

Press release

Berlin, August 7, 2024

EaVy Charging and Reduco win German round of INNOVA Europe competition for sustainable entrepreneurship

EaVy Charging and Reduco are the German national winners of INNOVA Europe, a competition for ambitious entrepreneurial students and alumni from top European business schools. The Europe-wide competition targets early-stage and minimum viable product (MVP) ideas that have the potential to create significant social and environmental impact, thereby fostering innovative solutions that support the United Nations Sustainable Development Goals (SDGs). The two teams will travel to Paris for the grand final between all national winners at STATION F on September 26.

The MVP stage winner EaVy Charging is led by ESMT alumnus Paulo Cruz together with Luís Tato and João Cruz. The startup provides advanced DC fast charging hubs for electric vehicles in urban environments. The system optimizes charging sequences for up to 10 parking spaces, ensuring high utilization rates and seamless user experience without on-site waiting times.

Founded by ESMT Berlin students Caroline Baltrusch and Hendrik Stotz, early-stage project Reduco aims to provide a comprehensive energy efficiency service for institutional property owners and managers. Their Software-as-a-Service (SaaS) platform integrates cost-effective measures to reduce CO2 emissions in residential buildings, increase property value and reduce utility costs for tenants.

INNOVA Europe includes teams from top business schools across the continent: Aalto (Helsinki), EDHEC (Paris), ESMT (Berlin), IE (Madrid), Imperial (London), Kozminski (Warsaw), KSE (Kyiv), Polimi (Milan), and UCD (Dublin). In Paris, the national MVP winners will compete for €20,000 and a year's incubation, while the early-stage winner will receive €5,000.

More detailed information about INNOVA Europe may be found [here](#).

About INNOVA

INNOVA Europe is the leading European academic competition for sustainable innovation. It was founded by three of Europe's leading business schools: ESMT Berlin, Polimi Graduate School of Management (Milan), and EDHEC Business School (Paris). This competition aims to provide a platform for ambitious students and alumni from top European business schools to showcase their entrepreneurial talents. The focus is on early-stage and Minimum Viable Product (MVP) stage ideas that have the potential to drive significant social and environmental impact. By fostering innovative solutions, Innova Europe supports the advancement of the United Nations Sustainable Development Goals (SDGs). The competition is made possible by the support of BNP Paribas and its transformation hub BivwAk!.

About ESMT Berlin

ESMT Berlin is a leading global business school with its campus in the heart of Berlin. Founded by 25 global companies, ESMT offers master, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education with the right to grant PhDs and is accredited by AACSB, AMBA,

EQUIS, and ZEvA. It is committed to diversity, equity, and inclusion across all its activities and communities. [esmt.berlin](https://www.esmt.berlin)

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