

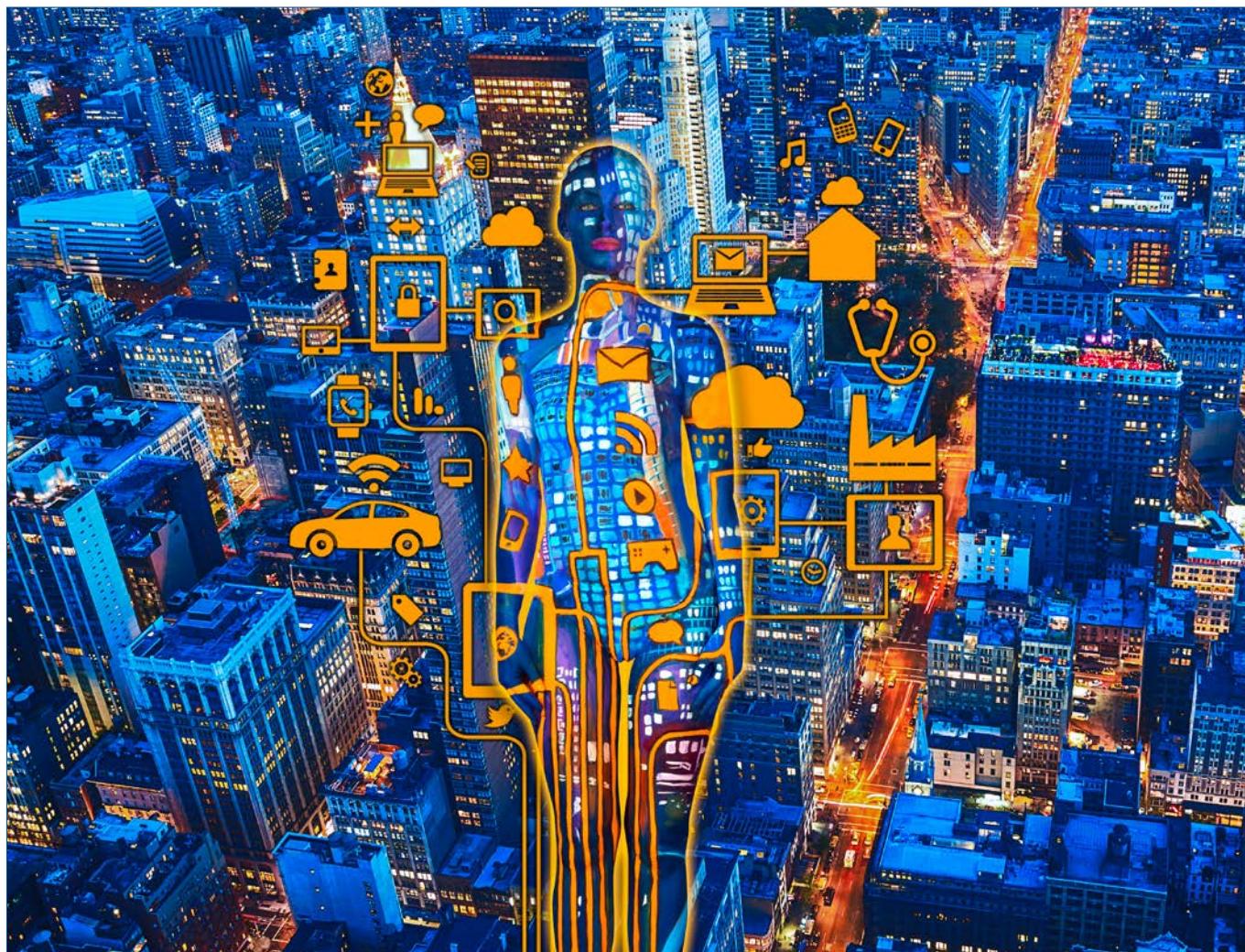
IoT Innovation World Cup 2017

EBV Turns Start-Ups into IoT Heroes



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Thus far, EBV is the first and only Distributor Partner of the IoT Innovation World Cup. Every year, the established IoT competition attracts many hundreds of entrants from all over the world. Based on the motto “EBV IoT Hero” start-ups and developers are invited to submit their IoT-related products in the categories of “Home”, “City”, “Lifestyle”, “Industrial”, “Transportation”, “Healthcare” and “Retail” in the period between 1st March and 18th November. The details are explained by Christian Stammel, CEO, Wearable Technologies and Thomas Staudinger, VP Marketing, EBV.

MR STAUDINGER, HOW DID THE PARTNERSHIP BETWEEN EBV AND THE INNOVATION WORLD CUP COME ABOUT?

Thomas Staudinger: As well as the IoT, building up new customer groups, such as start-ups, is very important to us. As you know, we have already set up a team within EBV in Central Europe that is working on the “StartmeUp” initiative aimed specifically at start-ups. In parallel to this, we are also pressing ahead with activities in France and Eastern Europe. In order to give EBV an even stronger position in the start-up

segment on an international basis, we want to support European ‘techpreneurs’ in successfully launching their products on the market. Our aim is to provide innovative developers and start-ups with a platform on which they can interact and successfully develop and implement new solutions - with dedicated resources from our side. The Innovation World Cup series from Wearables Technologies is perfect for this. After all, many innovative young companies know nothing about distribution because they work in the software sector or previously worked for a large OEM, most of which purchase directly from the manufacturer.

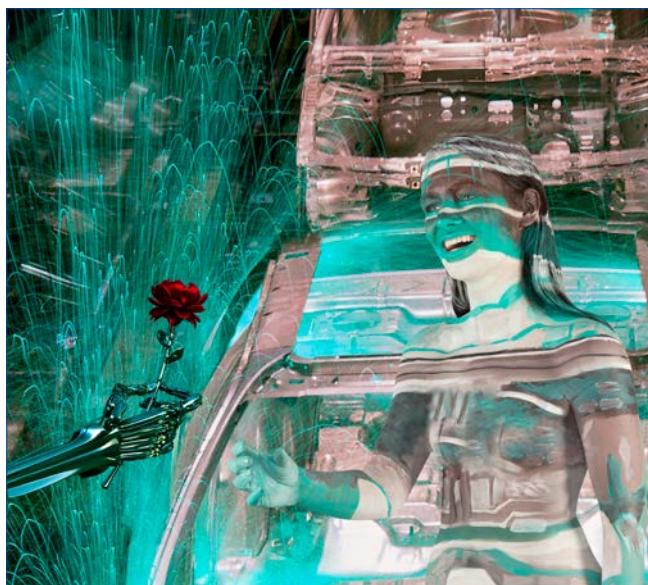
MR STAMMEL, WHAT EXACTLY IS THE IDEA BEHIND THE INNOVATION WORLD CUP?

Christian Stammel: The Innovation World Cup was brought to life by my company, Wearables Technology. We operate very successful innovation programmes to attract techpreneurs, which are entrepreneurs in the technology sector. The World Cup has its roots in developments based on Bluetooth Low Energy.

The Innovation World Cup itself reaches around 700,000 techpreneurs worldwide. But I would like to stress that we are not merely an online competition, we also have a real presence in the regions.

700,000 IS AN IMPRESSIVE NUMBER. WHO IS BEHIND IT ALL?

Christian Stammel: They are all businesses we reach through our regions. It is not about castles in the air, it is about people with a real “hands on” approach and a networked product. This philosophy allows us to identify tech start-ups really well, hence the big appeal.



WHAT DO YOU ESTIMATE IS THE POTENTIAL FROM THESE 700,000 FOR EUROPE?

Christian Stammel: Around a third
AND ALL THESE COMPANIES WILL HAVE A DEMAND FOR SEMICONDUCTORS IN THE FUTURE?

Christian Stammel: Yes, we assume so. Many of them come from the software-based internet world and are confronted with new issues such as sensor systems in line with their developments relating to the IoT.

FOR EBV, WHERE IS THE ADDED VALUE IN BEING INVOLVED IN THE INNOVATION WORLD CUP COMPARED TO, FOR EXAMPLE, UNIVERSITIES AND OTHER START-UP PROGRAMMES?

Thomas Staudinger: The multi-level concept of the Innovation World Cup means that all participating companies go through an extensive qualification process. The companies we meet here are further advanced in terms of solidity than, for example, an ambitious maker.

HOW SHOULD WE PRESENT OURSELVES TO THE TRADITIONAL PARTICIPANTS IN THE INNOVATION WORLD CUP, OR HOW ARE THE POTENTIAL PARTICIPANTS ADDRESSED?

Christian Stammel: We address the World Cup via corporate networks. The traditional participant already has a company with two to three employees and is developing a product which is nearly ready for production and can go to market in a few months. In the last few years, it has been very rare for the winners to be just ideas which only exist on paper.

WHAT GROUPS OF PEOPLE IS THE JURY RECRUITED FROM?

Christian Stammel: From the sponsors and the partner regions. We try hard to keep an eye on business focus.

SO ACADEMIA IS MORE “OUTSIDE”?

Christian Stammel: We do not see many university developments in our competition. We are looking for partners who are businesses and recognise the market relevance of their product. We make a clear differentiation between university ideas and the entrepreneurship and start-up schemes which can be driven by universities. The latter are very much relevant. But unlike pure ideas born out of research, there is a business plan in place.

Thomas Staudinger: We see things similarly: There are lots of great ideas, but the question is always whether there is a market and whether the team has the ability to put the idea into practice. Economic relevance is important to us.

WHAT IS THE PROPORTION OF APPLICATIONS WHO HAVE BEEN ABLE TO POSITION THEMSELVES SUCCESSFULLY IN THE MARKET AS A RESULT OF YOUR COMPETITION?

Christian Stammel: There is no easy answer to that. Around 50 percent of the submissions are generally commodities, i.e. things that are already known in the market. The other 50 percent are exciting new ideas. For example, Ludovic Le Moan, founder of SigFox, was one of our finalists. Back then, his idea was considered highly visionary and we in the jury wondered whether it could really be successful. But as we now know, supporting his idea was the right decision.

WHAT IS THE TIMETABLE FOR THIS YEAR'S CONTEST?

Christian Stammel: The kick-off is on 1st March at the Mobile World Congress in Barcelona. The deadline for submissions is on 16th November. During this phase, there are some 20 local events in the regions to bring the applicants into contact with sponsors and partners. There will provisionally be 10 of these events in Europe.

Those interested can submit applications as of 1st March, but are allowed to continue to work on their development during the competition period by, for example, ordering Dev Kits from our partners and sponsors. The evaluation phase begins in mid November. This is when the experts in the jury start assessing the applications. Submissions are accepted in the categories of "Home", "City", "Lifestyle", "Industrial", "Transportation", "Healthcare" and "Retail". The winner will be announced at the Mobile World Congress 2018.

ROUGHLY HOW MANY ENTRIES ARE YOU EXPECTING FROM EUROPE?

Christian Stammel: Around 300 to 400.

WHEN OR HOW DOES EBV GET INVOLVED IN THE 2017 COMPETITION?

Thomas Staudinger: We have initiated a special European prize, the "EBV IoT Hero". We will evaluate and assess the European finalists in this category. This means we will be attending the regional events Mr Stammel mentioned in order to get to know the proposals submitted even during the application phase. We will have two groups of employees at these events: technicians and sales employees from our SmartmeUp team in order to get both technical and sales feedback. For us, this interaction provides real added value and sets the World Cup apart from standard competitions. We want to get into dialogue with companies and, of course, win them over as customers at the end of the day. For us, another reason to get involved is to create references in order to support interesting technologies in the market. Large, established companies are often hesitant when it comes to using new technologies.

WHAT PRIZES CAN PARTICIPANTS LOOK FORWARD TO?

Christian Stammel: Participants in the Innovation World Cup have the chance of winning prizes to the value of more than 300,000 Euros, including free development kits, co-working spaces in Europe and Asia, individual support for crowd-funding campaigns through kick-starts and extensive marketing services for successful marketing.

Thomas Staudinger: The winner of the "EBV IoT Hero" special prize will also receive a monetary prize to the value of 10,000 Euros. At the same time, the EBV StartmeUp team helps the techpreneurs to implement their solution by providing engineering, sourcing and logistics support, among other things.

EBV IS THE FIRST DISTRIBUTOR TO SUPPORT THE WORLD CUP. IN THIS RESPECT, BOTH PARTERS ARE ENTERING UNCHARTED TERRITORY. HOW WOULD YOU SUMMARISE THE WIN-WIN SITUATION FOR THE PARTICIPANTS FROM THIS COOPERATION?

Christian Stammel: Start-ups want to make contact with industrial players. EBV can support the companies here.

Thomas Staudinger: We have lots of commercial and technical experience in terms of what it means to get a product ready for production.

WILL YOU CONTINUE TO PROVIDE SPECIFIC HELP WITH SERVICE-PROVIDERS?

Thomas Staudinger: For specific market segment such as healthcare, we have identified made-to-order manufacturers who have the necessary qualifications. We also work with design houses who subject the product to a design review and analyse it with respect to produceability and testability.

Christian Stammel: The commercial support from a partner like EBV should also not be underestimated. For start-ups, it is important to think about price policy and sales channels at a very early stage. This, in turn, affects the design and the BOM. It is important to increase awareness of this at this stage.

WHAT MAKES START-UPS SUCH AN ATTRACTIVE TARGET GROUP IN CONJUNCTION WITH THE IOT?

Christian Stammel: In these times, companies need to think hard about how IoT will change their business models. In this respect, start-ups are often ahead of the game, they come from an IT-savvy world, think in terms of apps and can therefore offer some very interesting approaches.



MR STAUDINGER - WHAT DOES THE MOMENTUM FROM THE INNOVATION WORLD CUP HAVE TO OFFER YOUR TRADITIONAL TARGET GROUP, INDUSTRIAL MEDIUM-SIZED COMPANIES?

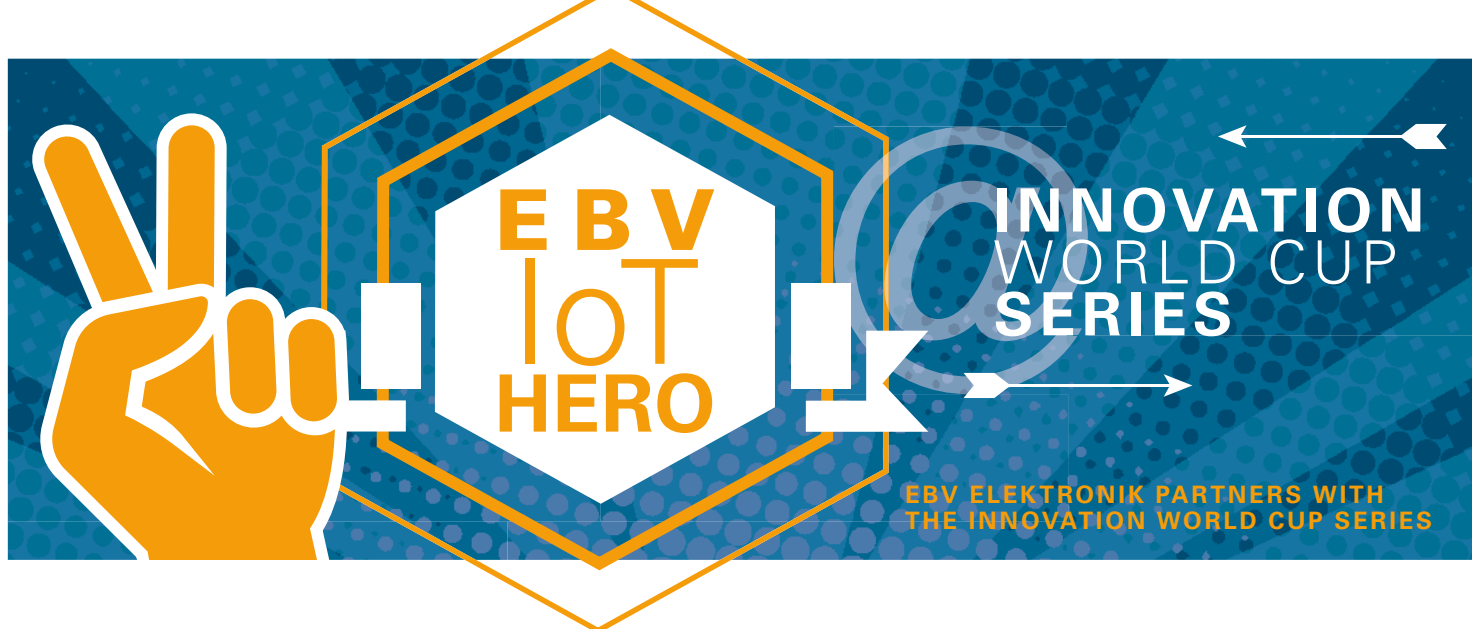
Thomas Staudinger: When it comes to IoT, customers vary massively. Some are very innovative and have already implemented a smart factory. Many are looking for partnerships and are likely to be impressed by clever approaches. So we want to use this momentum to present the finalists and their developments.

Interview by Karin Zühlke



Christian Stammel and Thomas Staudinger





The INNOVATION WORLD CUP is the leading IoT award worldwide, and the edition 2017/2018 is sponsored by EBV Elektronik!

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REGISTRATION

Every year, hundreds of contestants from over 70 countries demonstrate the huge innovation potential of the Internet of Things. The world leading IoT/WT competition, is looking for developers, innovative start-ups and researchers from all over the world to submit their breakthrough IoT solutions in the categories:

**HOME | CITY | LIFESTYLE | INDUSTRIAL
TRANSPORTATION | HEALTHCARE | RETAIL**

An international panel of industry experts selects the most innovative products according to criteria such as: the level of innovation, marketability, and usability of the solution.

In the season 2017/2018, Techpreneurs will also have the chance to take part in the "EBV IoT Hero" a new special **cash prize of 10,000 Euro!** Additionally, they can **access EBV's StartMeUp Team**, a sales division dedicated to start-up companies and electronic newcomers, which includes engineering, sourcing, and logistics support.

What are you waiting for? Register now for the leading IoT award worldwide!
Participation is free of charge.
Submission: 1st March – 18th November 2017

Distribution is today. Tomorrow is EBV!

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“The Next Big Thing” – Wearables from EBV Elektronik

The EBV IoT
Bringing Your IoT Ideas to Life



Smart plasters, activity trackers, smart garment, shoes and watches, connected glasses, intelligent multi-sport sensor platforms, ... – or simply: Wearable Solutions! Experts worldwide agree that they are “The Next Big Thing”. These wearable microcomputers use sensors to collect real-time information, e.g. from ear plugs, watches, glasses, garment, and even jewellery, and they are capable of wireless communication with back-end systems. The aim is to facilitate the daily life of people and to support them discreetly with easy-to-use and affordable end products. With our vertical segment “Healthcare & Wearables”, we at EBV have been active in these markets for years. We would be pleased to support you in making your ideas “wearable” and, as usual, in the most reliable and competent way. Just contact your local EBV partner, or visit ebv.com/wearables.

Distribution is today. Tomorrow is EBV!

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