

# EBV IoT Hero

## EBV Elektronik's new initiative in partnership with the Innovation World Cup Series

**EBV Elektronik, an Avnet (AVT NYSE) company and the leading specialist in EMEA semiconductor distribution will boost its open innovation and start-up activities in 2017 by partnering with the Innovation World Cup Series, the world's leading Internet of Things innovation competition. The Innovation World Cup Series' network of Techpreneurs will now have the chance to take part in the "EBV IoT Hero" a new special prize of the already established Innovation World Cup.**

"We want to enable European techpreneurs to bring their solutions to market successfully. Built on the vision of providing innovative developers with a platform to interact, generate new solutions and leverage existing ones through dedicated resources, the Innovation World Cup Series is an international reference point that fits perfectly and serves the strategic direction of EBV," states Thomas Staudinger, Vice President Marketing, EBV.

Participants of the Innovation World Cup have the chance to win prizes worth more than 300,000 Euros, including free development kits, free co-working spaces in Europe and Asia, individual crowdfunding coaching by kickstarter, a lot of marketing services, as well as gaining the relevant contacts to market their solutions successfully. The winner of the EBV IoT Challenge will also win a cash prize of 10,000 Euro! Additionally, they can access EBV's StartmeUp team, a sales division dedicated for start up companies and electronic newcomers, which includes engineering, sourcing, and logistics support.

Developers from all around the world are invited to submit their solutions to the Innovation World Cup in the categories of Home, City, Lifestyle, Industrial, Transportation, Healthcare and Retail. The database will be open for registrations from 1 March until 16 November 2017.

For registration and more information, visit [www.innovationworldcup.com](http://www.innovationworldcup.com).



### About the INNOVATION WORLD CUP

The INNOVATION WORLD CUP is the leading IOT award worldwide. Every year, hundreds of contestants from over 70 countries demonstrate the huge innovation potential of the Internet of Things. The leading global innovation competition welcomes revolutionary IoT solutions in the categories of Home, City, Lifestyle, Industrial, Transportation, Healthcare and 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. Participation is free of charge. For further information please visit [www.innovationworldcup.com](http://www.innovationworldcup.com).

The INNOVATION WORLD CUP is sponsored by STMicroelectronics, EBV Elektronik, LoRa Alliance, Telit, BSH (Bosch Group), Gemalto, Cicor, AIQ and VARTA Microbattery. Further partners include Kickstarter, GTEC, Werk1, m2m forum, m2m Alliance, MEDICA, Continua Health Alliance, WT Wearable Technologies AG, Engerati, M2M World News, Paris Region Entreprises, ACCIO, Business Oulu, Polar Bear Pitching, Technoport, Takomo, TAITRA, Team Cote D'Azur, Com4Innov, Innovative City, CSEM, AlpiCT, IT2Industry, Government of Canada, THINGS Stockholm, Disruptive Week Milan, Medical Valley, and Hong Kong Science and Technology Park.

### Innovation World Cup Contact

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