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Current Technology & Engine CeBIT 2013

CeBIT 2013

## , the young pioneers of IT

08.03.2013 · At Cebit will not only companies such as IBM, SAP or Acer furore. Under the umbrella code N is small, young companies have gathered with great ideas.

By STEPHAN FINSTERBUSCH , HANOVER

### Product



Founder Enthusiastic: Philipp Rösler

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A small stand, two chairs, a table, it is a black box, which is smaller than a shoebox. Outdoor sculpture, interior tech: computer chips, interconnects and much invisible software. Jennifer Indovina calls this device their "treasure chest". It is an intelligent power connector, they explained. A so-called "smart grid". Can be used around the world. You have it designed and built in America - in the garage of her father. Later she founded her company Tenrehte. These days, the box is in Europe, at the fair CeBIT.

**( Eight participants gather here before the video. )**

Jennifer Indovina is among the best in their field. They baptized their plug "picowatt". The sword is not only funny, it also meet the nail on the head, she said. For he'll make use of the Internet and mobile phone with a single finger swipe across the screen. Who could control the energy consumption of a whole house. "Money-saving and environmentally friendly," it was, she says.

Jennifer Indovina lies within the trend of the times. On the largest IT exhibition in the world, Cebit in Hannover, in Hall 16, Ulrich Dietz leaves his company GFT Technologies under the trademark "code-N" 50 such young founders their ideas show of the future aircraft, electric vehicles, computers and software, from big data to cloud computing,

from apps to environmental protection is all there. A meeting of entrepreneurs and investors, the innovative power of a generation. Companies like BMW or SAP to send their engineers through the hall. Only to look better.

### **A battery-powered two-man helicopter**

Daniel Hager laughs: "We will handle it." CEO of the large, internationally operating German electrical specialists Hager Group has sent more than 40 managers in the Hall. Always on the search for something new. Germany have to lift an energy transition and the digitization of its industries, says Hager. The need strength, good people and fresh ideas.

Hager invested every year 6 percent of its 1.5 billion euro consolidated revenue in the extensive research. He does not miss even a hard look at how such an innovation cluster code-N. "The best hall of the fair," he says.

She has a lot to offer. Also the founder of Karlsruhe E-Volo show its concept of battery-powered two-man helicopter. The first experiments already conducted successfully in the air, says Alexander Zosel. He is one of the four creators of the company. In two years there will be a prototype. But one had even organized a small research network: with companies, institutes, universities. Later wanted to go into mass production. In the hall in Hanover, a model of "Volocopters" is seen.

### **Networking against carbon emissions**

The Berlin company as a further Changers is a "Solar Charger" on the use of renewable energy in daily life. Right next door, shows the American auto designer Rob Cotter, the electric bike of the future: carbon fiber and aluminum, covered and lightly as a mannequin. A bike for all weather conditions. A year ago, he founded the company Organic Transit. He recruited one of these a quarter million dollars in America, took a couple of material specialists on board and now employs 18 staff. His customers are bike rental. Cotter now has customers in Berlin in view.

The Dutch company makes Green Clouds, meanwhile, with its technology platform because data centers to network with each other to make better use of capacity. For 2 percent of all emissions of carbon dioxide goes from the words of the founder Michel Korpershoek data center, as much as by the aviation industry. Here, the capacity of data centers, according to the analyst firm Gartner are hardly used for a fifth. A giant waste and giant reservoir simultaneously. Green Clouds will raise potentials.

### **"Framework of international standards"**

In Germany it was for young companies technically simple, but financially difficult laments Dieter Kempf, president of the industry association Bitkom. According to the Bitkom and the Association of German Venture Capital Association (BVK) were in 2012 only 252 start-up companies provide venture capital. The amount of funds amounted to 240.8 million euros. That was even less than 15 million euros a year earlier. "Who does not have big savings account has a problem," says Kempf.

"Venture capital is important for a thriving startup scene," said Matthias Kues, CEO of BVK. "Unfortunately, the situation in Germany fell short of international standards." Berlin's policy promises improvements. In the election in 2013 of German Chancellor Angela Merkel (CDU) and Economy Minister Philipp Rösler (FDP) and SPD chancellor candidate Peer Steinbrück have spoken at Cebit in Hanover lot of new entrepreneurial culture and better ways of financing young entrepreneurs. "We do not want to wait until the last act here," said Jacob Carsten from Dresdner Seedmatch financing providers. At barely two years old internet-based platform can Seedmatch young entrepreneurs

present their plans and find investors.

"One must always think positive because" says Jennifer Indovina from America.

"Hanover is a chance."

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