

Steve Wozniak impresses visitors on the final day of CUBE Tech Fair Enlitic, a Silicon Valley B2B-Startup, wins the 1 Million Euro CUBE Challenge

Berlin, May 12th 2017 – More than 5,000 participants, Innovations from 250 international Startups, over 200 corporates, and 105 Speaker from all over the world gathered at the premiere of the [CUBE Tech Fair](#) in Berlin. Founded about one year ago, this was a glorious kick-off for this annual event in Germany's capital.

Senator Ramona Pop inaugurated the CUBE Tech Fair, an event where B2B-Startups showcased their ideas and products from the areas of Digital Health & Life Sciences, Infrastructure & Interconnectivity, as well as Machinery & Manufacturing. One highlight of this year's premiere was the talk between American actress Robin Wright and former editor-in-chief Kai Diekmann, who discussed the issue of conflict minerals on the main stage.

On the final day the Federal Minister of Economic Affairs and Energy, Brigitte Zypries, took to the main stage and spoke about digitalisation in Germany, followed by a discussion round with Volkswagen's Chairman of the Works Council Bernd Osterloh and Bitkom CEO Bernhard Rohleder on *Embracing Innovation - Germany in a Digital World*. "This was such a successful and exciting event. Digitalisation is becoming more and more important in our society. CUBE Tech Fair offers an ideal platform to deal with this topic and get insights from experts. Once again I am deeply impressed by the creativity of all the startups, for example the organic displays by StoreDot I was able to see today," said the Federal Minister of Economic Affairs.

Apple Co-Founder Steve Wozniak, who is rather known for avoiding the public, travelled to Berlin for the CUBE Tech Fair. Besides a Fireside Chat with CNN host Nina dos Santos on *Global Innovation & Technology Trends*, he was in the jury for the CUBE Challenge, the highlight of the whole event. "Startups are our future, as they don't fear the risk of breaking new grounds and developing new ideas," said Wozniak.

The Startups [Enlitic](#) from San Francisco, [Green City Solutions](#) from Berlin and [NavVis](#) from Munich made it to the final round of the CUBE Challenge. In the end it was Enlitic, a Digital Health startup that was founded in 2014 in the Silicon Valley, which won Steve Wozniak over. Enlitic uses recent advances in machine learning to make medical diagnostics faster, more accurate, and more accessible. With their impressive pitch Felix Baldauf-Lenschen and Kevin Lyman won the CUBE Challenge and therefore the prize of 1 Million Euro. CUBE CEO Torsten Oelke is very pleased: "I am happy for Enlitic – all of the startups that took part in the CUBE Challenge would have deserved to win. The atmosphere here at CUBE Tech Fair in the exhibition hall during the panels, discussion rounds, interviews, and especially during the CUBE Challenge was unique. It is great that we were able to wow our visitors at our premiere event in such a fantastic way and contribute to the reputation of Germany as an industrial location."

About CUBE GmbH:

CUBE (cube-global.com) is a global ecosystem dedicated to bridging the gap between top B2B startups and major industry leaders. With a deep understanding of startups and corporations, and their vastly different cultures, CUBE connects these unlikely partners through a network of touchpoints worldwide, and acts as the most efficient B2B matchmaking service available. Through a year-round program CUBE also offers industry and startups a space to collaborate via its Cooperation Space in the heart of Berlin. The Highlight event of the year is the CUBE Tech Fair, which brings global visibility to the most



important industries in startup innovations by promoting projects between leading industry players and startups. CUBE was founded in June 2016 with Dr. Torsten Oelke as executive chairman. Among the global founder partners are Bayer, Dell, Messe Berlin, and VW.

Press Contact: Sophie-Theres Guggenberger | sophie@dbf.io | +49 (0)151 17 212 647