



## Next Big Thing AG Marks Major Milestone and Expands Portfolio

- Venture Studio for the Machine Economy remains on course for success
- Data-driven European B2B business models are being established from within Germany
- Laser-sharp focus on strengthening industry location and digital sovereignty

**Berlin, July 20, 2020** – The COVID-19 crisis has manifested itself in increased uncertainty for startups and companies – and has made it clear that the digitalization of business models, processes, and working methods will influence their resilience in the future.

During this period, Berlin-based venture studio for the Machine Economy, [Next Big Thing AG \(NBT\)](#), has taken decisive action to achieve its long-term goal: to establish leading data-driven business models in the B2B sector right from the heart of Germany in order to help Europe regain control over data and digital infrastructure. While NBT continues to focus on founding new companies in the areas of IoT, blockchain, machine learning, and artificial intelligence, as well as further develop the existing venture portfolio, the first half of 2020 marks a major milestone in the company's four-year history.

Since its establishment in July 2016, Next Big Thing AG has developed into one of the most successful venture studios for data-driven B2B business models in Europe. While the use cases for IoT were less evident four years ago, NBT was early to focus on the potential that is more widely visible today. With the goal of driving disruptive innovations as a technological co-founder developing B2B business ventures, NBT quickly became an industry leader in the Machine Economy.

"Without a doubt, the new situation is an unprecedented challenge. Despite everything, it has encouraged us to put all of our efforts into the development of new business models based on IoT. The short-term benefits are undeniable and will become even more fundamental in the long term," says Harald Zapp, founder, and CEO of NBT. "After the first four years, we are proud of our successes and continue to do everything we can from Germany to

promote the performance, innovative strength, and investment activity of companies to make an important contribution to Europe's digital sovereignty."

## Potential Arises from the Combination of IoT, ML, AI, and DLT

Learning from the recent COVID-19 crisis, it has become evident that creativity, inventiveness, and technological expertise are key ingredients to ensure business resiliency during critical times. With its resources, NBT uncovers necessary links that lead to new data-based business models that make companies stable and crisis-proof in the long term. [Kelvyn](#), a new company for smart temperature monitoring and data logging from the NBT portfolio is one example of this. "NBT's expertise was a defining resource during this critical period, especially the strong technical background of the engineering team for both software and hardware development. Without the support of NBT, we would not have dared to take the step of founding the company. Now we can further extend our IoT solution and use the momentum to push us forward," says Andreas Hertwig, co-founder of Kelvyn.

Other ventures in the portfolio also demonstrate significant developmental leaps: [AssistMe](#), a digital care assistant, solves elementary challenges in the healthcare industry with its platform solution. AssistMe helps with everything from support for documentation requirements to pressure sore prevention and incontinence management. With its self-developed IoT platform, Solargenius, [Auxolar](#) offers tenants the opportunity to actively participate in energy turnaround and become part of a global movement. Portfolio venture, [Sensry](#), with its universal IoT hardware, offers the necessary platform technology that enables companies to fast-track the laborious path from prototype to mass production in a unique, rapid, and cost-effective manner. Supported by strong partners, Sensry provides solutions for almost all IoT applications with a configurable platform that allows small and medium-sized companies (SMEs) to access high capacity technology with little development effort.

## **Further Development Determines Prognosis: Great Potential for the Machine Economy**

The past four years have shown that the growth potential extends far beyond IoT in the direction of combining the capabilities of IoT with blockchain and machine learning. "The added value of IoT unlocks its potential when devices learn from each other and from their respective use in order to adapt their behavior and compare their reactions with what they have already learned," Zapp clarifies. To make rapid progress in this sector with new B2B business models, it is essential to put ideas through their paces. With NBT, companies and startups gain a strong industry partner who supports them on their way to the Machine Economy with extensive domain expertise.

"NBT has invested in the digital future from the very beginning. The successful completion of our Series A round at the beginning of 2019, renowned family offices and strategic partnerships have put us in a position to further expand our business and to consolidate our design claim. We have shown that with the right approach, successful tech startups have significant market potential in Germany. NBT has become an indispensable partner for both founders and the companies of the present and future," says Maik Käbisch, founder and chairman of the supervisory board of NBT.

## **Establishing Clout Within the Industry**

NBT brings together founders, startups, investors, companies, tech experts, and research partners and is at the center of development in the Machine Economy. The basis for this is a mature ecosystem that develops dynamically. In order to face the internet giants from the USA and China on an equal footing, Europe must combine its entrepreneurial power to compete on a global stage. One partnership pushing this vision forward is the supportive framework between the Digital Hub Initiative of the Federal Ministry of Economics and Energy and NBT in promoting the Berlin IoT Hub.

In order to deepen this urgently needed networking effect and range of available services and activities, NBT is also founding the national IoT Association which promotes the implementation of IoT projects and supports cooperation between research facilities, startups, and SMEs.

If you would like to be kept up to date with all the news and information from Next Big Thing, you can register [here](#).

A printable press photo of Harald Zapp is available for download [here](#). You are welcome to receive further image material on request at [nbt@finkfuchs.de](mailto:nbt@finkfuchs.de).

## About Next Big Thing AG

Founded in 2016 with its roots in Berlin, Germany, Next Big Thing AG (NBT) is a venture studio for the Machine Economy that co-founds deep-tech ventures with aspiring founders and corporates to deliver real-world impact. With its diverse portfolio of IoT, AI, and DLT projects, NBT provides long-term support for B2B companies, including the full scope of development toolkits, innovation strategies, mentorship to entrepreneurs and startups, engineering know-how, and smart financing – all to empower a more prosperous, sustainable, and democratized world.

## NBT Contact

Falco Schütt  
Director of Strategic Partnerships & Marketing  
Next Big Thing AG  
Bachstraße 12 | 10555 Berlin | Germany  
[falco.schuett@nbt.ag](mailto:falco.schuett@nbt.ag)

## Press Contact

Annika Houdard  
Fink & Fuchs AG  
[nbt@finkfuchs.de](mailto:nbt@finkfuchs.de) | +49 611 74131-81

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