



Future Unicorn Award nominee

IWROBOTX is nominated for DIGITALEUROPE's Future Unicorn Award

IWROBOTX has been selected by DIGITALEUROPE – Europe's largest trade association representing the digitally transforming industries – as one of the 17 nominees for its annual Future Unicorn Award.

"This year's impressive shortlist of the most brilliant scale-ups across Europe clearly shows that our continent has the potential to lead on digital innovation" said Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE. "Yet we know that [scaling up remains hard in Europe](#), and that this drives our best talents and companies to leave Europe. Fostering one European market and eliminating regulatory fragmentation is key to help these great innovators to grow in Europe. It is our only way to reverse this trend."

The Future Unicorn Award celebrates Europe's most promising tech scale-ups

Running for the fifth year in a row, the Future Unicorn Award celebrates scale-ups from across Europe that have the potential to become the future European tech giants. The shortlist is compiled in collaboration with DIGITALEUROPE's [national trade associations](#), representing the digital and technology sector in 29 European countries.

This year, 17 truly inspiring companies from 14 European countries were shortlisted. The nominees come from a variety of sectors, including digital health, smart mobility, e-learning, aerospace and more.

The winner will be announced by Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth, on 3 February 2022 at DIGITALEUROPE's flagship conference [Masters of Digital](#).

What this means for IWROBOTX

IWROBOTX is founded in 2018 in Turkey. The company develops revolutionary Artificial Intelligence (AI)-based automation, Autonomous Systems and Image Processing (IP) solutions for the marine industry. IWROBOTX developed the world's first sea cleaning Vessel(Doris) with a vehicle autonomy level 5 in 2020.

Digital transformation is about more than technology - it's about people. The near future of marine industry belongs to our today's skills. Digital transformation and automation in the shipping industry is resulting disruptive changes to ship design, operations, and manning that aim to enhance safety, efficiency, and the environmental sustainability of maritime logistics. The impacts include the changing role of IWROBOTX on-board and the strategies required to engage IWROBOTX in their transition from traditional shipping to autonomous and smart shipping.

IWROBOTX wants to proceed digitalization of the marine industry for EU countries.

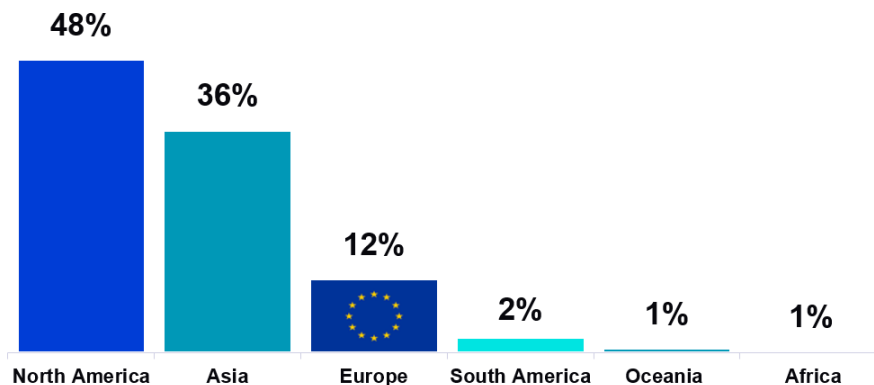


Why European unicorns matter

“Unicorns” are scale-ups valued at over one billion dollars. In the modern economy, digital companies get exponential advantages as they scale, as their economic value also rises. Unicorns are usually a good indicator of who will likely become a future tech giant.

The Future Unicorn Award is a great opportunity to showcase aspiring European scale-ups that have the potential to become future unicorns, highlighting that Europe has what it takes to become a digital leader. Today, approximately [12% of the world's unicorns](#) are based in Europe. While this is a significant growth compared to only 6% in 2014, it is nowhere near enough. DIGITALEUROPE has set a goal for Europe to become home to at least 25% of world's unicorns by 2025 among [its success indicators](#) for digital leadership.

Europe is home to only 12% of the world's unicorns



Source: [CB Insights, 2021](#)

It is time for Europe and Turkey to develop a dedicated strategy to empower digital scale-ups. We have the potential to drive entrepreneurship and innovation to the next level, and consolidate a truly Digital Single Market where more and more companies can thrive.

About DIGITALEUROPE

DIGITALEUROPE is the leading trade association representing digitally transforming industries in Europe. We stand for a regulatory environment that enables European businesses and citizens to prosper from digital technologies. We wish Europe to grow, attract and sustain the world's best digital talents and technology companies. Our membership represents over 35,000 businesses who operate and invest in Europe. It includes 93 corporations which are global leaders in their field of activity, as well as 39 national trade associations from across Europe.

1. Overview

Running for the fifth year in a row, the Future Unicorn Award celebrates scale-ups from across Europe that have the potential to become the future European tech giants. The shortlist is compiled in collaboration with DIGITALEUROPE's [national trade associations](#), representing the digital and technology sector in 29 European countries. 17 companies, including yourselves, have been nominated for the award, out of which 3 finalists will be selected (by the jury of NTAs).

The winner will be announced at [Masters of Digital](#), on 3 February 2022 by Mariya Gabriel, Commissioner for Innovation, Research, Culture, Education and Youth. Masters of Digital is DIGITALEUROPE's annual flagship conference, bringing together stakeholders from industry and policy to discuss and debate the key trends and issues in the digital world. At the 2022 edition, we have the pleasure of welcoming President von der Leyen and Executive VP Margrethe Vestager, as well as Commissioner Gabriel as keynote speakers. You can view the full agenda [here](#).



2. Timeline

- **9 December 10 AM** – announcement of 17 shortlisted companies on DIGITALEUROPE's channels and via press release
- **December 2021** – creation and distribution of social media assets
- **3-23 January 2022** – promotion of nominees on DIGITALEUROPE's channels
- **24-28 January 2022** – announcement of finalists
- **3 February 2022** – announcement of winner at Masters of Digital conference

3. Links and resources

- Masters of Digital website: <https://mastersofdigital.org/>
- Register for the conference: https://eu-ems.com/register.asp?event_id=4631
- Future Unicorn Award webpage: <https://mastersofdigital.org/future-unicorn-award/>
- DIGITALEUROPE's Twitter channel: <https://twitter.com/DIGITALEUROPE>
- DIGITALEUROPE's LinkedIn channel: <https://www.linkedin.com/company/digitaleurope/>

4. Contact

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