



**WANTED: Innovations
for successful business
transformation**



**NEO2021 – the Karlsruhe
TechnologieRegion Innovation Prize**

We are looking for disruptive approaches
to develop your business.



NEO2021 – the Karlsruhe TechnologyRegion Innovation Prize

We want to hear about your innovative technologies, products, services, processes, partnerships and business models!

Climate change, digital transformation, customisation... these are just some of many major trends creating huge challenges for companies. Sustainability is also increasingly becoming a firm focus for businesses. And the coronavirus pandemic has led to massive restructuring, accelerating digital transformation. Global supply relations have been put to the test. Shorter and shorter innovation cycles, and intelligent networked systems and processes – not to mention the enormous information and data flows associated with them – have prompted an unprecedented shift for many companies. To stay competitive, you need to harness the drivers of change as an opportunity to ensure your business is fit for the future.

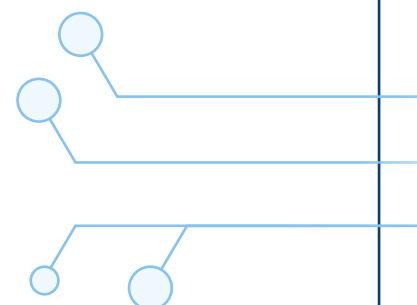
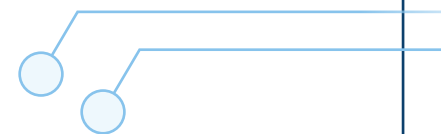
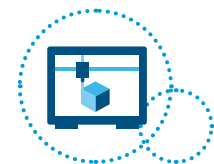
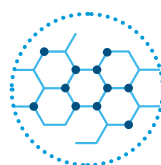
Many companies have already achieved this in quite an impressive way, thanks to their ability to adapt – from innovative technologies to successful process and product innovations, from new value and supply chains, partnerships to disruptive business models. With this year's Innovation Prize, the Karlsruhe TechnologyRegion is seeking to reward outstanding examples of transformation in companies.

But **NEO2021** is more than just a prize – it offers you an attractive platform that grabs the attention of decision makers in industry, science and local authorities. This year, we are once again awarding €20,000 to the best entry from Germany or across the border in Alsace, France. We are looking forward to your submission and seeing you tackle the great challenges of our time.

Yours,
Jochen Ehlgötz



Jochen Ehlgötz
Managing Director
TechnologieRegion Karlsruhe GmbH





WANTED: Innovations for successful business transformation



“Right now, value chains are undergoing profound changes. Local and regional cooperation is becoming more and more of a focus. Successful business transformation in these dynamic times is absolutely vital to remain competitive and, in turn, to ensure long term economic prosperity in the Karlsruhe TechnologyRegion.”

Dr Frank Mentrup, Chair of the Supervisory Board of TechnologieRegion Karlsruhe GmbH and Mayor of Karlsruhe.

NEO2021 – The chance to showcase your innovation.

Many industries are undergoing profound change. Companies are facing challenges – such as the rapid development of new production technologies, increasing digitalisation and the pressure to make the economy more environmentally-friendly. The market rules are changing fundamentally and the ability of companies to adapt is becoming a key competitive factor. The ongoing coronavirus pandemic shows how quickly supply and logistics chains can be disrupted. Shifts in the global value chains mean that local and regional opportunities for collaboration are being increasingly explored.

Many companies are already actively involved in structural change, resulting in successful transformations. We are looking to celebrate solutions that have helped companies successfully adapt to new challenges. Whether you have fundamentally changed your market presence, developed surprising new business models, made your business processes or

services digital successfully, or introduced innovative production technologies or materials, we want to hear about your transformation story! Successful cooperation with companies, start-ups or other institutions to develop regional value chains or innovations at any level of value creation could also be worthy of the prize.

With the NEO Innovation Prize, we want to showcase practical examples of successful business transformation and make them tangible and visible to a wide audience. So, surprise us with your transformation story. Tell us how your company or your services have been reinvented. Show us how you have strengthened your company's competitive position through transformation, delivered economic or environmental benefits for the regional value chain or created added value through product and process innovations. We look forward to receiving your entry!





We are looking for disruptive approaches to develop your business.

“The economy and society are facing huge challenges in the 21st century. Climate change, the energy transition, the mobility revolution and, most recently, the COVID-19 pandemic have shown us how important research and cooperation between business and science are and how they can help us to overcome these major hurdles. The way we are changing how we travel has shown just how important innovative technologies, products, processes, services and business models are in shaping the transformation of an entire industrial sector. The Karlsruhe TechnologyRegion and its members are actively involved in this change and the transformation processes, and this year we want to reward companies that have made a success of this transformation.”



Professor Thomas Hirth, Vice-president for Innovation and International Affairs, Karlsruhe Institute of Technology (KIT)



“Our world is changing rapidly, and we need to change with it. At ITK Engineering, we help to support these changes with the right innovations. We want to actively shape the transformation of our world and create new value added systems. As a development partner in software and systems engineering, we offer our customers tailor made solutions to their increasingly complex challenges, making their products and services smarter and more innovative. Because nothing is as constant as change!”

Michael Englert, Managing Director of ITK Engineering GmbH

Successful transformation by and within companies

Successful transformation by and within companies NEO2021 seeks to highlight innovative technologies, products, services, processes, business models and partnerships with a disruptive approach to developing a business further. The Innovation Prize offers the opportunity for these successful transformations to become tangible and visible to a wide audience.

Original guiding principles

We are looking for transformations by and within companies based on an innovative and convincing guiding principle, which can be conveyed to the general public.

Degree of transformation

We would like to receive submissions about transformations that show a high degree of development or achieve significant efficiency gains. We want to see examples of successful disruption in the existing business model. Transformations with good scalability and transferability to other areas, companies or industries are also eligible for the award.

Societal relevance

The NEO2021 jury is looking for innovations that help to solve the current challenges that society faces and have a real positive social impact on sustainability, employment, health or securing a company's location, for example.





WANTED: Innovations for successful business transformation

“Digital and regional transformation demands a great deal of agility and flexibility from companies. But this dynamic in particular helps them to remain competitive in the long term. NEO2021 will give a platform to innovative and creative companies that boldly takes the lead and triggers disruptive change.”



Silvia Palka, Project Manager and Consultant in Regional Transformation Processes & Economic Development at VDI/VDE Innovation + Technik GmbH, and Consultant at the ClusterAgentur Baden-Württemberg

“Markets are in a state of flux: new digital opportunities and challenges are emerging across the globe. Many companies are facing an upheaval. And disruption forces us to take action. We are looking for enterprises that have successfully reinvented themselves. We are looking for game changers, role models and those who dare to do in these turbulent times.”



Dr Guido Glania, CEO of the Karlsruhe Chamber of Industry and Commerce

“In the past, automation was the main driver of innovation and value creation, but today it’s all about creating networks, boosting digital transformation and accelerating processes. The historical strength of our companies lies in creating the space to innovate by interlinking supply, production and service networks. These will now be expanded even further with the added value of AI applications and platform based business models. We are looking for the champions of this transformation.”



Matthias Hornberger, Managing Director of KIZOO Technology Capital GmbH and COB of CyberForum e.V.



“Climate change and digital transformation pose major challenges to the business world. Processes and products need to be made more environmentally friendly, while new competitors with digital business models are pushing into traditional markets. NEO2021 showcases examples of best practice and therefore offers a crucial platform for innovative solutions.”

Claus Mayer, Head of Division, Ministry of Economic Affairs, Labour and Housing of the State of Baden-Württemberg



“In order to survive in the economic environment in the long term, innovations are indispensable. Transformations that also focus on the social and environmental dimensions of sustainability, as well as the economic aspects, can also help to ensure sustainable value creation and quality of life in the Karlsruhe TechnologyRegion.”

Cornelia Petzold-Schick, Mayor of Bruchsal



“Developing new, digital business models is the key to remaining competitive for many companies. Value chains are often considerably shortened and partnerships are set up locally to produce custom solutions quickly. We are looking for examples of successful transformation toward such innovative and sustainable business models.”

Professor Steffen Kinkel, Head of the Institute for Learning and Innovation in Networks (ILIN), School of Computer Science and Business Information Systems at the Karlsruhe University of Applied Sciences – Technology and Economics



NEO2021 – the Karlsruhe TechnologyRegion Innovation Prize

Celebrate your ingenuity
with the NEO2021!

Award procedure

The competition is divided into two stages: Entrants have until **21 May 2021** to apply, with a brief description of their innovation in German or English. We will short list up to ten candidates and ask them to submit more details about their innovation.

The jury of experts will then choose up to five of these entrants to attend the award ceremony in the autumn.

Award ceremony and prize money

All the short listed entries will be presented and celebrated at the award ceremony, before we announce the winner of NEO2021. The winner of the Karlsruhe TechnologyRegion Innovation Prize will receive €20,000. The award ceremony is planned to be a hybrid event in the autumn.

Conditions of entry

Any companies, organisations, public administrations and scientific institutions from Germany or Alsace in France are entitled to enter. The application documents can be found at: www.trk.de/neo2021



“Today’s successful companies need to react to change swiftly and effectively. We support an array of industrial companies in their transformation journey, so I am even more pleased to be part of a jury that rewards companies that have dedicated themselves to innovation and transformation.”

René Ohlmann, Managing Director of ADDI DATA GmbH and Chair of the Franco German Chamber of Commerce's Committee for Cross Border Cooperation





Enter now!

Invitation to enter NEO2021 – the Karlsruhe TechnologieRegion Innovation Prize

Take part in the competition and see your ideas and innovations rewarded!

Apply online at www.trk.de/neo2021 or download
an application pack to send back by e-mail to
neo@technologieregion-karlsruhe.de or by post to:

TechnologieRegion Karlsruhe GmbH,
Emmy-Noether-Strasse 11,
76131 Karlsruhe, Germany.

We look forward to discovering your ideas!

NEO2021 – the Karlsruhe TechnologieRegion Innovation Prize is supported by:



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Baden-Württemberg

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU

NEO2021

THE KARLSRUHE TECHNOLOGYREGION
INNOVATION PRIZE