



## **Free Start-Up Tickets for MLOVE Confestival Berlin: MLOVE has announced its Mobile Start-up Competition**

**Berlin, May 30 2012** –MLOVE is announcing its start-up competition for this year's European MLOVE ConFestival, set in a glorious castle south of Berlin from June 27 - 29, 2012.

The most promising and innovative five start-ups will receive free tickets to MLOVE ConFestival 2012 and be invited to present their company on stage to the audience of mobile influencers, innovators and investors.

MLOVE stands for disruption, innovation and inspiration and the judges will be looking for start-ups that reflect these values. Cool new apps, or disruptive new mobile services should all apply. The competition is open to companies worldwide that have risen less than \$2 million (€ 1.5 m) and were founded after January 1, 2011.

MLOVE ConFestival has been described as “the best Mobile event” by WIRED, ‘anything other than a usual tech conference’ and a ‘TED for Mobile’.

The jury includes Ralf-Dieter Wagner (Senior Executive at Accenture), Gabriella Draney (Executive Director of Tech Wildcatters), Marguerite Imbert (Editor in Chief, Venture Village), Peter Borchers (Head of hub:raum the new incubator of Deutsche Telekom), Mike Butcher (European Editor at TechCrunch). Andrew J Scott, a serial mobile entrepreneur based in London and San Francisco will be the host of the competition.

“With the start-up competition and the overall program, MLOVE fosters opportunities for mobile start-ups by exposing the best to media partners and the VC community, an eclectic speaker list, a very engaged audience and a lively and surprising agenda in a magic castle,” stated Harald Neidhardt, Founder of MLOVE.

The MLOVE event is a highly interactive format that focuses on collaboration, sharing of ideas and an engaging ideation session called Future Cubes. Speakers will include Jessi Baker (Designer at TBWA/Being), Conrad Fritsch (Founder and CEO of tape.tv), Björn Woltermann (VP Emerging Technologies at Deutsche Telekom), Marc Curtis (Co-Founder and Chief Client officer at Fjord) and Emma Kaye (Founder and CEO at Bozza).

“Mobile is changing our future and how we interact with entertainment, advertising, mobility and many more aspects of our lives. These new opportunities for start-ups and enterprises alike are brought together at the MLOVE ConFestival,” added Neidhardt.

Startups should apply at the official Website – the deadline is June 16:  
<http://www.mloveconfestival.com/europe/2012/> or contact [launch@mlove.com](mailto:launch@mlove.com)

For more information, the developing speaker line up and tickets registration, visit [www.mloveconfestival.com](http://www.mloveconfestival.com)



## About MLOVE

The **MLOVE ConFestival** brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders. The event exposes the mobile industry to the best minds outside of Mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better.

The MLOVE tribe was founded in 2008 and started grass roots with an international group of “mobile passionistas”. MLOVE’s goal is to **stimulate new ideas** and thinking which you can apply to your life, your business and to inspire others.

**Global Events** [www.mloveconfestival.com](http://www.mloveconfestival.com)

MLOVE ConFestival Europe, Berlin, June 27-29, 2012  
MLOVE ConFestival Asia, Tokyo, Japan Fall of 2012

*“The MLOVE ConFestival 2011 cemented its reputation as a ‘TED for Mobile’ by spoiling attendees by three days of inspirational talks and workshops”* stated Will Samson, Editor at Contagious Magazine.

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