

electronica Fast Forward: The start-up platform powered by Elektor



The start-up and maker scenes are changing the electronics landscape. More and more innovations are coming from new players in the electronics sector. In cooperation with Elektor, electronica provides a unique platform that brings together innovative ideas, prototypes, products or services and a broad, international and very relevant audience of industry representatives.

And with all the new innovations, technologies and developers popping up like error messages in Windows, it is hard to keep track of the important trends and separate the relevant and promising ones from the rest. And whether you are an established company with an astonishing new product or a start-up with a ground-breaking innovation, it is hard to get a head-start in this highly competitive and ever changing sector.

Here is a brief overview about the **e-ffwd** and what you can expect:

- The presentation at the e-ffwd stand amidst the semiconductor companies exhibiting at electronica,
- the forum where pitches, lectures and meetings take place,
- the e-ffwd award.

electronica Fast Forward Award



Which founders or developers in the three categories "Prototype" or "Start-up" will convince the panel of judges the most?

A new award category premieres at e-ffwd: "**e-ffwd sponsors challenge**" starts half a year early and gives applicants the possibility to develop their product with designated hardware provided by the sponsor. Starting from 2018

e-ffwd presentation and award categories will reflect electronica's highlight topics. In 2018 these are: Automotive, Embedded, Artificial Intelligence, Solid State Lighting/LED, Smart Grid/Smart Energy, Industrial IoT, electronics in medical and healthcare (including wearables), Cyber Security.

The overall winner of the 2018 edition will receive a startup marketing package worth EUR 75,000 from Elektor including an exhibition stand at electronica 2020. The second place will be awarded an Elektor media campaign with a value of EUR 50,000 while third place will benefit from media exposure via the international Elektor network worth EUR 25,000.

Be there on November 15 when three winners are announced in each category. On November 16, the first-place contenders from each category will compete against one another again for the top three prizes.

electronica Fast Forward Forum

Start-ups provide key impetus for economic and employment growth. However, to take good ideas and develop them into marketable products and business models, you need the right partners and viable financing. Conversely, it is essential for established companies to identify new trends and innovations to strengthen their ability to compete. Start-ups are an important source of momentum.

The **electronica Fast Forward Forum** gives founders, developers and established companies a perfect opportunity to make contacts and promote future-oriented projects together.

The program at a glance:

- **Discover new business ideas**

Are you an established company that is looking for fresh, new ideas for its business? Be there at the Forum when creative minds present their ideas, prototypes and start-ups, which will be evaluated by a panel of judges. This is your chance to discover innovations from around the world at an early stage. An overview of the projects of all the participants is available [here](#).

- **Advice for new entrepreneurs**

Do you work in a start-up or are you a "maker"? Take advantage of the Forum to have experienced experts advise you. You can exchange ideas and information with other founders and get valuable tips from business angels and investors. What is important when a company takes its first steps? How

can you secure financing, and what do start-ups have to keep in mind? Find out in our technical lectures.

- **Trends and interesting facts**

What are the cultural differences between the old economy and the new economy? What effect do they have on collaboration between start-ups and corporations? What preferences do talented young people have? The presentations at the Forum will shed light on the latest trends and issues.

Exhibition and participants

The list of this year's participants is available here for download

- [Overview of electronica Fast Forward participants \(13 kB PDF-document \)](#)

electronica Fast Forward 2016

The first edition of electronica Fast Forward (e-ffwd) powered by Elektor in 2016 drew 35 participants from 16 countries and was a resounding success. It will thus be continued and expanded in 2018.

Download your free copy of the [electronica Fast Forward Start-Up Guide 2016 \(PDF\)](#) to learn more about the 2016 competition and winners.

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