

## **Trickstar Business Award – Winner**

### **Jurystatement**

Pathbreaking, clear-sighted and equipped with a unique vision on a creative as well as on the business level – were some of the characteristics of the submissions to this year's Trickstar Business Award.

We, the jury, had the pleasure of reviewing and discussing ten high-quality projects and company submissions, ranging from exciting new ideas on how to develop successful business models for AR and VR systems to the creation of entire entertainment and teaching universes by using multimedia-based distribution channels.

It is a special distinction for the award winner that given this very strong competition, the jury was able to reach a unanimous decision on the winner of the Trickstar Business Award 2019.

*CoboStories* is an interactive teaching and learning universe APP that allows teachers and pedagogues to create stop motion movies and digital books with children and pupils. The tool supports teaching in a creative process and is based on the 21st century learning skills as well as the "4 C's": Creativity, Critical thinking, Collaboration and Communication.

*CoboStories*, developed by the Danish media house *Copenhagen Bombay*, impressed us not only with an exceptionally well-developed and scalable business model but also with a great product that we would like to promote and support.

We particularly admire *CoboStories'* mission to tackle a socially relevant issue by offering children a playful approach to digital media which encourages creativity through a unique combination of digital and physical tools. There is no doubt in our minds that Sarita Christensen and her team will lead *CoboStories* to its deserved successful future.

The Jury:

Jens Gutfleisch

Marc König

Dieter Krauß

Solveig Langeland

Dittmar Lump

Gabriele M. Walther