

## P R E S S   R E L E A S E

### **etventure's European Innovation Hub wins new EU project with EUR 50 million funding**

**Berlin, February 18, 2016 – The European Innovation Hub, an etventure company, will coordinate a new EU program focused on the Internet of Things (IoT). The program “IoT European Platforms Initiative“ (IoT-EPI) includes seven research and innovation consortia (RIAS) who will work together on establishing common technology standards to set the foundations for successful IoT projects in Europe. IoT-EPI is funded by the European Commission with EUR 50 million and will be rolled out over the next three years. The European Innovation Hub will introduce IoT-EPI at Mobile World Congress in Barcelona on February 22-25.**

The IoT-EPI project coordinated by the European Innovation Hub focuses on “smart industries“. The IoT-EPI consortia will develop next generation IoT standards ensuring European IoT products are interoperable and can compete internationally.

Laura Kohler, Managing Director of the European Innovation Hub, commented: “The IoT-EPI initiative aims to shape future economic policy and develop clear standards that push Europe forwards. This includes supporting entrepreneurs, fostering technology transfer and establishing pan-European ecosystems – services the European Innovation Hub excels in.”

At Mobile World Congress, the European Innovation Hub and its partners will present the IoT-EPI initiative at the Pavilion of the European Commission (CS74). On February 23, Laura Kohler, Managing Director of the European Innovation Hub, will also participate in a special workshop highlighting the goals of the initiative.

Philipp Depiereux, founder and CEO of etventure: „The Internet of Things is an important catalyst for business growth and technology development. Starting in 2014, etventure collaborated on many IoT projects with its customers. I am delighted that we can push this topic on a European level with the European Innovation Hub since strengthening the European IoT market by channeling research activities towards the development of market-ready connected products is essential to establish a thriving IoT community across Europe.“

**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 the MDAX group 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 Lüdtke. The etventure team has more than 170 specialists in the digital sector at locations in Berlin, Hamburg, Munich, Stuttgart, London, New York, Paris and Zurich. [www.etventure.com](http://www.etventure.com).

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