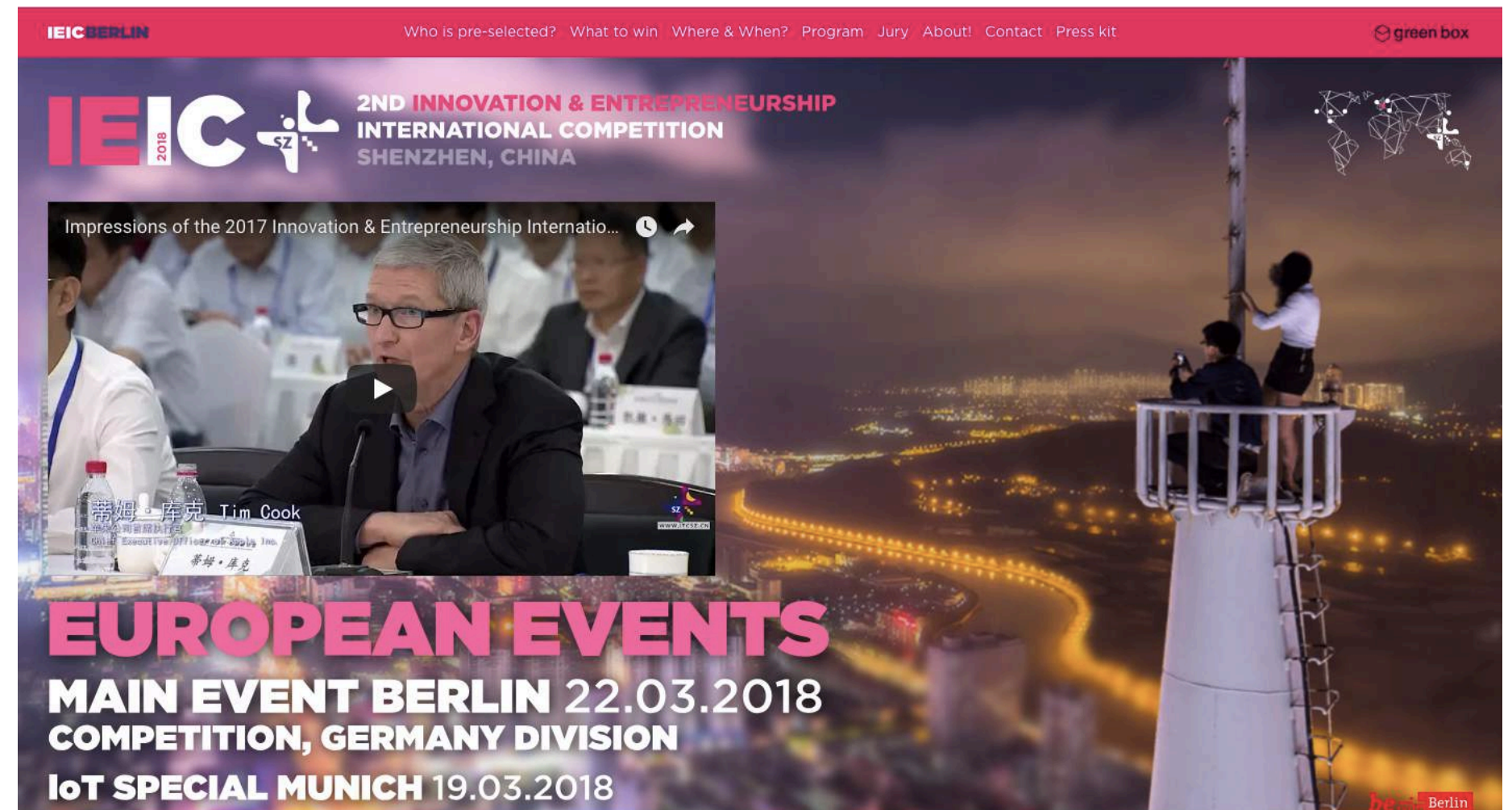


# WEBSITE

The responsive and interactive IEIC2018 microsite [www.greenbox.global/ieic2018](http://www.greenbox.global/ieic2018) served as a central resource for event information leading up to the event.

## 5 Step content strategy :

1. Announcement & Call out for participation
2. Content retrospect & video IEIC 2017
3. Announcement of Jurors
4. Announcement of Berlin & Munich Finalists
5. Announcement of Winners Berlin & Munich



Feb 2018 - Mar 2018  
130,000 Unique Visits



# DATABASE

The IEIC2018 Database

[www.greenbase.global/ieic2018](http://www.greenbase.global/ieic2018)

We adapted our greenbase white label solution to create a sophisticated database to meet the demands for the IEIC Partner in Shenzhen.

Every participating company was documented for due diligence. Even though the new GDPR wasn't implemented yet, we processed all data accordingly. This ensured the quality of the applications, which reflected the great success of our finalist at the IEIC Grand Finale in Shenzhen.



- HOW IT WORKS
- + Tell us what you are looking for**  
Describe the problem you are solving and how you're solving it, the technology and innovation you work with, the kind of intellectual property you own, what areas you want to expand to or are seeking cooperation for.
  - Greenbase takes action**  
Our international expert's teams who are constantly monitoring global business opportunities, analyse the key aspects of your innovation, extract competencies and create synergies through ever evolving analysis matrix.
  - Our combined efforts bring tangible results**  
We are actively working on building technology eco-systems around the globe, the connections we identify bring possibilities for you to get introduced to unexpected opportunities.





## EVENT PROGRAM

The event programs contained information about the content of the competition and the jury members. They were distributed to every person at the event.





## BADGES

The lanyards and the badges represented the positive dynamic of the cooperation between Berlin and Shenzhen.





# AWARDS

The winners of the First, Second and Third Prizes received a huge symbolic flight ticket to Shenzhen. The prize money was also printed on it.

The First Prize was an exclusive crystal trophy of the IEIC design.





# EVENT DESIGN BANNERS

The outside as well as the inside of the event venue was thoroughly decorated. All our banners combined playful science graphics to represent the competition categories with the iconic butterfly logo of the event.





# EVENT DESIGN SCREENS

With the aim to convey the complexity and magnitude of the event in an easy, but also most compelling way we developed a sophisticated stage and installation design.

We installed a low stage to keep the intimate character of the event. The 3 large screens that introduced the partners as well as the different stations of the events of IEIC all over the world, represented the growing global role of the IEIC 2018.





## PRESS COVERAGE

12 press representatives attended the competition. Interviews were arranged between press and the participants.





# MEDIA COVERAGE

zur Newsliste



04. April 2018



## R3Coms ist mit EchoRing™ für zwei Awards nominiert

GRÜNDER  
MV.DE

Gensoric erfolgreich in Shenzhen

## Gensoric erfolgreich in Shenzhen

Das Rostocker Unternehmen Gensoric hat gestern mit dem Projekt „Willpowerenergy“ beim größten Innovationswettbewerb in China den dritten Platz belegt. Das erfolgreiche Start-Up Unternehmen hatte vor drei Monaten mit seinem neuartigen Energiespeicher bei dem Climate CoLab-Wettbewerb des Massachusetts Institute of Technology (MIT) in Boston gewonnen und sich somit für Shenzhen qualifizieren können.

„Herzlichen Glückwunsch zu diesem großen Erfolg“, sagte Energieminister Christian Pöhl. „Das Team hat hervorragende Arbeit geleistet und konnte mit ihrer innovativen Idee

Shenzhen überzeugen. Die Idee der Rostocker zeigt auf wie wichtig die neuen Strom ist und ist gleichzeitig ein Beleg für die eingeschlagene Energiepolitik im Land.“



Orbital Works @orbitalworksltd · 25. März

Orbital Works was pre-selected as one of 15 out of more than 140 in Europe to compete in the IoT finals at Munich 2018. Our CTO presented our vision there. #ieic2018 #iot #Shenzhen #satellite #fintech #Munich

Tweet übersetzen



## ONCGNOSTICS IN CHINA: PITCH, PARTNERBESUCH

ALLGEMEIN



## Vorentscheid für größten Innovationswettbewerb in China

Hannah Ruppender News



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H2020-Emaildienst

## Aktuelle Meldungen

Zurück

15.02.2018 | MITTEILUNG

Europäischer Vorentscheid für größten Innovationswettbewerb in China erstmals



An agreement signing ceremony of the Awarded Program (Team) Landing Conference during the finals of the finals of the 2nd China (Shenzhen) Innovation & Entrepreneurship International Competition in Bao'an District.

## Bao'an thirsts for talent

BENEFITTING from China's 40 years of reform and opening up, as well as Shenzhen's unwavering backing for innovation and sustained commitment to attracting talents, Bao'an has flourished to become one of the districts in the city with the fastest economic and industrial development, having accumulated strong industrial base.

Ken has proposed a new strategic goal and ambitious mission for Bao'an to become a core area of the Greater Bay Area, an innovation highland and shared homeland. The key to attain the magnificent goal lies in talents.

The industry chain shapes the talent chain, which in return support the industry chain, according to Yao.

development, conduct cooperative projects and offer consultative services. Attracting talents to migratory birds. Yao said that only a good environment can attract more talents. Bao'an has



# 2ND INNOVATION & ENTREPRENEUR INTERNATIONAL COMPETITION SHENZHEN, CHINA

## PARTNERS



Skyworth 创维

COOCAA

green box

Skyworth 创维

COOCAA

Metz

Metz

green box

Metz

green box



Skyworth

green box



Skyworth 创维



Skyworth 创维

Metz









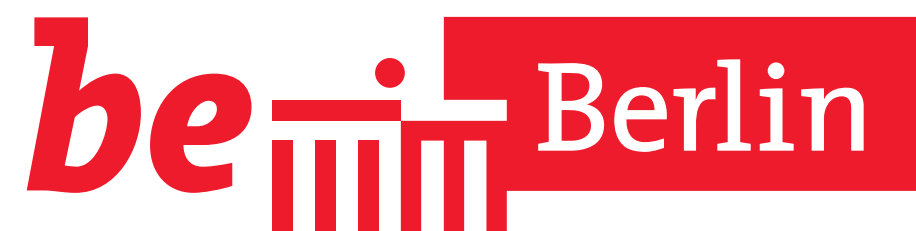


**An important, reliable ally for us during all phases of the event was the Senate of Berlin and Berlin Partner.**

**They supported us not only with their long-standing knowledge, but also with their huge network to find the best start-ups to apply.**

**We also appreciate their Jury support, which helped us to chose the great finalists to represent Berlin in Shenzhen.**





COOCAA



Skyworth 创维



谢谢谢谢!



**THANK YOU!**

The entire team at **greenbox** would like to thank all partners, supporters and friends, who made the IEIC 2018 possible.

Thank you for accompanying us on our journey with your trust, patience and a huge portion of motivation and joy. We work diligently to further develop and build bridges from Berlin to Shenzhen and more.

We look forward to share the same path with our partners, walking into a bright, strong future and we wish to deepen our relationship reaching out to new and exciting shores.

We would be delighted to take the conversation to the next level in terms of an active partnership and cooperation, constructive criticism and new ideas!

**greenbox** says

**Thank You!**  
**Dankeschön!**  
**谢谢!**





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