

## P R E S S R E L E A S E

### **etventure's European Innovation Hub acquires new EU project worth EUR 50 million**

**The subject of the Internet of Things (IoT for short) is the focus of a new EU funding program which will be coordinated by etventure subsidiary European Innovation Hub. Seven research and innovation consortia are collaborating across Europe in the “IoT-European Platforms Initiative” (IoT-EPI) project. Their goal is to create common technology standards for the development of successful IoT products. The program will run for three years and is funded by the European Commission with around EUR 50 million. European Innovation Hub will present the project for the first time at the Mobile World Congress in Barcelona from February 22 to 25.**

*Berlin, February 18, 2016* – The project, which is coordinated by etventure, focuses on improving IoT standards in Europe, under the heading of “Smart Industries”. The innovation consortia involved will set defining standards for the next generation of the Internet and thus create platforms for innovative IoT solutions that aim to hold their own against international competition.

“This initiative is about creating forward-looking economic policy, developing clear standards, and moving European solutions forward. This includes supporting founders, technology transfer, and the development of a Europe-wide IoT ecosystem – issues that we have united under the European Innovation Hub umbrella,” said Laura Kohler, CEO of European Innovation Hub.

The project is being presented for the first time at the Mobile World Congress in Barcelona. An information event on the IoT-European Platforms Initiative takes place on 23 February at the European Commission's stand (CS74).

Philipp Depiereux, Founder and CEO of etventure, said: “The Internet of Things is one of the most important drivers of the economy and technology. etventure has been working on IoT projects with corporate clients in Germany since the end of 2014. I am delighted that we can now drive the issue forward across Europe via European Innovation Hub. The transfer and networking of high-value research results and market-ready products is crucial for the success of Europe's position in the IoT.

**About European Innovation Hub (an etventure company):**

European Innovation Hub was founded in 2015 as part of the network of company builder and digital consultancy etventure. The young team of European Innovation Hub has a track record of managing EU funded programs such as the accelerator EuropeanPioneers and the WELCOME program which links five startup communities in Europe. Both programs are funded by the European Commission with a total of EUR 8 million.

Furthermore, European Innovation Hub is member of the iHub network, an organisation connecting 20 accelerator programs and innovation hubs in Europe. In addition to its public-private partnership projects, European Innovation Hub works with businesses to establish sustainable innovation strategies through startup collaborations and international accelerator programs.

**About etventure:**

Digital consultant and company builder etventure identifies, develops and tests cross-industry digital business approaches on behalf of companies or on an individual basis. If market tests are positive, a new business model is built from the idea, either as part of a company or as an independent startup. The company's customers include Allianz, Wüstenrot & Württembergische AG, Bank Vontobel, Bonnier media group, Deutsche Bahn, Franz Haniel & Cie., Viessmann, Daimler Financial Services or Klöckner.

etventure also operates the Berlin School of Digital Business, the fintech unit FintechStars with the incubator FinTechCube as well as the European Innovation Hub. etventure was founded in 2010 and is led by founding partners Philipp Depiereux, Philipp Herrmann and Dr. Christian Lüdtkke. The etventure team has more than 180 specialists in the digital sector at locations in Berlin, Essen, Hamburg, Munich, Stuttgart, London, New York, Paris and Zurich. [www.etventure.com](http://www.etventure.com).

**For further press information, interview requests and images:**

Christian van Alphen  
Head of PR

etventure GmbH  
Prannerstr. 10, 80333 München  
+49 160 - 972 69 103  
[christian.vanalphen@etventure.com](mailto:christian.vanalphen@etventure.com)  
[www.etventure.com](http://www.etventure.com)