



## **Incubator Project Flying Elephant launches first innovative concept batch with a focus on content and media technology**

- **The Berlin-based incubator Project Flying Elephant launches first startup batch**
- **Supporting innovative concepts for digital content and media technology**
- **Eight startups participating in the program**

Berlin, 19 October 2015 – Project Flying Elephant, incubator of early-phase investor WestTech Ventures, is launching its first media and media technology batch in October. The incubator offer is targeted at male and female founders of startups with innovative concepts for digital media formats and technology, who are interested in further developing their own products and solution approaches for new media concepts and technology with the first round of financing. Eight teams of founders made it through the selection processes and will now be supported over the next four months in getting their new media formats and technologies off the ground.

From the eight startups that made it onto the program, four of them, [12K](#), [link.fish](#), [mealy](#) and [SHNUPS](#) are companies that fuse media and technology. The remaining four startups – [Deine Korrespondentin](#), [Labiotech](#), [ROSEGARDEN](#) and [Veggie Love](#) – are focused on content. Project Flying Elephant will invest up to 50,000 EUR in the startups and will provide office space, mentoring and workshops in fields such as marketing, personnel, strategies and technology issues.

“With Project Flying Elephant, we want to support relevant topics, authentic concepts and new technological approaches in the media sector and contribute to innovation in this field”, said Masoud Kamali, founder of WestTech Ventures and initiator of Project Flying Elephant.

Project Flying Elephant is an incubator with two main points of focus: On the one hand, the purely technology-oriented program that launched in 2014 and the recently launched media-oriented program. Latest information on Project Flying Elephant is available on the website: [www.projectflyingelephant.com](http://www.projectflyingelephant.com), on [Facebook](#) and on [Twitter](#).

The participating startups are:

### **12K**

- 12K collects relevant information from expert media by means of data mining and launches a product that makes it easier to discover, understand, and follow trends.
- [www.12k.co](http://www.12k.co)

### **link.fish**

- A bookmark manager that understands the content of saved websites.
- [www.link.fish](http://www.link.fish)

### **mealy**

- A cooking app for high-quality food-blog recipes with individual recipe recommendations.
- [www.mealy-app.com](http://www.mealy-app.com)

### **SHNUPS**

- The platform for hashtags.



- [www.shnups.com](http://www.shnups.com)

### **Deine Korrespondentin**

- A digital magazine that tells inspiring stories from and with women from all over the world.
- [www.deine-korrespondentin.de](http://www.deine-korrespondentin.de)

### **Labiotech**

- Leading digital magazine about the European biotech industry.
- [www.labiotech.eu](http://www.labiotech.eu)

### **ROSEGARDEN**

- Independent lifestyle and social magazine.
- [www.rosegarden-mag.de](http://www.rosegarden-mag.de)

### **Veggie Love**

- Ahead of the relaunch of the existing online magazine about vegan life, from eco fashion to natural cosmetics.
- [www.veggie-love.de](http://www.veggie-love.de)

### **About Project Flying Elephant:**

Project Flying Elephant was founded in 2014 by WestTech Ventures with a focus on Deep Tech. In 2015, Project Flying Elephant launched a second program with a focus on media and media technology. With the two programs, Project Flying Elephant aims to support male and female founders of startup ideas who want to reinvent the market with innovative ideas. The teams benefit from an angel investment in return for a small minority investment, office space, individual mentorings and workshops in the fields of marketing, strategy, human resource and technology. More information can be found on the Project Flying Elephant website [www.projectflyingelephant.com](http://www.projectflyingelephant.com).

### **About WestTech Ventures:**

WestTech Ventures is a technology-oriented early-stage investor in Berlin. Its focus is on topics such as software engineering, B2B, SaaS, mobile services, media and technology. WestTech Ventures has a portfolio with over 20 investments covering Delivery Hero, Iversity, Styla and TestObject. With its incubator, Project Flying Elephant, WestTech also supports teams in very early stages.