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Startup Competition

## Online vote for the brightest start-up idea

**31 startups entered the Make It Lean Contest organised by Startup Incubator Berlin. The winners will be selected by 1 February 2021 in an online vote. Every vote counts in the public poll.**

- The Center for Entrepreneurship at the Berlin School of Economics and Law is rewarding startup ideas that apply the lean startup method
- 31 startups with an academic background entered the competition. All of them were either in the pre-startup phase or up to one year old.
- The winners of the three main prizes valued at €13,000 in total will be selected by 1 February 2021 in an online vote.

An app for renting electric cargo bikes, a video call system without download or registration for web shops and retail and a contact platform for foreign care staff and employers in Germany are competing for the title of the brightest start-up idea in the Make It Lean Contest by Startup Incubator Berlin (SIB). The submitted startup ideas come from the fields of mobility, retail, tourism, learning and self-management, profession and career, sustainability and social affairs, medicine and care, as well as food and real estate.

Interested persons are invited to cast their votes for the 31 startup teams on the website of the Center for Entrepreneurship at the Berlin School of Economics and Law (HWR Berlin) by 1 February 2021. They are all vying for prizes at a total value of €13,000, plus support from SIB.

The contestants have posted a short video pitch of their startup ideas [on the website of Startup Incubator Berlin](#). Interested persons can click on the profile of their favourite contestant to cast their vote.

All startups have an academic background, are in the pre-startup phase or are no more than a year old. They operate based on the lean startup method. This involves the application of mindsets, strategies and tools that help to bring a start-up idea to market maturity in the shortest possible development cycles, with little resource input and regular customer feedback.

The Startup Incubator Berlin supports startups in the development and implementation of their business ideas and brings them into contact with industrial partners. The Make it Lean Contest is an annual event and is more than just a competition for prize money. Exclusive events and direct feedback from business mentors and coaches, the opportunity to build networks and make contact with potential investors accompany the competition from the kick-off to the closing ceremony.

The award ceremony will take place by live stream from 5:00 pm on 11 February 2021.

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### **Hochschule für Wirtschaft und Recht (HWR) Berlin**

Hochschule für Wirtschaft und Recht (HWR) Berlin, with its 12,000 students, is one of the largest universities of applied sciences. It has a strong practical and international orientation, undertakes intensive and diverse research and maintains high quality standards. Its degree programme portfolio comprises Business, Administration, Law and Security Management as well as Engineering in 60 degree programmes at Bachelor's, Master's and MBA levels. HWR Berlin is the largest provider of cooperative study programmes and cooperates with over 700 companies. It promotes knowledge and technology transfer and supports start-up activities through Startup Incubator Berlin. The university maintains 170 active partnerships with universities on all continents and is a member of "UAS7 - Alliance for Excellence". HWR Berlin is a leader in the internationalization of business administration degree programmes, occupying top positions in Germany-wide rankings compiled by the CHE, the Centre for Higher Education. A country-wide survey run by DEUTSCHLAND TEST repeatedly confirmed the university as a "TOP Business School" for its advanced training. HWR Berlin supports the initiative of the German Rectors' conference: "Cosmopolitan Universities - Against Xenophobia".

[www.hwr-berlin.de](http://www.hwr-berlin.de)