

Darmstadt, 27 June 2023

IoT Venture wins German Brand Award

IoT Venture GmbH and its partner Schumacher – Brand + Interaction Design GmbH have received the German Brand Award 2023 in the *Brand Design – Corporate Brand* category. The award honours IoT Venture's brand relaunch. The German Brand Award is one of the main German accolades for brand management in the sector.

Bold, energizing and precise, IoT Venture's new brand image reflects the company's defining brand attributes. The scale-up created this rebrand in conjunction with the Darmstadt-based agency Schumacher in 2022. Rebranding included a relaunch of the website and a redefinition of the employer brand. The brand identity reset aimed to bring IoT Venture's existing brand image into line with its new position with regard to data signatures. "We have repositioned ourselves on the market with our new data signatures portfolio. A brand relaunch was thus essential six years after the company's founding," affirms Jürgen Veith, IoT Venture's CEO.

Exceptional rebranding

The cooperative partnership between Schumacher and IoT Venture produced excellent results. On 15 June, the German Brand Institute honoured Schumacher's and IoT Venture's relaunch project with the German Brand Award in the *Brand Design – Corporate Brand* category. The award was presented to Katja Koerdt, Project Manager at Schumacher, and Nina Sielmann, Head of Marketing and Communications at IoT Venture, during the winners gala in Berlin.

"We're pleased that we had a solid partner to assist us in Schumacher. They gave us unfailing support and advice during the rebranding process and provided us with the right framework for our brand image. Winning the German Brand Award is recognition of our joint work," states Nina Sielmann.

Every year, the German Design Council nominates companies and personalities who serve as a driving force in the field of branding for the German Brand Award. Companies, agencies, service providers and others can compete in two disciplines and different categories.

IoT Venture GmbH company profile

The scale-up IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility and pet sectors. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of 70. Its main office is in the German city of Darmstadt with a second location in Cologne.

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