

PRESS RELEASE - Helsinki (June 19, 2013)

First Internet of Things Business pitch contest

On the June 19th, the 1st Internet of Things (IoT) Business pitch contest took place in the framework of the IoT week. In front of a captivated assembly of more than 60 participants, four young entrepreneurs and idea developers defended their business concept to a jury made of 5 high level executives.



The Jury was chaired by Ms Alicia Asín Pérez (CEO of Libelium) and composed of Mr Rasmus Blom (Director of Grundfos Connect), Mr Stefan Ferber (Director for Communities & Partner Networks at Bosch Software Innovations GmbH), Mr Jesper Nevalainen (Partner Bird & Bird) and Mr Teemu Toroi (Partner at HitSeed venture accelerator).

The candidates have been evaluated against several criteria including the description of their business proposal, the opportunistic use of capacities brought by Internet of Things approaches, the market positioning, the team behind the leader and the presentation of the pitch.



From left to right, the IoT Pitch competitors: Lions Benjamin (Holonix), Pedro Maló (Ear-it), Aliaksei Andrushevich (SwissIQ MicroPower) and Antonio Jara (ViBrain).

All four candidates managed to convince the jury members who decided to allocate prizes best able to support the development of proposed ideas:

- **ViBrain Solutions** (www.vibrainsolutions.com), proposing a communication board for deployment of city services such as SmartLighting, got the Grundfos special prize for business network enlargement coaching
- **Ear-it** (www.ear-it.eu), deploying Intelligent Acoustics Sensing Technologies, got mentoring support from Bosch software innovation to fine tune their business model

- **Holonix** (www.holonix.it), proposing leisure boat maintenance tools and related services, got a Wasmote starter kit
- **SwissIQ MicroPower**, developing infrastructure management solutions, got the Sensation prize: a free participation to the IoT Summer School Sensations (www.senzations.net) with on-site dedicated technological and business support.

“It was a great experience, I really enjoyed a lot, and it is a great source of motivation to continue pushing IoT technologies from the European side” said Antonio Jara who has been recognized as the **prime winner of the IoT Week Business Pitch**, thanks to the high market potential of the ViBrain platform solution and its presented marketing vision.



From left to right: Alicia Asín Pérez (Libelium), Antonio Jara (ViBrain), Rasmus Blom (Grundfos Connect)

The project was co-organised by inno, coordinator of the BUTLER project and the IoT council.

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About IoT week

Since its launch in 2011, the IoT Week (www.iot-week.eu) has become an interesting event for researchers and representatives from industry and politics active in the field of the Internet of Things. The past two editions attracted more than 400 participants from all over the world. The IoT Week 2013 had a strong focus on businesses and trends, offering insight into the latest proven concepts on IoT such as Architecture, interoperability, deployment, business models, IP technologies, etc.

The IoT week is a joint endeavour of the IoT-A Architecture European lighthouse project and following FP7 funded research projects, that are part of the European Research Cluster for the Internet of Things – IERC (www.internet-of-things-research.eu).

About project BUTLER

BUTLER (www.iot-butler.eu) is a European research project emphasizing pervasiveness, context-awareness and security for Internet of Things, coordinated by inno (www.inno-group.com), a consultancy company for innovation based economical development. Through a consortium of leading Industrial, Corporate R&D and Academic partners with extensive and complementary know-

how, BUTLER integrates existing and develop new technologies to form a “bundle” of applications, platform features and services that will bring IoT to life.

About IoT Council

The purpose of Council (www.theinternetofthings.eu) is to forecast what will happen when smart objects surround us in smart homes, offices, streets, and cities. Internet of People is the consultancy branch that advises corporations, public organizations, individuals and institutions on how to manage and facilitate the changes that the Internet of Things will bring.

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