

## Press release

The German Entrepreneur Award Finalists 2017: These nominees have transformed their ideas into reality with courage and entrepreneurial spirit.

**Berlin, 22. May 2017** – The finalists have been announced for the German Entrepreneur Award 2017 in the StartUp and Rising Star categories. Six outstanding companies were nominated by the panel of judges made up of representatives from the initiators Stern magazine, Sparkassen, ZDF and Porsche as well as the sponsors. The candidates will find out which one of them has won the prestigious award at the Award Ceremony which is to be held on 20 June 2017 at the ZDF studio in Berlin.

Inventiveness and variety were certainly not in short supply with this year's nominees: They have designed a new type of gearbox that will revolutionise the bicycle market or created huge indoor playgrounds for the whole family. There are business ideas ranging from healthy sausages through complex software design automation tools to customisable jewellery and sustainably produced bags.

The StartUp category focusses on one to a maximum of three companies whose business ideas have taken firm hold on the market. The nominees are:

- **JUMP House Holding** from Hamburg. Freejump from trampoline to trampoline, play bouncing basketball or dodgeball, or clamber along walls like a superhero to a length of up to 40 meters – in JUMP House, Germany's first multi-discipline trampoline park, there are activities to suit everybody's trampolining tastes
- **Grillido GmbH** from Munich. Low in fat but high in taste, quality meat, no additives and unusual flavour combinations – tasty sausages that every health-conscious gourmet will not think twice about tucking into.
- **Silexica GmbH** from Cologne. Multicore systems such as smartphones are difficult to program and include a huge amount of manual work. Silexica has developed a number of software design automation tools to make multicore systems faster than ever before.

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The Rising Star category acknowledges companies that have been in business for fewer than nine years and have achieved exceptional growth. This year's nominees are:

- **Amoonic GmbH** from Nürnberg. Quality-conscious fashionistas go to the online jeweller Amoonic to custom configure a new favourite piece, and love birds can create the perfect ring for the perfect proposal. These precious items are then individually made on demand by a master goldsmith.
- **FOND OF BAGS GmbH** from Köln. FOND OF BAGS started out to revolutionise school backpacks and within seven years has become THE place to go for all kinds of bags that not only look great but are also practical and even sustainably produced.
- **Pinion GmbH** from Denkendorf. Crunching bicycle gears are a thing of the past. Pinion has revolutionised bicycle technology and produces the very first maintenance-free bicycle gearbox that is mounted on the pedal shaft of specially shaped bicycle frames.

The six finalists receive individual consultation tailored to their own needs from Porsche Consulting. In addition, members of the German Entrepreneur Award's advisory committee act as mentors for each finalist over a period of two years to offer their expertise and share their experiences. Moreover, the companies receive media training at the ZDF and access to the German Entrepreneur Award's alumni network.

The businesses were put forward by the German Entrepreneur Award's 300 or so experts, who come from renowned companies, technology centres, ministries, start-up initiatives and the Sparkassen finance group. They have many years of experience with business start-ups and excellent industry know-how.

For detailed company profiles go to:

[www.deutscher-gruenderpreis.de/en/award-winners/2017/](http://www.deutscher-gruenderpreis.de/en/award-winners/2017/)

You can find photos of this year's German Entrepreneur Award finalists at:

[www.deutscher-gruenderpreis.de/presse/downloads](http://www.deutscher-gruenderpreis.de/presse/downloads)

Current information and photos can also be found at:

[www.facebook.com/DGP.DeutscherGruenderpreis](http://www.facebook.com/DGP.DeutscherGruenderpreis)

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#### **About the German Entrepreneur Award:**

The German Entrepreneur Award is the country's most prestigious acknowledgement of entrepreneurial excellence and achievement. It aims to foster a positive entrepreneurial environment in Germany and encourage people to go into business. The award is conferred annually in the following categories: Student, StartUp, Rising Star and Lifetime Achievement. There is also a Special Award for exceptional business success. The German Entrepreneur Award is presented by the partners Stern magazine, Sparkassen, ZDF and Porsche, who have been actively fostering a culture of entrepreneurship since 1997. The German Entrepreneur Award is supported by a stellar advisory committee that is tasked with mentoring the nominees and award winners. The German Entrepreneur Award is sponsored by Bertelsmann SE, Gruner + Jahr GmbH & Co. KG, Süddeutsche Zeitung and the Federal Ministry for Economic Affairs and Energy.

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