



EUROPEAN UNION

European Regional Development Fund

Senate Department for Economics, Energy and Public Enterprises



AN AWARD FOR THE FUTURE MADE IN BERLIN

THE INTERACTION BETWEEN MAN AND MACHINE IS BECOMING INCREASINGLY COMPLEX AND IS STEADILY PROGRESSING. Revolutionary interfaces that merge the real world with the digital world and virtual assistants that make life easier with voice control are no longer science fiction, but reality and omnipresent. Companies and start-ups from Berlin offer new, creative technical solutions in many areas of digital networking. Especially innovative hardware and system-oriented software for the *Internet of Things* was awarded by the State of Berlin with the competition *Deep Tech Award*: In 2016, for example, PTX tech won this prize. The young Berlin start-up has developed a 4D MMS vision system: This is a combination of early warning and assistance systems for machines and vehicles that can be further developed into autonomous driving and is used in other industries such as industrial automation, service robots or medical technology. Thus, collisions can be avoided and motion sequences can be optimised.

"THE DEEP TECH AWARD YEARLY SHOWS THAT BERLIN IS A GLOBALLY RESPECTED TECH HUB. THE AWARD IS PRESENTED TO START-UPS FOR INNOVATIVE PRODUCTS AND SOLUTIONS."

Michael Pemp, Jury member Speaker for the ICT, telecommunications and postal services industries

AS A MAJOR PROMOTER OF TECHNOLOGICAL INNOVATIONS the **European Regional Development Fund (ERDF)** sponsors half of the prize money within the framework of the Berlin initiative **Projekt Zukunft**: The awards are endowed with 60,000 Euros, 30,000 from the ERDF. Through *Projekt Zukunft (Project Future)*, innovative projects and initiatives are promoted, which serve the development and the stabilisation of the Berlin information and communication technology), media- and creative industries, it also supports the building of networks. In this way, the technological innovation potential in Berlin will be promoted. The *Deep Tech Award* is only one of many actions funded by the ERDF: The annual competition aims to recognise the innovative power of emerging start-ups and established companies. Additionally, it also attracts attention to ICT solutions and products *Made in Berlin*.

FOR THE THIRD TIME IN A ROW the Deep Tech Award was also awarded in 2017 by the *Senate Department for Economics, Energy and Public Enterprises* and the *ICT & Digital Business Association Berlin-Brandenburg, SIBB e.V.*, as part of the campaign *log in. berlin*. A jury of seven experts selected first to third place in terms of degree of innovation, unique selling point, advantages and added value from the user's perspective, market potential and other criteria. The ERDF is thus investing in an initiative that is promoting the German capital to be a business location and stronghold for the IT industry that is recognised as such worldwide.



AN INVESTMENT IN THE FUTURE

The benefit for the award-winning companies is not only the endowed prize money. A certificate of the *Deep Tech Awards* is considered as a **sign of quality** - for the employees of their own sales department, for other companies that become aware of the company, and not least for investors who like to use the **award** as an incentive to support a start-up financially. Thus the companies awarded with the *Deep Tech Award* can continue to grow and with them the Berlin's entire **IT economy** as well as its big start-up scene. Thus the state's initiative *Projekt Zukunft* not only supports individual young entrepreneurs, but aims to **network** actors within the IT sector, promote the sector and thus the progressive **digitisation** as well as expand Berlin as a business location and strengthen its international image. That way, investments **in a constantly growing market** are made, which creates lasting jobs and promotes products, which are useful to the whole society.

ERDF HAS AN IMPACT ON BERLIN

Berlin is a city with an incomparable number of creative people who realise unusual projects, found new companies and thus create lasting jobs. To support this wealth of ideas, the ERDF is strengthening the link between business, science and politics in the growth fields of information and communication technology, media and creative industries with **the award-winning state initiative Projekt Zukunft**. The initiative develops **strategies** for the location, builds platforms, initiates networks, organises exchanges with enterprises, develops new means of sponsorship, provides studies and realises innovative projects for the economy and society. Already since 1997 *Projekt Zukunft* has been working on **improving the basic conditions** for **companies** based in Berlin and **supports** their **growth and innovative capacity**. Their guiding principle is a creative, innovative and economically successful Berlin with international appeal and power.

With big events like the *Deep Tech Awards*, *Projekt Zukunft* offers companies and creative people strong platforms for their international presentation.

In concrete terms, the ERDF is ensuring that

- small and medium-sized IT companies are promoted and become more attractive to investors.
- Berlin's IT industry expands and gets recognized internationally.
- room for innovation is created.
- the industry keeps networking, internally and externally.



Introduction of Participants



Attentive professional audience



Presentation of the award winners

FUNDING: CONTACT:

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