



Geotracking start-up SmartRunner from Leipzig wins first netSTART-Award

Leipzig, October 21st 2009 – On Monday 19.10.09 the day had come. After registration and selection of the 10 best teams out of 70 applicants had been completed the first netSTART-Award's climax followed: The finale in ComIn start, Essen. The founding teams' goal was to give a conclusive presentation of their business idea within 5 minutes in front of the jury's high-ranking members Dr. Ingo Dahm (Microsoft Germany GmbH), Volker Behr (Sparkasse Essen), Nicolas Gabrysch (Osborne Clarke), Dr. Alexander von Frankenberg (High-Tech Gründerfonds), Jörg Binnenbrücker (Dumont Venture), Stefan Asche (vdi-news) und Alexander Hüsing (deutsche-startups.de) and afterwards answer the jury's questions. While all participating teams stood out with innovative ideas and professional presentations the jury was most impressed by the concept of the SmartRunner founding team. They resolved unanimously to award SmartRunner with the event's first prize. Going online as the student's Rolf Kluge and Roman Belter's free time project (by now completed by Alexander Trommen) their business idea has become the leading GPS tracking community – also called Geotracking community - in Germany where athletes can post and exchange their ran or ridden tracks. By now tens of thousands of users have already published more than 60,000 tracks adding hundreds more every day. "For us winning the netSTART-award one week after foundation is a huge success and reinforces us in having developed a good product." the founders Roman Belter and Rolf Kluge contently comment their participation in the final.



About SmartRunner GmbH

www.smartrunner.de is the leading GPS tracking community in Germany. Since the public beta version's launch the community attained steady growth. More than 60.000 tracks have been published by users so far. The SmartRunner membership is basically free and sponsored. Only certain premium services are charged with 29€ per year. The SmartRunner GmbH was founded in October 2009 by Roman Belter (CPO), Rolf Kluge (CTO) and Dr. Alexander Trommen (CEO) in Leipzig.

Awards:

netSTART Award 2009 (www.netstart.de)

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