

Google, McKinsey and Rocket Internet announce European Entrepreneurship Award

- Start-ups and Scale-ups from EU and EFTA countries are invited to apply
- Applications are open from now until October 1st 2016
- One category for Tech-for-social-impact companies
- Cash prize of 50,000 Euro for Top Start-ups and the winning Top Tech-for-social-impact company
- Non-monetary benefits by Google, McKinsey and Rocket Internet for all winners of each category
- Award ceremony will take place at “Slush 2016” in Helsinki
- INSEAD will be the academic supporter

June 30th, Berlin - Google, McKinsey and Rocket Internet have announced today the Digital Top 50 Awards (DT50), to celebrate Europe’s thriving tech scene and honour the most promising tech companies. The DT50s will recognise the most promising Start-ups and Scale-ups¹, who will be Europe’s Digital Market Leaders of tomorrow, as well as a Tech for Social Impact company. INSEAD will be the academic supporter of the awards.

Applications are now open at www.dt50.org. Companies from the EU and from EFTA countries can apply for the following categories until October 1st 2016:

- Top B2B Start-up
- Top B2C Start-up
- Top B2B Scale-up
- Top B2C Scale-up
- Tech-for-social-impact

Winners in the Start-up categories and the Tech-for-social-impact category will be granted a cash prize of 50,000 Euro each. All five winners will receive a confluence of valuable support through exposure to leading professional advice and structured consulting and coaching programmes, as well as access to a huge network of relevant industry contacts.

A jury of leading figures in tech, business and academia will shortlist the top 50 tech companies from all applications. The top 50 companies will be invited to “Slush 2016” in Helsinki for the DT50 Awards ceremony, where the final winners of each category will be announced.

Torsten Schuppe, Senior Director Marketing EMEA, Google says:

"One of the really remarkable things about digital technology is that anyone with a great idea can use the power of the web to invent the future and launch the next big thing. But the journey for entrepreneurs is hard. It's difficult to know where to start and where to find help. We want to support even more European entrepreneurs grow & scale their ideas into exciting new businesses. This is for everyone."

Karel Dörner, McKinsey Partner, says: “Entrepreneurial talent is a key source driving digitization in Europe. We need great talents that further accelerate the disruption of nearly all business models. McKinsey aims to support you strategy-wise and provide intense consulting and coaching together with our Digital McKinsey unit. In addition, we connect you with leading industry experts and corporates, because it is time to make something big out of your idea and your talent.”

¹ Start-up 0-18 months since launch, Scale-up more than 18 months since launch and showing consistent 20% YoY growth in either revenue or employees

Oliver Samwer, CEO Rocket Internet, says: “Europe’s tech scene is growing fast - we see more and more entrepreneurs building great companies. We want to share our experience and support with these talents in order to scale their businesses. The Digital Top 50 awards are a great chance for companies to raise money but also to get access to a large network of experience and industry relevant-contacts. At Rocket Internet, we have built more than 100 companies across 110 countries and know what it takes to make a business succeed.”

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