Presenting start-ups of TU Berlin
Dear Reader,

You have in your hands the “TU Startup Booklet” offering information about a selection of the new enterprises which are supported by the Founder Service of the Technische Universität Berlin.

The cards in this set give you an introduction to the people behind these companies, their ideas, and the state of implementation. In addition to consulting, training, access to business and investor network and access to start-up grants such as the EXIST, the TU Berlin also offers the teams free use of office space in their own incubator as well satellite offices.

These new enterprises are a motor for creativity and innovation, and as such are an important element of the university culture. They not only generate employment, mainly in the vicinity of the Charlottenburg campus, but also act as a model for other scientific co-workers, graduates and students who are already taking an interest in entrepreneurship.

We hope that you find these presentations interesting, and will be glad to assist if you wish to make contact with them.

Best wishes

Agnes von Matuschka
Head of Founder Service
AUDIO VISOR
»Describing music with words is impossible. We do it anyway.«

Audiovisor GbR
Online music supervision

Our idea
Audiovisor is an online agency for music supervision. The purpose of the web portal is to assist media professionals in quickly and easily licensing high-quality music for use in film, television, advertising, games and new media. Our goal is to develop a customised tool for media professionals that supports the creative work process and also facilitates time-consuming administrative work. We use an innovative music search to query our editorially managed music archive that is based on a scientifically sound descriptive system and oriented on the vocabulary of media professionals. Our service enables independent publishing companies and labels to place their high-quality repertoire in the promising and lucrative market for licensing rights.

Team
Timo Recke
(Audio Communications, M.A.)
Fabian Sachsenröder
(M.A. Interface Design)
Marius Hartmann
(Music Management, B.A.)
Rajk Barthel

Sector
Software

Mentor
Prof. Dr. Stefan Weinzierl
Faculty I – Social Sciences

Support
EXIST start-up grant (2012)
ESF grant (2012)

Start-up year
2012

www.audiovisor.com
Our idea
Blue Biolabs is a spin-off from the Faculty of Environmental Microbiology at the TU Berlin. Blue Biolabs is specialized on well and drinking-water analysis, with primary focus on the detection of microbial clogging of drinking-water wells. Our target customers are water utility companies around the world that struggle with microbial clogging problems. Within this context, Blue Biolabs offers an absolutely innovative detection system based on molecular-biological assays, with which the relevant bacteria can be quickly quantified at a low cost. This approach allows making informed statements about the degree and future course of the clogging. It allows us to help the water utility company in minimising its cost and maintaining the security of supply.

Team
Oliver Thronicker
Environmental Protection Engineering, Dipl.-Ing.
Manuel Popiol
Biotechnology, M.Sc.
Stefanie Manzei
Environmental Protection Engineering, Dipl.-Ing.

Sector
Environmental biotechnology

Mentor
Prof. Dr. Ulrich Szewzyk,
Faculty III – Process Sciences

Support
EXIST start-up grant (2012)

Start-up year
2012

www.bluebiolabs.de
Our idea

DexLeChem GmbH provides development services for the chemical-pharmaceutical industry to convert production processes of spatially complex structured substances, i.e. chiral substances, into water-based processes with an integrated reusing catalyst. The production of active chiral substances for the manufacturing of pharmaceuticals requires chiral catalysts that can cost up to 200,000 euro/kg. Up to now, it has only been possible to use them once because they disintegrated during the production process. For the first time, this resource-conserving controlled reaction in water enables the repeated unmodified re-use of industrially implemented catalysts. Thanks to the innovative controlled reaction and the possibility of re-use a low-cost and sustainable production of pharmaceuticals can be realized.

Team

Sonja Jost  
(Dipl.-Ing.)
Regina Böttcher  
Martin Rahmel  
(Faculty II – Mathematics and Natural Sciences)
Fabian Spittank  
(Dipl.-Ing.)

Sector
Chemical/pharmaceutical

Mentor
Prof. Dr. Peter Strasser,

Support
EXIST research transfer  
Support phase I and II

Start-up year
2013

www.dexlechem.com
Our idea

Our aim is to capture what we see and feel in photos. The scenery composed of friends, weather, vegetation and buildings creates the atmosphere that needs to be transported. The Throwable Panoramic Ball Camera enables the user to take the complete situation home and re-experience it as an entire visual with a simple throw. This takes the user back to the place where the photo was taken. It even allows the discovery of things that were located behind the photographer when the picture was taken. The simultaneous triggering of the cameras in all directions allows the easy capturing of hard-to-photograph panoramic images with many people or moving objects. The Throwable Panoramic Ball Camera is the perfect companion for holiday trips, parties and outings.

Team

Jonas Pfeil  
Computer Engineering, Dipl.-Ing.

Qian Qin  
Computer Engineering, Dipl.-Ing.

Björn Bollensdorff  
Computer Engineering, Dipl.-Ing.  
and Communications, Dipl.

Sector  
Photography

Mentor  
Prof. Dr. Marc Alexa,  
Faculty IV – Electrical Engineering and Computer Science

Support  
EXIST start-up grant (2012)  
ESF grant (2013)

Start-up year  
2012

www.panospective.com
Our idea

The SOPAT probe (Smart Online Particle Analysis Technology) is a precise particle measurement technology for the real-time analysis of multi-phase systems. The developed measurement technology consists of a photo-probe with integrated intelligent image analysis. Chemical, pharmaceutical or biological processes can be controlled depending on the particles that are measured and their characteristics. The company offers both the SOPAT probes and the associated services. The SOPAT probe expands the market of measuring technology with an instrument that promotes continuing process optimisation and reduces development cost in industry and research.

Team

Sebastian Maaß
Process Engineering, Dr.-Ing.

Jürgen Rojahn
Computer Engineering, Dipl.-Ing.

Jörn Emmerich
Wirt.-Ing. (Chemical Engineering), Dipl.-Ing.

Sector
Measurement and control technology

Mentor
Prof. Dr.-Ing. Matthias Kraume, Faculty III – Process Sciences

Support
EXIST start-up grant (2011), ESF grant (2013)

Start-up year
2012

www.sopat.com
Our idea
TestObject focuses on the development and operation of cloud-based testing solutions that allow the automated testing of mobile Android apps. Using the TestObject On-demand-solution eliminates initial investments, reduces operational costs, helps to reach a higher testing coverage of various devices and reduces staff cost for manual testing. After registering on www.testobject.com the app can be uploaded and tests can be run immediately and automatically via the intuitive user interface, without buying or installing an expensive piece of software. After the test, a detailed report is delivered. The TestObject On-demand solution supports the Continuous Integration Process perfectly and is an important part of Agile app development.

Team
Erik Nijkamp
Computer Science, M. Sc.
Andreas Lüdeke
Hannes Lenke
(Both Business Informatics, B.Sc.)

Sector
Computer science/software

Mentor
Prof. Dr. Klaus-Robert Müller, Faculty IV – Electrical Engineering and Computer Science

Support

Start-up year
2012

www.testobject.com
Our idea

In order to cover the global energy demand in the future, new resources and deposits must be developed. The development of unconventional oil and natural gas deposits (e.g. tight gas, coal bed methane) requires new, cost-intensive extraction methods. The commercial development of these reservoirs demand detailed knowledge about the structure and composition of the sediment at hand. This requires new technologies that enable the recovery of a sample while maintaining the pressure and temperature in situ. The founding team has developed innovative pressure core drilling equipment for the extraction of in-situ soil samples from great depths for this purpose. It is superior to competitive devices with regard to sample volume and pressure levels.

Team

Tobias Rothenwänder
(Dipl.-Ing.)
David Wunsch
(Dipl.-Ing.).

Sector
Drilling industry, special machinery

Mentor
Prof. Dr. rer. nat. Wolfgang H. Müller, Faculty V – Mechanical Engineering and Transport Systems

Support
EXIST start-up grant (2011)

Start-up year
2012

www.tigabo.com
Our idea

xTribo specialises in innovative tribological engineering services and measuring instruments in the field of friction. The dimensional reduction method is our core innovation. It is the only simulation process in the world that – for the first time – allows the easy and quick generation of quantitative results in the calculation of frictional forces and temperature distributions. This enables quick contact calculations without measurements or time-consuming test set-ups. The Express-Rheometer is our second innovation. It measures rheological material properties very quickly and reliably. It can also be used as a control instrument for incoming goods. Many years of experimental experience in the areas of material properties, structural testing and vibrational analysis are the basis for our comprehensive consulting services.

Team

Johannes Thaten
Dipl.-Ing.

Jasminka Starcevic
Dr.-Ing.

Lars Voll
Dipl.-Ing.

Mikhail Popov
B. Sc.

Kathrin Müller
Dipl.-Kffr.

Sector

Mechanical engineering, plastics technology, steel construction

Mentor

Prof. Dr. Valentin Popov, Faculty V – Mechanical Engineering and Transport Systems

Support

EXIST* research transfer 2012

Start-up year

2013

www.xTribo.de
Our idea

carzapp connects car owners who do not need their car constantly with people who are looking to rent a car at short notice. carzapp users can find a number of cars nearby at affordable rates.

Using our mobile app or our website, carzapp users can find available cars in their neighborhood and make a rental enquiry. The car owner can confirm the request and activate the car in the same way. While conventional car sharing services require a personal meeting to hand over the key, carzapp developed the ZappKit, which will be installed in the car, and allows keyless access to the car via our mobile app. It also provides additional security through an integrated immobilizer and alarm. With carzapp renting out your car will be easy and convenient, while being on holiday or at work.
Our idea

KeyRocket software shows the user relevant shortcuts directly during the workflow. KeyRocket selects the most important shortcuts for the user on the basis of their individual user behaviour. These are presented without interrupting the work process. KeyRocket registers the progress of the user and regularly adapts to current level. It is also possible to call up statistics about the learning progress, and search in a shortcut library of more than 1,200 shortcuts sorted in terms of personal relevance. There is no easier way to increase your own productivity. At the same time, KeyRocket helps the user to appreciate the power of the software and to fully exploit its potential.

Team

Jan Mechtel  
(Dipl.-Betriebsw.)

Matthias Mayrock  
(Dipl.-Inf.)

Robertson McIlwain  (M. A.)

Nina Gérard  (Dr. rer. nat.)

Sector
Software, Office management

Mentor
Prof. Dr. Manfred Thüring  
Faculty V – Cognitive psychology and cognitive ergonomics

Support
EXIST start-up grant (2011)  
High-Tech New Enterprise Fund (2012)  
Business Angel  
Michael Brehm (2012)

Start-up year
2011

www.keyrocket.com
Our idea

We help high-tech enterprises make more informed decisions by quickly and efficiently combining the crucial facts from a vast amount of global text data (patents, scientific papers, press reports, and websites) into compact technology briefings. This 360° perspective supports technology-oriented decisions relating to competition, investments, cooperations, or personnel recruitment.

With our assistance you make use of all available text data worldwide for the development of your successful technology strategy!

Team

Dr.-Ing. P. Walde
(computer science)

T. Albert
(economic engineering, Dipl.-Wi.-Ing.)

U. Kuehn
(computer science, M. Sc.)

Sector

Product based data processing services, information acquisition

Mentor

Prof. Dr. Dr. h.c. Sahin Albayrak
Technical University Berlin / DAI Lab

Support

EXIST start-up grant (2012)

Start-up year

2012

www.mapegy.com
Our idea

With aklamio, online shops are able to reward customers for successful recommendations they make on Facebook, Twitter, etc., in this way promoting viral advertising of their products and brands. As the provider of Software-as-a-Service, aklamio takes care of the entire process from the planning of a recommendation campaign through to the payment of cash rewards. This saves the online shops the trouble and expense of developing their own customer referral campaign. Core elements for aklamio are innovative tracking and analysis methods which make it possible to evaluate the outcome of recommendations across channels. Reward payments can then be linked to the success of a recommendation with minimised risks for the online shop.

Team

Holger Endert
(computer science, Dipl.-Inf.)

Robert Wetzker
(engineering economics, Dr.-Ing.)

Andreas Thom
(interface design, M.A.)

Sector
Software

Mentor
Prof. Dr. Volker Markl,
Faculty IV – Electrical engineering and computer science

Support
EXIST-start-up grant (2011)

Year founded
2011

www.aklamio.com
Our idea

Blue On Shop GmbH is a full-service provider for the realisation of interactive mobile marketing and digital signage campaigns. Its core business is providing Bluetooth and WLAN based mobile marketing solutions for ambient media, events, trade fairs, and retail trading.

By means of the BOScube series, a state-of-the-art combination of design, technology and innovation, mobile end devices can receive audiovisual content such as images, text, short films, audio samples, games, voice cards, microsites or vouchers without incurring costs.

With networked systems, Blue On Shop offers a centrally controlled advertising platform at the point of interest for advertising companies interested in using mobile marketing to focus on a young target group.

Team

Serkan Özcan, M. Sener Abanozoglu (both electrical engineering, Dipl.-Ing.), Hakan Coskun (computer engineering, Dipl.-Ing.)

Sector
Multimedia/software

Mentor
Prof. Dr. Ina Schieferdecker, Faculty IV – Electrical engineering and computer science

Support

Year founded
2008

www.blueonshop.de

“Our message at the right time at the right place”

Blue on Shop GmbH

Bluetooth und WLAN-based mobile marketing
“Reducing costs and protecting the environment with innovative ideas”

Bondus GmbH

Using energy efficiently

Our idea
We help private customers and companies to optimise their energy consumption. With an innovative simulation algorithm, we model the energy consumption and demonstrate how to cut costs and CO₂ emissions. We analyse how you can generate your own power economically using natural gas, wood pellets, solar energy, biomass, geothermal energy, or even wind power generation.

Our ‘energy pilot’ is unique (www.energiepilot.de). It is part of the holistic energy strategy developed by Bondus energies for real estate applications. For each property, the energiepilot is able to identify which specific refurbishment and insulation measures and which autonomous power generation measures are economically viable.

Team

Dr. Boris Heinz
(mechanical engineering, Dipl.-Ing.)

Valesca Molinari
(jurisprudence, Dipl.-Jur.)

Sector
Energy management

Mentorin
Prof. Dr. Georg Erdmann,
Faculty III – Process sciences

Support
Incubator of TU Berlin,
EXIST start-up grant (2010)

Year founded
2010

www.bondus.de
Our idea

Brightside Games is an independent development studio for computer games based in Berlin. The studio concentrates on high-end games for digital distribution. With a flexible team and a customer-oriented development process, the studio is able to react to trends rapidly and to develop highly innovative, target-oriented titles. The debut title Zeit², an arcade shoot 'em up for PC and Xbox 360, features a time-travel system which makes it possible for the players to interact with their own actions. The game has also been received short listing in the three international competitions Microsoft Dream Build Play, Independent Games Festival, and Indie Game Challenge.

Team

Thomas Bedenk (design studies, Dipl.), Johannes Giering (computer engineering, Dipl.-Ing.), Markus Bedenk (pedagogics, Dipl.)

Sector
Multimedia/software

Mentor
Prof. Dr. Marc Alexa, Faculty IV – Electrical engineering and computer science

Support
Incubator of TU Berlin (2009), EXIST start-up grant (2010)

Year founded
2010

www.brightside-games.com
Our idea

On the basis of the latest scientific findings, FIKO develops and implements strategies for school education and external training in the prevention of violence, as well as for intervention and remediation. Practical assistance is also offered for school-leavers entering the working world. The focus is on the strengths of individuals, and on respectful support.

Team

Dorothee Feitsma
(educational and vocational science, psychology M.A.),
Burkhard Günther
(linguistics, ethics, StR),
Miriam Camara
(economics)

Sector
Services in the educational sector

Mentor
Prof. Hanns-Fred Rathenow,
Faculty I – Humanities

Support
Incubator of TU Berlin (2008)

Year founded
2009

www.fiko-ihk.de
Our idea

Sport is tiring enough as it is, and so training ought to be as convenient as possible. That is why we have developed hörsport. hörsport is an audio programme for training at home or when travelling. On our website, our program provides the user with an individual training plan which corresponds to their physical condition and their fitness goals. The training sessions are provided as audio files which you can load onto your MP3 player. Like a personal trainer, our programme accompanies the user while they are training, reacts to their needs and their progress, and offers motivation. With hörsport we offer our customers a personalised training programme based on sports science, which they can carry out anywhere, and at any time.

Team

Tim Bärmann
(computer science, Dipl.),
Dr.-Ing. Sven Ehlert
(computer science),
Vanessa Loewel,
(French studies, Dipl.),
Olaf Prieske
(sports science, Dipl.),
Katharina Göbel
(linguistics, history M.A.)

Sector
Internet services

Mentor
Prof. Dr. Thomas Magedanz,
Faculty IV – Electrical engineering and computer science

Support
Incubator of TU Berlin
(satellite) (2010)

Year founded
2010

www.hoersport.de
“stop thinking flat”
imcube media GmbH
2D-3D film conversion

Our idea
imcube develops innovative technologies for converting 2D films into stereoscopic 3D films. Using cubit software it is offers film makers, film studios and television stations an innovative, resource-optimised solution for the production of 3D films. The quality of the conversion transports the viewers into a near-realistic world of experience, and this applies not only for new films but also for converted classics. Parts of the basic procedure were developed in cooperation with the Communications Systems Group of TU Berlin.

Advantages of the imcube technology:
• Low conversion costs
• High quality 3D-images
• High-speed automation
• Re-usability of old film classics
• Creative tools to achieve a realistic 3D-effect

Team
Dr.-Ing. Matthias Kunter (electrical engineering),
Dr.-Ing. Sebastian Knorr (electrical engineering)

Sector
Multimedia/software

Mentor
Prof. Dr.-Ing. Thomas Sikora, Faculty IV – Electrical engineering and computer science

Support
Incubator of TU Berlin (satellite),
EXIST start-up grant (2007),
EXIST research transfer (2008/2010)

Year founded
2009

www.imcube.com
Our idea

Imagine the situation: you are on a business trip and would like to leave the hotel and go jogging for half an hour. Or you are on holiday and would like to go on a mountain bike tour - and somewhere to take a break about half way would be ideal.

In the past you would have had needed a specialised tourist guide book, or had to search the Internet. Now with komoot’s Human Centric Navigation technology it is possible to plan individual leisure tours from any location, either online or directly with a smartphone. And when you get back you can document your experience, add pictures, and share it with friends, e.g. on Facebook.

komoot offers this service both for its own users and also for partners and customers from the tourism, sport and travel sectors, or for fitness portals.

Team

Daniel Gard (computer science, M.Sc.), Markus Hallermann (advanced materials science, M.Sc.), Tobias Hallermann (mechanical engineering / management), Jan Torben Heuer (geoinformatics, Dipl.), Christoph Lingg (physics, Dipl.), Jonas Spengler (Tech, sociology, Dipl.)

Sector

Outdoor and leisure navigation

Mentor

Prof. Dr. Nina Baur, Faculty VI – Planning, Building, Environment

Support

Incubator of TU Berlin, EXIST start-up grant (2009)

Year founded

2010

www.komoot.de
Our idea

Kunstmatrix is a 3D multimedia Internet portal which combines the aesthetic features of a modern museum with the advantages of a community portal. Artists, gallery owners and art collectors can buy or lease virtual exhibition space, arrange exhibitions, and present works of art. Kunstmatrix invites interested visitors to browse through the exhibitions free of charge or to search for specific works. The portal is financed through the leasing or sale of virtual exhibition space, along with a broad range of content-related services (digitising artworks, designing special galleries, developing exhibition concepts, etc.).

Team

Christoph Lauterbach, Hartwig Bentele (both architecture, Dipl), Kristian Hildebrand (computer science)

Sector

Internet, art

Mentor

Prof. Dr. Hans Georg Gemünden, Faculty VII – Economics and management

Support

EXIST start-up grant (2008)

Year founded

2009

www.kunstmatrix.com
“machtfit.de – simply healthy”
machtfit GmbH
Health promotion for companies

Our idea

machtfit.de creates a unique network of companies, co-workers, and providers of health promoting activities, thus offering a unique Win-Win-Win situation. Employees are able to book health-promoting activities through an online platform set up for their company (e.g. www.yourcompany.machtfit.net). They are subsidised by their employers under German income tax legislation (Section 3.34 EStG).

machtfit.de carries out all the administration for the company, and this makes it convenient for these to offer health-promoting activities. With our innovative approach, companies can not only reduce costs but also benefit from improved employee loyalty. The providers of the activities extend their clientele, and the employees improve their health. Everybody wins – nobody loses!

Team

Gregor Bierhals
(media culture, M.A.),
Philippe Bopp
(European Studies, B.A.),
Max Kazenwadel (media and communications, B.A.),
Kristian Müller (computer engineering, Dipl.-Ing.),
Daniel Tunggul (European economics, Dipl.-Kfm.)

Sector
Health / Internet services

Mentor
Prof. Dr. Jan Kratzer,
Faculty VII – Economics and management

Support
ESF grant (Technical feasibility),
Incubator of TU Berlin (satellite) (2011)

Year founded
2011

www.machtfit.de
Our idea
myBus offers intelligent telematics solutions for urban and regional public transport operations, focusing on innovation, cost-effectiveness and sustainability. Our portfolio includes hardware and software products aimed at making public transport more attractive. Target groups are small and medium-sized public transport operators and networks throughout Europe. The product range includes updated arrival time displays, route planning, fleet management and FullHD information displays in the vehicles. Location related advertising enables rapid amortisation. Compared with competing products, myBus is able to offer a uniquely attractive combination of flexibility, scalability and cost-effectiveness.

Team
Malte Metzing, Bastian Albers (both engineering economics, Dipl.), Luis Höfer (management studies, Dipl.)

Sector
Transport telematics

Mentor
Prof. Dr. Hermann Krallmann, Faculty IV – Electrical engineering and computer science

Support
Incubator of TU Berlin (satellite) / Incubator of TU Berlin, EXIST start-up grant (2010)

Year founded
2010

www.mybuslive.com
Our idea

Newsletter2Go offers a user-friendly SaaS tool for the dispatch of personalised email and text message newsletters. The user generates the contents and the layout on-the-fly and determines the group of recipients and the time of dispatch. Newsletter2Go takes care of everything else – professional delivery, comprehensive statistics, unsubscriptions, bounces, etc. – operating in the background and fully automatically. Newsletter2Go allows the use of intelligent wild cards on the basis of features such as sex or place of residence. In this way the contents can easily and quickly be tailored to the individual recipients. This has been shown to increase the relevance and the acceptance of the newsletters. Newsletter2Go – safe, fast and simple!

Team

Christoph Beuck  
(computer science, B.Sc.),

Steffen Schebesta  
(engineering economics,  
Dipl.-Ing.)

Sector

Online and mobile marketing

Mentor

Prof. Dr. Rüdiger Zarnekow,  
Faculty VII – Economics and  
management

Support

Incubator of FU-Berlin,  
profund (2009),

CHIC business incubator  
Charlottenburg (2011)

Year founded

2009

www.newsletter2go.de
Our idea
Resonic develops systems for the simultaneous measurement of mass, centre of gravity coordinates and the inertia tensors of mechanical structures. These parameters form a complete model of the dynamic rigid body behaviour, and of key importance for the control of satellites or the optimisation of vehicle chassis set-ups. Previous measurement methods involved complicated procedures and relatively simple calculations. In contrast, the Resonic method is based on a highly complex calculation algorithm which makes it possible to carry out simple, fast measurements of the six eigen-frequencies of free rigid body vibrations. Resonic measurement systems are highly accurate and mobile, they can be completely automated, and are fully scalable.

Team
Dr. Robert Klöpper
(mechanical engineering, Dipl.-Ing.), Tomasz Gingold
(computer engineering, Dipl.-Ing.), Arno Mitritz
(computer science, Dipl.), Robert Slusarz
(business management, M.Sc.)

Sector
Mechanical engineering

Mentor
Prof. Dr.-Ing. Jörg Krüger,
Faculty V – Mechanical engineering and transport systems

Support
In incubator of TU Berlin,
EXIST start-up grant (2011)

Year founded
2011

www.resonic.de
Our idea

University Websites are a very good place for online job exchanges, but the realisation must take careful note of the requirements of the university or college. If they are to be accepted by the users, the exchange must not only have a clear profile and its own optical identity, but must also be easy to use and have a suitable size. This analysis forms the basis for the development of our new generation of job exchanges. The innovative features include a ticket system which makes it possible to operate both free and paid advertisements simultaneously, and which also means that connections can be monitored without impeding these. With the dual-mode offered for premium advertisements, companies can present their identity without affecting the user-friendly access.

Team

Christoph Nefzger, (business management, Dipl.),
Markus Doits (physics, Dipl.)

Sector
IT / Human resource services

Year founded
2009

www.stellenticket.de

“Tickets, jobs, talent”

Stellenticket GmbH
University job exchange
Our idea

In order to offer an efficient interface between cooperation partners and development team, Story2Game has developed a modular, extendable toolkit called Redactale which can be used to provide model-based descriptions of game contents. The tool generates program code from these models which can then be used by the team of Story2Game for the development of the game. In order to be able to offer online games which are state-of-the-art both technically and aesthetically, the Unity engine is currently used, in combination with Web technologies such as HTML5 and cloud platforms like Windows Azure.

Team

**Felix Dreyfus**  
(computer science, M.Sc.),  
**Simon Gratwohl**  
(computer science, M.Sc.),  
**Martha Friedrich**  
(digital media, M.A.)

**Sector**  
Games, Internet

**Mentor**  
Prof. Dr. Volker Markl,  
Faculty IV – Electrical engineering and computer science

**Support**  
EXIST start-up grant (2011)

**Year founded**  
2011

**www.story2game.com**
“Hands-on communications”
tentable
multitouch solutions

Our idea
Tentable develops multi-touch solutions for science, education, trade exhibitions, and events. Gesture controlled smartphones and tablet computers have made multi-touch popular. We offer unique applications for multiple users on large and very-large surfaces. With our multi-touch systems, users can use their hands to access contents, data, and applications, and can interact with one another. Whether for teaching, knowledge transfer, or product promotion, tackling complex contents will become a playful experience for the user. Experience the tools of the future today!

Team
Fares Al-Hassan (communications science, M.A.), Katrin Müller (social pedagogy and business management, Dipl. (FH)), Ferdinand Streicher, Daniel Weiss (both physics, Dipl.)

Sector
IT (software, hardware)

Mentor
Prof. Dr.-Ing. Michael Möser, Faculty V – Mechanical engineering and transport systems

Support
Incubator of TU Berlin (satellite), EXIST start-up grant (2010)

Year founded
2010

www.tentable.de
“Move Beyond Signatures”

TRIFENSE GmbH
Intelligent attack recognition

Our idea
Unknown weak spots in software products can be exploited by professional hackers using so-called zero day attacks, with the aim of gaining unauthorised access to computers and sensitive data. But current network security solutions do not offer any protection against this steadily growing threat. TRIFENSE GmbH has developed intelligent security solutions to identify and defend against hacker attacks in multigigabit networks on the basis of hardware-optimised machine learning procedures. The ability to reliably recognise novel and polymorphous attacks in network traffic using self-learning represents the key advantage over other protection solutions.

Team
Patrick Düssel, Christian Gehl, René Gerstenberger
(all computer science, Dipl.)

Sector
Software

Mentor
Prof. Dr. Klaus-Robert Müller, Faculty IV – Electrical engineering and computer science

Support
Incubator of TU Berlin (satellite), EXIST start-up grant (2010)

Year founded
2010

www.trifense.de
Our idea

We are a full-service provider of usability services and we support the manufacturers of interactive products in all phases of product development. Our goal is to ensure that software, appliance controls, user instructions, etc. are user-friendly, easy to understand, and easy to operate. We have a team of six usability experts with backgrounds in psychology, human factors, media sciences and business computer science. We support you in the user-appropriate development and the usability optimisation of your products. You can benefit from the expertise we have gained in many successful usability projects – ensuring satisfied customers, lower development and support costs, and your own competitive advantage.

Team

Daniela Keßner
(psychoogy, Dipl.)

Prof. Dr. Manfred Thüring
(psychology, computer science, Dipl.)

Sector
Services

Mentor
Prof. Dr. Manfred Thüring,
Faculty V – Mechanical engineering and transport systems

Support
Incubator of TU Berlin
(satellite) (2011)

Year founded
2011

www.ucberlin.net

“Our idea

for your users!”

Usability Consulting
Berlin GmbH

Usability for interactive products
Our idea

VIARDI Interactive designs innovative, radically new multifunctional public dispensing machines and interactive advertising displays in the premium segment, combining elegance and ergonomic design. The innovative technology provides an impressive setting for the presentation of products. Using multimedia communications measures, effective visual promotion, Bluetooth marketing interfaces, and touch screens, the dispensing unit becomes a window on the entire brand world of the company and reinforces emotional ties with the consumer. The dispensing machines and display units can be hired for trade fairs and events as an eye catcher, or they can be installed in shopping malls and airports as guidance systems or point-of-sale advertising portals.

Team

Mathias Cohrs (mechanical engineering, Dipl.-Ing.),
Patrick Isermann (transport engineering, Dipl.-Ing.),
Arne Puschkar (system electronics), Kliment Vidolov (mechanical engineering, Dipl.-Ing.), Hanno Zwicker (political science, Dipl.)

Sector

Dispensing machines, Digital signage

Mentor

Prof. Dr.-Ing. Joachim Herrmann, Faculty V – Mechanical engineering and transport systems

Support

Incubator of TU Berlin, EXIST start-up grant (2008), Incubator of Beuth Hochschule Berlin (2009), ProFIT (2010)

Year founded

2009

www.viardi.eu
Virtenio GmbH

Innovative wireless sensor nodes

Our idea

Virtenio develops, produces and markets miniature computers for wireless sensor networks. These can record and process data and transmit the results. Working in combination with various sensors and actors, the miniature computers have minimal energy requirements and can operate autonomously for long periods. They can be deployed singly or in a network. Such distributed systems find applications in industrial and facility automation, in logistics, and in energy management. Virtenio helps its customers in these areas with the development of innovative solutions. Customers are offered an optimised package consisting of hardware, a novel operating software, the virtual machine, and services.

Team

Dr. Henri Kretschmer, Stefan Ziegler, Torsten Hüter (all computer engineering, Dipl.-Ing.), Thomas Henn (business management, Dipl.)

Sector

IT (Software, hardware), Wireless sensor networks

Mentor

Prof. Dr.-Ing. Reinhold Orglmeister, Faculty IV – Electrical engineering and computer science

Support

Incubator of TU Berlin, EXIST start-up grant (2009)

Year founded

2010

www.virtenio.de
Our idea

Watergy stands for the development of sustainable, economically viable solutions for air conditioning in buildings and for energy- and water-efficient greenhouse technology. At the heart of the approach is the control of air humidity. The elementary phase changes of water evaporation and condensation are combined with absorption and desorption processes in which the phase change is induced by the use of hygroscopic salt solutions. As a basic product, we offer a heat-recovery plant with air dehumidification and hygienic rehumidification. First pilot tests with beta-customers are currently being planned. In parallel, trials are being prepared for applications in building temperature control.

Team

Dr.-Ing. Martin Buchholz (greenhouse and building technology), Dr.-Ing. Philipp Geyer (architecture), Beate Seitz (business management, Dipl.), Marco Schmidt, (ecological construction, Dipl.-Ing.), Reiner Buchholz, (energy and process engineering, Dipl.-Ing.)

Sector

Building construction, solar thermal energy

Mentor

Prof. Claus Steffan, Faculty VI – Planning Construction Environment

Support


Year founded

2010

www.watergy.de
“We make innovations simply better by developing together with the users!”

YOUSE GmbH
real users, real innovation

Our idea
Everybody has experienced the frustration of unpacking a new appliance, connecting the cables, reading the obscure instructions, and trying to understand the complicated controls. YOUSE helps manufacturers to create user-friendly products. YOUSE involves selected final users in all phases of the product development and in this way ensures that the final product does what the user expects, is self-explanatory, and is fun to use. In addition to the satisfied users, the manufacturers are also the big winners – with increased sales opportunities, and improved customer loyalty, reduced costs in after sales services and less reworking in the final stages of development.

Team
Dr. Christoph Nedopil, Dr.-Ing. Sebastian Glende, (both engineering economics)
Sector Services
Mentor Prof. Dr. Wolfgang Friesdorf, Faculty V – Mechanical engineering and transport systems
Support Incubator of TU Berlin (satellite), EXIST start-up grant (2009)
Year founded 2009
www.youse.de
For your notes
Idea: TU Berlin, Start-up service

Design:
sans serif, Berlin
www.sans-serif.de

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