Bitkom e.V. |

Launch of the Innovators' Pitch

- **The 14th round of the competition for early-stage start-ups in Europe kicks off today**
- **Apply with the most innovative ideas in the categories GreenTech and Enterprise Analytics until 1 March 2020**
- **On 1 April 2020, finalists are pitching for €5,000 per category at hub.berlin**

Berlin, 10. February 2020 - This year's Innovators' Pitch is centred around the two top topics sustainability and data analysis. How can digitalisation support us in climate protection and help us to become more ecological and efficient, for example, in the areas of mobility, energy supply or infrastructure? Moreover, how can we use the vast amounts of data in companies responsibly with the aid of machine learning and artificial intelligence? Start-ups will get the chance to present their answers to these questions at the 14th Innovators' Pitch, which will once again take place as part of the business festival hub.berlin: We are looking for the most innovative ideas in the categories GreenTech and Enterprise Analytics. Start-ups can submit their ideas, prototypes and products at innovatorspitch.com until 1 March 2020 and have the opportunity to present their ideas to the hub.berlin audience and an expert jury on 1 April 2020 in Berlin. Participants have the chance to win €5,000 per category, one free Get-Started membership and other non-cash prizes, along with the opportunity to present your idea to selected investors. 'Digital technologies can make a crucial contribution so that we achieve the necessary climate protection goals. To do this, however, we need much more innovative ideas – start-ups can contribute significantly to society in this context,' says Jenny Boldt, Head of Start-ups at the digital association Bitkom. 'The second top topic, Enterprise Analytics, also has a crucial role to play in this regard. We need solutions that allow us to use our wealth of data effectively, especially in the B2B environment, without losing data protection.'

The Innovators' Pitch is organised by Get Started, the start-up initiative of the digital association Bitkom, with support from the partners Vodafone Institute and SAP.io. The application form and all the info about the competition are available at innovatorspitch.com. 'The finalists from previous years did not only get noticed with their pitch, but as a result, actual cooperations or financing have also come about,' says Boldt.

The finalists' pitch and the award ceremony will take place on the first day of hub.berlin at the STATION Berlin. We expect more than 10,000 international participants, 350 speakers and over 1,000 start-ups at hub.berlin on 1 and 2 April 2020. You can find all the info about the hub.berlin programme and the possibility for start-ups to apply for free tickets at www.hub.berlin.

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