

NOTA DE PRENSA

PRESS RELEASE

Cooperation between Wayra Germany and Volkswagen Data:Lab

INTERNATIONAL CALL: TELEFONICA AND VOLKSWAGEN SEEK START-UPS TO DEVELOP SOLUTIONS FOR SMART CITY

- Both partners seek start-ups with technical skills in machine learning, data analytics and artificial intelligence for a cross-sector technology project.
- Applications for this international call are open from January 18th to February 19th.

Munich, January 18th, 2018.- It is invaluable for start-ups to gain a foothold in a large firm. It is even better to be connected with two world-wide enterprises. Due to a new cooperation between [Wayra Germany](#) and [Volkswagen Data:Lab](#), selected young entrepreneurs will have the opportunity to work together with Telefónica and Volkswagen on solutions in the field of Smart City, connectivity and mobility.

Both partners [seek start-ups](#) with technical skills in machine learning, data analytics and artificial intelligence for a cross-sector technology project. The winner of the selection day will receive financial support, aid from experienced mentors and industrial experts, and, in addition, office space and technical infrastructure.

Applications for this international call are open from **January 18th** to **February 19th**. To access, just go to: <https://www.f6s.com/startupcollaborationspaceu69/apply>. It can also be followed using the hashtag **#vwdatalabmeetswayra**.

*"At Data:Lab we are working at the trend-setting topics artificial intelligence, machine learning, and data analytics", says **Barbara Sichler**, head of the sector business development and product management at **Data:Lab**. "Cooperation with start-ups is very important for us in order to develop new solutions."*

For Telefónica and VW, cooperation with young entrepreneurs means gaining additional impulse concerning the digitalization of business models and processes. Telefónica Germany, together with its subsidiary Telefónica NEXT, are already taking first steps towards the realisation of Smart Cities by analyzing – among other factors – traffic mobile data.

Last November, Wayra Germany presented a new model for the promotion of start-ups which supports this approach. With this relaunch, the Venture Unit of Telefónica Germany wants to enable more advanced start-ups and young technology enterprises a direct access to the corporation and thus provide an innovation and growth spurt. The cooperation with

Data:Lab furthermore underlines Wayra's approach to link across the industrial spectrum with other companies and their innovation platforms.

*"Due to the digital transformation the line between the different industries is getting thinner and thinner", says **Christian Lindener**, Managing Director of Wayra Germany. "The telecommunications sector and the car industry in a way face similar challenges. If Wayra and Data:Lab bundle their competences here, everyone will benefit – not least the start-ups."*

Sobre Telefónica Open Future_

Telefónica Open Future_ es una plataforma global diseñada para conectar a emprendedores, startups, inversores y socios públicos y privados de todo el mundo para captar oportunidades de innovación y de negocio. Su objetivo es apoyar al talento en todas sus etapas de crecimiento mediante un modelo integral de aceleración y de conexión con organizaciones, inversores y empresas. El programa integra todas las iniciativas de innovación abierta, emprendimiento e inversión del grupo Telefónica (Think Big, Talentum Startups, Crowdfunding, Wayra, Fondos de inversión Américo, Fondos corporativos Telefónica Ventures) mediante una red global que se abre a la incorporación de socios externos que quieran desarrollar sus propias estrategias de emprendimiento e inversión, y conectarlas con grandes empresas. Hasta la fecha se han recibido más de 54.000 propuestas y se ha invertido en más de 783 startups habiendo acelerado en total más de 1.700. Telefónica Open Future_ tiene presencia en 17 países y junto con sus socios ha comprometido más de 425 millones de euros para inversión desde 2011.

Más información: <https://www.openfuture.org>

For further information:

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