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UNOFFICIAL ENGLISH TRANSLATION

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Scaling solutions

Historical start-up interview, including the original 2021 turnover forecast and founder details. These describe the company at publication in 2020. The archive cover uses 11/2020 for the month; the article identifies issue 6/2020. Original publisher artwork, logos and advertisements are retained in their original language.

START-UP OF THE MONTH

PRESENTED BY
**VISION
VENTURES**
www.vision-ventures.eu

Scaling solutions

How was your company founded, and what do you want to achieve?

Drawing on our experience at Cretec, Vision Online and SVS-Vistek, Cretec Cybernetics uses machine-vision and robotics technologies to scale automation and quality-assurance solutions further. A network of international resources and customers enables us to provide directly on site the good service that local and international companies expect today.

Which questions will your products answer?

How can a work step or handling process make visual quality inspection more reliable and efficient, either automatically or in cooperation with people? How can solutions combining industrial machine vision, robotics, control technology and plant engineering still be tailored as much as possible to different tasks and markets while using standard technologies? How should operation be designed to provide a good user experience, especially for complex subjects? How do we find and evaluate the right balance between traditional machine-vision tools and modern AI?

What makes your company unique?

The European spirit. Our technological agility, our ability to think across disciplines and to discuss, clarify and implement our customers' challenges on equal terms. We speak a variety of languages, have capabilities distributed across continents and, by combining our talents, are exceptionally well connected with technology and people - in our customers' interests and with the enthusiasm of the founders of this project.

www.cretec-cybernetics.com



Cretec Cybernetics founders (left to right): Andreas Schaarschmidt, Alexander Trebing, Joel Hurley and Jaume Fontanella

Cretec Cybernetics GmbH / S.L.

Location, country

Büdingen, Germany / Barcelona, Spain

Founded 2020

Founders

Alexander Trebing, Joel Hurley, Jaume Fontanella, Andreas Schaarschmidt

Employees 16

Annual turnover 2021 plan: EUR 2.5 million

Shareholder / VC partner

ViTeCom, A. Schaarschmidt