



## PRESS RELEASE

### Digital Top 50 Awards – the jury is set

- **Prominent jury with representatives from technology, business and science**
- **Among the jury members are Harriet Green, LinkedIn influencer and former CEO of IBM Business in Asia-Pacific and Elizabeth Varley, Founder of TechHub London**
- **Deadline for applications is August 30, 2020; winners to be announced on September 29 during the Bits & Pretzels Networking Week**

**August 27, 2020 (Munich)** – The originators of the Digital Top 50 Awards (DT50) have announced the jury members for this year's winner selection process. The 2020 DT50 Awards are a collaborative effort of McKinsey & Company, Freshfields Bruckhaus Deringer, and Google. This year, 468 Capital and Hering Schuppener Consulting are also involved as supporters of Europe's vibrant start-up community.

The jury this year again comprises leading representatives from the areas of technology, business, and science. Jury members include:

- Harriet Green, LinkedIn influencer and former CEO of IBM Business in Asia-Pacific;
- Elizabeth Varley, founder of TechHub London;
- Julia Kloiber, Partner at Ashoka, a globally leading network supporting social entrepreneurship;
- Florian Gschwandner, founder of runtastic
- Professor Dr. Malte Brettel, Chair of Innovation and Entrepreneurship (WIN) at the RWTH Aachen;
- Michael Stothard, editor at the European start-up portal sifted.eu, which is backed by the Financial Times;



## PRESS RELEASE

- Felix Haas, founder and co-host of Bits & Pretzels;
- Lubomila Jordanova, founder and CEO of PlanA.Earth, DT50 winner from 2019;
- and Peter Zemsky, Professor for Strategy and Deputy Dean at INSEAD.

Further jury members come from the group of DT50 originators, including: Michael Kramarz, Head of Google for Startups, CEE; Liz Ericson, Partner, Alliances and Acquisitions at McKinsey & Company; Lars Meyer, Partner and Global Co-Head Tech Media and Telecoms at the international law firm Freshfields; Raphael Neuner, Tech & Transformation Partner at Hering Schuppener; and Alexander Kudlich, General Partner at 468 Capital.

Firms based in the European Union and EFTA countries having received financing in the amount of up to 100 million euros can apply. This year's categories are:

- Best Technology,
- Best Consumer Business Model Innovation,
- Best Enterprise Business Model Innovation, and
- Tech for Good.

All applicants will be evaluated in the areas of risk capital, growth strategies, and tech acquisitions by a jury consisting of experts and mentors. This year, the jury will select a winning team in each category from among the 50 best start-ups in Europe. The award ceremony will take place on September 29 at 7 pm. CEST as part of the Bits & Pretzels Networking Week.

Winners will receive valuable support, guidance and mentoring from all 2020 partners of the awards. They will benefit from professional advice, structured consulting and coaching programmes, as well as access to a huge network of leading industry decision-makers. The winners of the "Tech for Good" category will receive an additional cash prize of 50,000 euros.



## PRESS RELEASE

Deadline for applications is August 30, 2020.

<https://www.dt50.org/>

### **Media contacts**

McKinsey & Company

Philip Hühne, [Philipp\\_Huehne@mckinsey.com](mailto:Philipp_Huehne@mckinsey.com)

Freshfields

Heiner Seidel, [heiner.seidel@freshfields.com](mailto:heiner.seidel@freshfields.com)

Hering Schuppener

Dirk von Manikowsky, [dvmanikowsky@heringschuppener.com](mailto:dvmanikowsky@heringschuppener.com)

468 Capital

Vlada Labzeyeva, [vlada@468cap.com](mailto:vlada@468cap.com)

### **About the Digital Top 50**

McKinsey & Company, Freshfields, Google, 468 Capital, and Hering Schuppener Consulting joined forces and initiated the Digital Top 50 Awards to recognize and celebrate the bold, pioneering work of tomorrow's top entrepreneurs. The awards were initiated under the patronage of Carlos Moedas, former EU Commissioner for Research, Science, and Innovation, with the objective to promote Europe's thriving tech scene and to honor the most promising start-ups on the continent. Along with the knowledge and resources of academic and research science partners such as INSEAD, Ashoka, and the RWTH Aachen, the DT50 combines a wealth of expertise to help support the European digital ecosystem. <https://www.dt50.org>