

SONORRARI Sound Sensation at Startup Camp Berlin 2017

Slavic Voitovych | Berlin, Germany | April 13, 2017



This spring Berlin was hosting a nice 2-days #SCB17 event primarily focused on early-stage startups featuring 150+ speakers and thousands of attendees. This is their 3rd event in a row and it was conveniently broken down into 14 different threads, or as they call it Focus Camps, literally anything from accelerators/incubators to digital health and future mobility. Our focus was on the latter of course. Other two nice aspects of the event are that they offer an Expo Area for startups, and a Pitch Marathon where 26 selected

startups were engaged on the stage in an intellectual “fight club”.

Right after the official opening, we were keen to hear new insights from the panelists on future of mobility. This one was led by key players from [German Autolabs](#), [Flixbus](#) and [Door2Door](#). It was interesting to hear that the panelists actually focused more on the challenges rather than just speaking of the bright potential for mobility. Of course, it was related to the German market and customer adoption of different digital products. We also heard inspiring stories of a 27-years old founder of Cruze Automation who offered the first aftermarket autopilot in Silicon Valley and then got acquired by General Motors for \$1+ billion last year. How France is actively investing in tech



and PCA being a very innovative automaker, but at the same time German mindset is more protective and people are not easily giving away access to personal data to companies like Facebook, Google, etc. At the same time local telco companies, retailers, etc. already have access to their data and are actively tracking its customers. In Scandinavia, for instance, you could send a picture of a license plate and get a text report as to who is registered with this particular vehicle. So the question is what data should we really protect? But still, as opposed to corporates, young entrepreneurs from Germany, per our own observations, are very open-minded, cosmopolitan and ready for adventures, and this is a pretty inspiring basis to [work with startups on various IoT projects](#).



Challenges for Future Mobility Startups session by Holger Weiss from [German Autolabs](#) and Tanja Kufner from [Startupbootcamp](#) accelerator was very interesting. Holger covered about how mobility startups should define their market strategy and which aspects they should consider when starting a new mobility startup, we heard stories about [Cruze Automation](#), [Tesla](#), [High-Mobility](#), etc.. Tanja was sharing about her challenges as she is responsible for connecting corporates like Daimler, BMW, etc. with startups and then ultimately come up with a productive acceleration program for both sides of course. You run into issues like financing, IP rights, competition and tension between the corporates, etc.

Next, we moved to the Expo Area to meet the startups and see what they got to show off. A Swiss startup called [LTS-Troja](#) is developing a reliable tracking solution for bikes and ski, furthermore offering its product to other specific customers like public transport and police which has even a larger set of features and benefits for the corporates and end-users as well. A “sound massage” startup [SONORRARI](#) suggested to test our their first working prototype where you sit with speakers on your head and complimentary vibrating pads attached to your palms, belly, and feet. For me, it was not enough vibration going on, I expected more intensity, but I very much liked the idea especially when you think of relaxing sessions, i.e. yoga. Young guys and girls from Malta are

developing an [Intact](#) startup meant to help save bikers when they get into an accident. So their hardware device communicates with a set of sensors and transmit data to tell if the biker fell off of his seat, for example, then the biker also has a wristband with a flashing button that he can press to confirm he is cautious, and much more. Ideas around saving lives are always inspiring.



We did not make it to the Pitch Marathon thing where startups were competing as this is more meant for VCs and actual investors. But right after the pitch, we made a very pleasant acquaintance with a young company called [CellGarden](#). They are building your smart sprouts greenhouse for homes and offices. Eating healthy is damn difficult, right? So this one will definitely help many people who really care about improving their life. It's worth to mention that we felt proud one of the co-founders is coming from Ukraine so we had a nice chat about our home country as well.

The after-party with beer and something that reminded me of quiche lorraine was great too, though pretty overcrowded. So we left the premises with good memories about what we have heard and saw at this event. Right at the door, we had a small talk with two guys who turned out to be CEO's for a "local Instagram" and a software planning solution companies. This again confirmed the fact young Germans are very cool and open. By the way, they got an awesome sense of humor!



Contact: Jürgen Piechotta: [jurgen.piechotta\(at\)sonorrari.com](mailto:jurgen.piechotta@sonorrari.com)

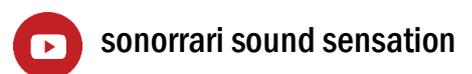
PRESS CONTACT

SONORRARI GmbH i.G.

Bruchsaler Str. 16, 10715 Berlin, Germany.

www.sonorrari.com

[press\(at\)sonorrari.com](mailto:press@sonorrari.com)



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