

Apply Now!  
EY Start-up-  
Challenge 2016

# When the Internet of Things understands us, will we understand it?

EY Digital invites you to join the EY Start-up-Challenge focused on "Industry 4.0 & Smart Services". If you are running a start-up in this area, take this opportunity and apply now!

EY Start-up-Challenge "Industry 4.0 & Smart Services" | Berlin 2016



The better the question. The better the answer.  
The better the world works.



Building a better  
working world

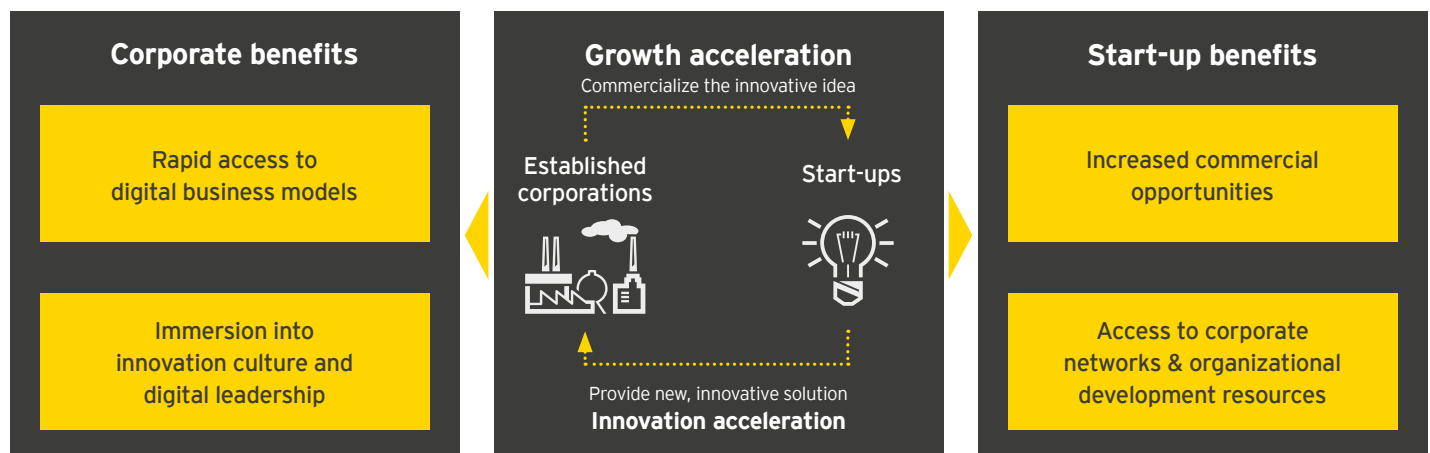
# 12 weeks of developing and scaling your business - one winner: your start-up!

As a **Start-up in the IoT** you might struggle to grow and scale your business due to **limited corporate networks or business experience**. Then again, you have the **creativity and innovative potential** to help established companies **bridge the investment dilemma between operations and innovations**.

Apply now for the **EY Start-up-Challenge 2016 in Berlin** which will be held under the motto "Industry 4.0 and Smart Services". Welcome to a world where devices connect with devices, where technology integrates with the human workforce, where artificial

intelligence and robotics augment our capabilities and where industrial processes are seeing the most rapid transformation since the invention of electricity.

The program helps you increase commercial opportunities and gain access to **corporate networks and organizational development resources**. Established companies and EY will be **represented by experienced mentors** with a vast spectrum of professional backgrounds. The mentors will be there to help you grow and scale your business model.



## Your role - your advantages

The EY Start-up-Challenge (EYSC) is our platform to help you overcome the hurdles in order to take your business to the next level. As a selected participant you will:

- ▶ **Discuss and test innovative concepts** with established companies and receive guidance for further development
- ▶ **Identify new use cases**, market propositions, and business opportunities
- ▶ **Connect** with future clients, potential partners, and investors
- ▶ **Get advice from senior mentors** and put your strategy to a test


- ▶ Benefit from a support curriculum focused on growing and scaling a Start-up
- ▶ **Gain access** to the global EY network
- ▶ **Benefit from the communication network of EY and EYSC partners which will help you strengthen your presence beyond the local market.**
- ▶ **Join our 12-week accelerator program in Berlin**

## Do you have what it takes to meet the challenge?

The EY Start-up-Challenge 2016 in Berlin will focus on "Industry 4.0 & Smart Services" with potential disruptive impact on a vast spectrum of key industries. Your application will be successful if you have:

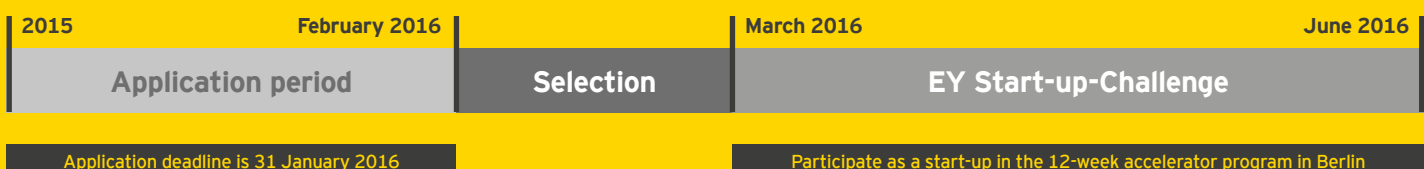
- ▶ **Groundbreaking ideas** in the IoT space
- ▶ **Innovative and connected processes, networks, and products within the context of the Fourth Industrial Revolution**
- ▶ **A business concept that is designed to merge the physical and digital world**, thus enabling companies from various industries to take their efficiency to a next level
- ▶ **At least one viable product**

**Join our program to grow and scale your Start-up in the Internet of Things.**



<p><b>Specific, but exclusive</b></p> <ul style="list-style-type: none"> <li>▶ Real world business challenge</li> <li>▶ Only limited number of participants</li> </ul>	<p><b>Efficient access to potential partners</b></p> <ul style="list-style-type: none"> <li>▶ Diligently chosen mentors from established companies</li> <li>▶ Mentors from a broad variety of industry sectors and organizations</li> <li>▶ Development of use case during the challenge</li> </ul>
<p><b>Individual benefits</b></p> <ul style="list-style-type: none"> <li>▶ Grow and scale your start-up</li> <li>▶ Peer-to-peer networking and exchange</li> <li>▶ Real world culture exchange</li> <li>▶ Collaboration with EY mentors, other mentors, and extended EY ecosystem</li> </ul>	<p><b>Comitted to business scaling</b></p> <ul style="list-style-type: none"> <li>▶ Learn how to approach potential investors</li> <li>▶ Profit form a special curriculum</li> <li>▶ Strengthen your network during events with relevant companies</li> </ul>

## Timeline and how you can join



- 1** Visit our microsite [www.start-up-initiative.ey.com/challenge](http://www.start-up-initiative.ey.com/challenge) and apply via the online form
- 2** We will shortlist the most promising applications
- 3** In February, we will organize a pitch-day where selected candidates have the opportunity to present their ideas to the mentors and the EYSC team.
- 4** Selected candidates will receive an invitation to join the EYSC Berlin

# Interested in joining the EY Start-up-Challenge?

Application deadline is  
January 31, 2016.  
Apply now!  
[www.start-up-initiative.ey.com/challenge](http://www.start-up-initiative.ey.com/challenge)

Please do not hesitate to contact us directly for further information and discussion.

## Your contacts at EY:



### Andreas Müller

EY Partner Advisory GSA  
Start-up-Challenge Leader  
[a.mueller@de.ey.com](mailto:a.mueller@de.ey.com)



### Peter Lennartz

EY Partner Assurance GSA  
Head of Start-up-Initiative GSA  
[peter.lennartz@de.ey.com](mailto:peter.lennartz@de.ey.com)



### Dr. Mervyn G. Maistry

EY Partner Advisory GSA  
Digital Strategy & Transformation  
Leader  
[mervyn.g.maistry@de.ey.com](mailto:mervyn.g.maistry@de.ey.com)



### Torsten Blaschke

EY Partner Transaction Advisory  
Services GSA  
[torsten.blaschke@de.ey.com](mailto:torsten.blaschke@de.ey.com)



### Christian Neumann

EY Manager Advisory GSA  
EYSC Program Leader  
[christian.neumann@de.ey.com](mailto:christian.neumann@de.ey.com)



### Dennis Klöppel

EY Partner Tax, Transaction Tax GSA  
[dennis.kloepfel@de.ey.com](mailto:dennis.kloepfel@de.ey.com)

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#### About the global EY organization

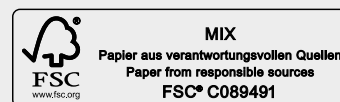
The global EY organization is a leader in assurance, tax, transaction and advisory services. We leverage our experience, knowledge and services to help build trust and confidence in the capital markets and in economies the world over. We are ideally equipped for this task - with well trained employees, strong teams, excellent services and outstanding client relations. Our global purpose is to drive progress and make a difference by building a better working world - for our people, for our clients and for our communities.

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