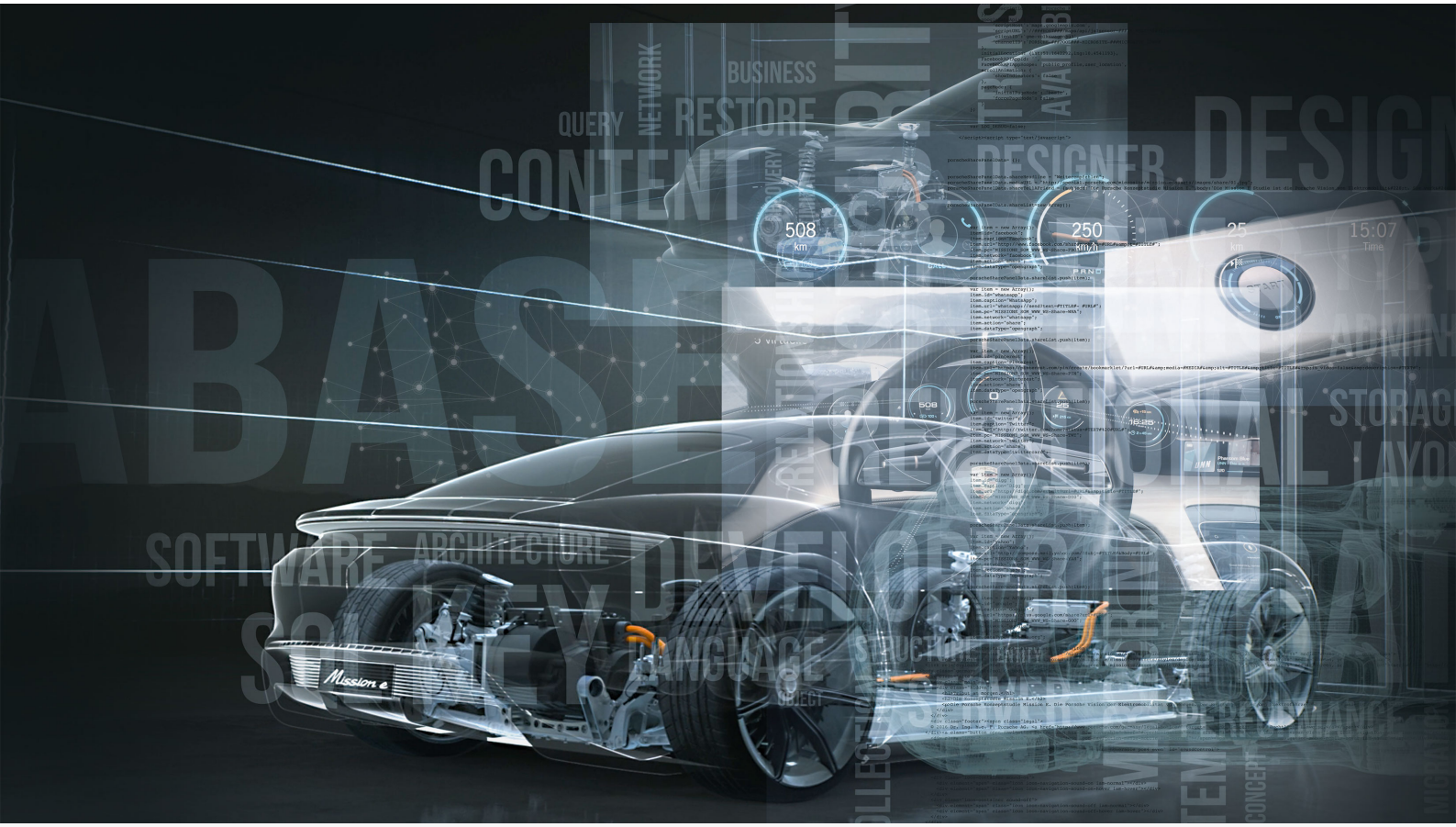


Porsche announces first innovation contest for start-ups

03/04/2017 Founders focusing on blockchain technology can now apply for the premiere Por-sche Innovation Contest. In addition to collaborating with the sports car manufacturer, start-ups have the chance win EUR 25,000 in prize money as well as the opportunity to participate in the “SpinLab – The HHL Accelerator” program for three months. Applications are being accepted until May 15, 2017.

Porsche aims to obtain external input on the disruptive potential of the blockchain transaction system by collaborating with the start-up scene. The central question is to what extent the application of this technology in the value creation chain of the company makes sense. Moreover, other forms of potential long-term collaboration will be investigated.

Blockchain is a type of digital ledger for contractual transactions between computers. The technology was originally developed for the financial world. The decentralized and extremely transparent booking system has the potential of being extended to the trading of shares, cars, houses, i.e. any type of contractual transfer.

Accompanying support by “SpinLab – The HHL Accelerator”

“SpinLab – The HHL Accelerator” is a useful extension to the field work between the sports car manufacturer and the start-up which will eventually be selected. Located on the premises of an abandoned Leipzig cotton mill, SpinLab not only offers office space in a highly creative and innovative environment but also support in the form of individual coaching sessions over the course of three months. Moreover, there is a close link with the Porsche plant in Leipzig due to its proximity.

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