



## Strategic partnerships with start-ups: **Bosch starts “Digital Breakthrough Challenge”** Drive forward digital solutions with start-ups

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- ▶ Bosch Power Tools seeks to find innovative start-ups for digital solutions
- ▶ New services should offer added value beyond the tool for users

Leinfelden – With the “Digital Breakthrough Challenge”, Bosch Power Tools is launching an innovation contest: the division is focusing on strategic partnerships with start-ups to jointly expand its business with digital products and services. At the heart of the contest are solutions that create added value for users that goes beyond the mere provision of the right tool. “We are looking for start-ups with groundbreaking digital solutions in our business area. With these partners, we want to shape the digital future of the industry together,” says Henk Becker, Chairman of the Board of Management of Robert Bosch Power Tools GmbH.

### **Bosch Power Tools seeks to find start-ups in three areas**

The innovation contest resolves around digital products and services in three areas: DIY and garden, trade businesses and large construction sites. In the DIY and garden sector, the focus is on digital solutions that help do-it-yourselfers and garden lovers to realize their projects. The second category centers on digital offers designed to solve typical problems in the day-to-day work of trade businesses and thereby contribute to increasing the efficiency of the enterprises. In the area of large construction sites, Bosch Power Tools is looking for start-ups that wish to change the construction industry with their digital service: The main focus is on how projects on a construction site can be carried out as efficiently and safely as possible. “Our goal is to develop digital solutions and services that put our users at the very center. We want to accompany do-it-yourselfers through their entire project, support tradespeople in their daily work, and on construction sites we want to make a significant contribution to simplifying tasks and making them more efficient,” explains Andreas Leinfelder, Manager of Strategic Business Development at Bosch Power Tools.

## **Bosch Power Tools focuses on start-ups with innovation contest**

The innovation contest will start in March 2020 and the application deadline is May 3, 2020. In the course of the “Digital Breakthrough Challenge”, the most promising start-ups will be assigned experienced mentors who accompany and advise them. The final will take place in July 2020 in Stuttgart. Six selected finalists will then present their solutions to Bosch experts and management. For each of the three most promising companies, up to 15,000 Euros is planned as a starting budget. This serves to validate the selected solutions and lay the first foundations for future cooperation. “We are excited about innovative solutions! We are looking forward to breaking new ground with start-ups and creating exciting projects,” says Andreas Leinfelder.

More information on the “Digital Breakthrough Challenge” can be found at <https://challenge.bosch-pt.com>.

**Press photos:** #959052, #2958387, #2958232

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*The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, power tool accessories and measuring tools. In 2018, its roughly 20,000 associates generated sales of 4.6 billion euros, about 85 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. In 2019, Bosch Power Tools will again launch more than 100 new products onto the German market in its four business segments power tools, accessories, measuring tools and garden tools.*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 403,000 associates worldwide (as of December 31, 2019). According to preliminary figures, the company generated sales of 77.9 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is “Invented for life.” The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 72,000 associates in research and development.*

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