

# STARTUP

## Delegation brochure

Startup USA – NRW  
Digital Business Mission to New York  
December 6-9, 2021

## North Rhine-Westphalia – Dynamic business location and startup hub in the center of Europe

North Rhine-Westphalia (NRW) is located in the heart of Europe and with 17.9 million inhabitants and it is the most populous and the most densely populated of the 16 federal states of Germany. Roughly 160 million people live within a radius of approx. 500 kilometers around the state capital Düsseldorf. NRW has one of the most dynamic startup scenes in Germany. Many startups from the ICT, biotechnology, pharmaceutical, cleantech and energy sectors are among the best and most innovative companies in the world. NRW offers a perfect combination of highly efficient and creative startups on the one hand, and a strong industrial base with well-established corporates on the other hand, being possible customers, partners or investors for startups. Around 70 universities in NRW ensure that many excellent skilled employees are available. Currently, there are more than 768,000 students in NRW. In addition more than 60 technology centers and incubators build bridges towards universities, serve as incubators for young startups and entrepreneurs and thus ensure the optimal development and implementation of new ideas. NRW has a broad network of 16 chambers of industry and commerce that advise startups during their business formation phase and beyond.

This year's digital business mission to New York is a project within the framework of NRW.Global Business; it is lead-managed by the Chamber of Industry and Commerce in Düsseldorf and financed by the NRW Ministry of Economic Affairs, Innovation, Digitalization and Energy.

### In cooperation with



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## ACCURE Battery Intelligence



ACCURE Battery Intelligence emerged from the largest European research group for battery systems at RWTH Aachen University. We combine cutting-edge research with a practical understanding of the industry's challenges to deploy, operate and recycle batteries safely and effectively. Today, around 40 battery experts and data scientists collaborate to support companies worldwide in making batteries safe, reliable, and sustainable. To optimize a battery system's design and operation, engineers are reliant on accurate field data. Battery systems produce thousands of data points every day through their Battery Management System (BMS). But field data is often proprietary, inconsistent, and unreliable, rendering much of this data unusable. The ACCURE cloud platform makes handling proprietary battery data easy. Our powerful, scalable data engine handles the complexity of thousands of different battery types and their respective data (including field data, data sheets, lab tests, and warranty conditions) and empowers engineering teams to get to meaningful results faster and more reliably.

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## CUREosity



CUREosity is a raising Med Tech Company which revolutionizes the rehabilitation by offering therapy systems based on Virtual Reality. Countless studies demonstrate the high potential of immersive VR therapy. But so far, practical implementations have not yet met clinical needs. With CUREO, an innovative, sophisticated VR therapy system is finally available to patients and therapists. Consisting of hardware and the pre-installed software, CUREO is immediately applicable and already in use in leading clinics. Modular training units in a VR environment playfully support cognitive and sensorimotor rehabilitation. The motor function of the upper extremities as well as the trunk is promoted. From the hospital bed in clinical rehabilitation, to outpatient therapy, e.g. in a wheelchair, to aftercare, CUREO can be used trans-sectorally. CUREO motivates patients and can thus promote the success of therapy. In addition, therapists can care for several patients in parallel - in this way, resources can be used optimally, and high-frequency therapy can be guaranteed for the patients. The CUREO software is CE-certified as a medical device and our innovative therapy approach has received several awards.

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The modern workplace is changing rapidly as more priority than ever is given to usability, flexibility and equipment. HybridWork is becoming the golden middle ground and with DeskNow we are feeding that. DeskNow is a cloud-based SaaS that allows you to manage, analyze & optimize all types of offices and workplaces digitally. In addition it offers a secure marketplace to share, lease or rent spaces flexible as your business needs it.

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Pavel Schwindt



At divVoice, we develop, design and produce individual voice assistance for professional applications. Our focus is on the implementation and new development of applications with voice assistance, so that our customers benefit from a technological edge and can shape the future today. Innovation, flexibility and competence are of our most importance. Manufacturing within Germany guarantees fast implementation and products of the highest quality, as well as numerous options for the development and implementation of a voice assistant. Our customers benefit from ready-to-use test systems for pilot projects and freely configurable embeddable hub for customized solutions tailored to their requirements and cost budgets. We are passionate about voice tech and smart solutions as SaaS. We realized that there is no All-in-one platform for deploying, managing, and developing IoT devices, with included voice technology, so our team of specialists built an innovative dashboard for smart device management. A wide range of features, including an AI toolbox, makes it possible to build new digital solutions with improved usability. At one place, maintain, control, and analyze all devices remotely in a secure, convenient, and customized way.

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## Dayblizz



Dayblizz is a social media app for creating, sharing and optionally monetizing content. That means creators can share their content for free for promotional causes and / or put it behind a paywall. To monetize, creators can set up differently priced monthly subscriptions with perks such as physical goods (e.g. autograph cards), digital content or other benefits, like a videocall. That way fans can gain cool benefits, connect with their favourite creators and artists can make a dependable monthly income from their content creation. This is just the first step on our road. Besides the subscription model, we're making more monetization options, helpful resources and exclusive partnerships available to creators in the future. We've also set out to improve social media vastly for the normal user as well in the longterm. It's our vision to create a social media app that can truly connect people with each other, while having an unequalled support system for creators, to help them make everyone's day a happier one.



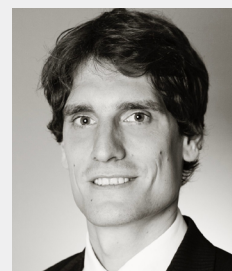
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## logarithmo



logarithmo is a B2B digital solution provider for developing and provisioning individual, data-driven services. We enable managers to use the most recent technology to e.g., optimize processes, perform complex simulations, or predict the future. Our main customers are corporations from the energy and manufacturing domain. How does it work? Our customers discuss their specific challenge with one of our engineers. Our platform then provides all the tools to our engineers in order to quickly develop a customized solution in a standardized way: it incorporates a rapid development framework and specific algorithms for the energy and manufacturing sector, e.g. big data analytics for metering data, anomaly detection, optimization and forecasting. This enables us to come up with a prototype in a matter of days or weeks. The result is a simple-to-use web application that can be easily accessed and maintained like an app in an AppStore.

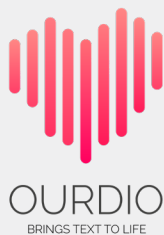


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## Ourdio



Ourdio individualizes audiobooks. The listener becomes part of the story, thanks to voice synthesis, which inserts the listeners personal features like name, hair color or favorite food.

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## The Colony - New Urban Living - Holding GmbH



We design, build and manage resilient, inclusive and affordable co-communities (live, work, entertain & supply) in sustainably built smart all-wood modular house developments or in unused/vacant buildings and spaces. We are project and concept developers, but above all operators & community managers with a focus on niches and special spaces that still exist in every city, in order to make them usable, such as flat roofs, car parks & houses, brownfield sites, vacant lots, city hotels, vacant commercial & retail spaces, offices, bunkers, etc. We build (if necessary also temporary) mini-neighborhoods where they are most urgently needed. In doing so, we want to establish a socio-ecological lifestyle in the middle of society and with smart, high-quality furnishings, a comprehensive digital offering and partner ecosystem. In addition to the networking of locations and residents, the main USP is our „living by subscription“ model, which combines long-term and short-term living.

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## Welect



It is no longer appropriate to impose advertising on people. Welect is the leading proprietary platform for high quality digital advertising which enables advertisers and media agencies to achieve the best possible advertising impact for their campaigns. Our secret is choice-driven advertising: people decide themselves which ad they want to see.

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## Casa de Coca

CASA DE COCA

Casa De Coca is a German-Peruvian Brand. Casa De Coca invites you to immerse yourself in the cosmos of the Inca empires through finest Perfumes. And so to rediscover their energetic legacy in a modern way.

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## IHK – Coordinator

The Düsseldorf Chamber of Industry and Commerce (IHK) represents the general interest of 89,000 member companies from industry, wholesale, retail, logistics, finance and services in Düsseldorf and the county of Mettmann towards politics, administration and public. It is responsible for several public tasks, is a customer oriented service provider for the regional business community, and an independent counsellor in all business affairs. The International Business Division offers various services regarding export, import and foreign investments. By organizing business events, business missions and by participating in international trade fairs, the IHK offers substantial support to its member companies, hence enabling them to explore new markets and strengthen the economic success of the region. IHK Düsseldorf is the focus chamber for US business within the state of North Rhine-Westphalia.

**IHK Düsseldorf**

### Düsseldorf Chamber of Industry and Commerce (IHK)

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