

Press release

Entrepreneurs create lasting value. The award winners in the StartUp and Rising Star categories have all shown true entrepreneurial spirit.

Berlin, 21. June 2017 – The German Entrepreneur Awards 2017 for best StartUp and Rising Star were awarded yesterday in Berlin to Grillido GmbH from Munich and FOND OF BAGS GmbH from Cologne. The award is conferred annually by the partners Stern magazine, Sparkassen, ZDF and Porsche.

Brigitte Zypries, the Federal Minister for Economic Affairs and Energy, congratulated all of this year's winners and finalists. "The German Entrepreneur Awards embolden and inspire people to roll up their sleeves and test their own ideas. We have a lively and innovative startup scene. This is good, because we want to maintain Germany's economic and social prosperity. This year in particular we welcome the fact that four of the six finalists were funded through EXIST, the support programme of the Federal Ministry for Economic Affairs and Energy."

The panel honoured Grillido GmbH from Munich with the **StartUp** award. Grillido makes high-quality, low-fat, additive-free sausages with unusual flavour combinations. The German Entrepreneur Award's distinguished panel of judges were impressed by the rapid success story of the two talented salesmen who rejuvenated an industry dominated by tradition with exciting new products and creative marketing strategies.

The **Rising Star** award went to FOND OF BAGS GmbH. The company from Cologne sells ergonomic backpacks and all manner of other bags under seven different brand names. In just seven years FOND OF BAGS has become THE place to go to for bags that are practical, look good and responsibly produced. The panel were impressed by how quickly the business graduates turned a small startup into a highly successful enterprise.

The three finalists in the **StartUp** category also included JUMP House Holding GmbH from Hamburg and Silexica GmbH from Cologne. JUMP House is Germany's first multi-disciplinary trampoline park. Young and old alike can jump, bounce and play basketball across up to 40 metres of trampoline, or clamber along walls like superheroes. Silexica developed a number of software design automation tools that address complex, multicore platforms. Also nominated in the **Rising Star** category were Amoonic GmbH from

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Nurenberg and Pinion GmbH from Denkendorf. Amoonic's online configurator allows you to design your own individual piece of jewellery, which is then manufactured by hand in their own goldsmith workshop. Pinion GmbH revolutionised the bicycle market with their first maintenance-free gearbox. The gearbox is mounted on the pedal shaft of specially shaped bicycle frames.

Award winners and finalists in the StartUp and Rising Star categories receive a consulting package tailored to their own individual needs at Porsche Consulting GmbH. The German Entrepreneur Award's advisory committee members offer their expertise in a two year mentoring programme. The mentors – leading German business personalities – share their contacts and offer their financial, organisational and marketing expertise as required. The entrepreneurs also receive media training at the ZDF as well as access to the German Entrepreneur Award's alumni network.

In-depth company profiles, videos and photos of the award ceremony are available on the Internet from 21 June:

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Viewers at home can take direct part in the award ceremony proceedings on Twitter under the **hashtags #gruenderpreis and #dgp2017**.

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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



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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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