

## PRESS RELEASE

### **Media-Saturn launches second batch of tech accelerator SPACELAB**

- **SPACELAB now targeting start-ups from fintech, Internet of Things, connected home, ad tech and mobile commerce**
- **Application period closes at the end of May**
- **Start-ups can showcase themselves on the 'Media-Saturn & METRO Accelerator Roadshow powered by Pirate Summit' in five cities**
- **20-week mentoring programme begins in June**

**Munich, 04.05.2016: Media-Saturn's SPACELAB is about to start its next batch. In connection with the tech accelerator set up in 2015, Europe's biggest consumer electronics retailer will be investing in start-ups working in areas throughout its value chain. For the programme's second batch, Media-Saturn is reaching out to firms from the areas of fintech, the Internet of Things, connected home, ad tech and mobile commerce.**

"SPACELAB's first batch was a complete success," declared Martin Sinner, who heads the programme in his capacity as CEO of Media-Saturn's Electronics Online Group. "Over the past few months, four start-ups have undergone an extensive mentoring programme and carried out promising pilot projects together with Media-Saturn. Since the four finalists of the first batch all came from the service sector, in the next batch we want to focus on topics such as the Internet of Things, fintech, connected home and mobile commerce." Accordingly, the range of partners and mentors has been expanded to include Daniel Skoda, Managing Partner of programmatic advertising provider adlicious, and Dr Martin Körner, founder & CEO of Zertisa GmbH. One of SPACELAB's new partner organizations is PayPal.

Start-ups have until the end of May to apply online at [www.ms-spacelab.com](http://www.ms-spacelab.com). In addition, the nationwide 'Media-Saturn & METRO Accelerator Roadshow powered by Pirate Summit' through five cities will start in late May (exact dates to be announced shortly). It will give interested young entrepreneurs a chance to introduce themselves in five-minute presentations. The roadshow, which will also feature keynotes in its programmes, will be stopping off in Hamburg, Berlin, Vienna, Cologne and Munich. Applicants should note that it takes more than just a good idea to qualify for SPACELAB. In order to participate, they also need a minimum viable product and a complete start-up team, and to be relevant to the consumer electronics retail market.

Following the closure of the application period, about 20 candidates will be chosen. They will then be examined more closely at the Pre-Accelerator-Days – a series of workshops in Munich involving about 100 mentors and representatives of Media-Saturn and its partners starting in early June. Once the results have been weighed up, SPACELAB along with the partners and mentors will decide together with the participating start-ups which firms will ultimately enter the accelerator programme.

The selected start-ups will receive financial investment from Media-Saturn. They will also move into the SPACELAB premises in Munich in June for twenty weeks, where they will undergo training in areas such as market research, brand development and PR. Moreover, they can develop joint pilot projects with Media-Saturn and negotiate long-term partnerships. The programme will conclude with Demo Day in late September, when the firms can showcase themselves to investors in the start-up world.

For more information about SPACELAB, the partner companies and mentors, please visit [www.ms-spacelab.com](http://www.ms-spacelab.com).

## **About Media-Saturn**

*Media-Saturn is Europe's leading digital commerce company for consumer electronics and related services. The Media-Saturn Group sees itself as a partner, daily companion and navigator in the fascinating yet increasingly complex digital world. Media-Saturn and its portfolio of formats and brands flexibly respond to the needs of different customer groups and countries. Apart from fronting the Media Markt and Saturn brands, which comprehensively network their some 1,000 fixed-location stores with online sales platforms, the Media-Saturn Group operates online pure players such as redcoon and iBood as well as the digital entertainment platform JUKE. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. A subsidiary of METRO AG, in 2014/15 the Media-Saturn Group and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion. To find out more, please go to [www.media-saturn.com](http://www.media-saturn.com).*

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