



Gothenburg 18/05/2017

## Zifra winner of JCE Accelerator Award in Venture Cup West regional final 2017

**JCE Group instituted together with Venture Cup the JCE Accelerator Award in 2016 as part of the Venture Cup West regional competition. This years' price was awarded to the start-up Zifra.**

JCE Accelerator Award is instituted by JCE Group together with Venture Cup as part of the Venture Cup West regional competition. The criteria for winning the award is that the business model is very clearly scalable and that there is clear potential for fast profitable growth in a short time horizon.

The price of 50 000 kr was awarded on May 18 during the Venture Cup West regional final at Auktionsverket Kulturarena in Gothenburg.

There were numerous start-ups competing and after screening the applicants, three finalists presented their idea to a jury where Zifra stood out as the winners:

*Zifra has an exciting business idea in a high potential market. The idea was compellingly presented with strong arguments of the customer need and the commercial potential. The team convinced the jury of their technical and business competence and the credibility of their idea. Moreover, the idea is scalable and has the potential of growth in many interesting adjacent segments.*

Zifra is a start-up company which designs and develops hardware within information security. The first product that will be launched is a memory card that provides on-the-fly encryption at the source. In order to learn more about Zifra, please visit their website <https://zifra.tech/>.

If you are interested in learning more or compete in next year's competition, please visit Venture Cup's website <http://www.venturecup.se/>.



Sofia Karlsson from JCE Group handed out the JCE Accelerator award to Zifra at Venture Cup West regional final

Photos: Venture Cup Sverige

**JCE** is a second generation family owned investment company with operations in Scandinavia, Europe and North America. The business focus is on owning and developing a diverse portfolio of companies with a Northern European base but with international growth potential. Our investments are divided into the following three areas: JCE Industries, JCE Investments, and JCE Real Estate & Others. For more information about JCE, see [www.jcegroup.se](http://www.jcegroup.se).