



Augsburg Startup Wins Corporate Digital Responsibility Award

Augsburg, January 30, 2025 – The Augsburg-based startup TelemetryDeck has secured first place in the CDR Award in the category of Data, Privacy, and Security. CTO and Co-Founder Daniel Jilg accepted the award on January 29 in Berlin. The prize is awarded by Bayern Innovativ GmbH and the German Association for the Digital Economy (BVDW e.V.).

First Place in the Category of Data, Privacy, and Security

The award ceremony, held at the Bavarian Representative Office in Berlin, was a high-profile event featuring various workshops and a diverse program, offering excellent networking opportunities. The presentation of awards across four categories was the highlight of the evening.

The jury emphasized the broad applicability of the solution, which is particularly relevant for many businesses today. The project sends a **strong signal for responsible data protection**, according to the press release from **Bayern Innovativ**, dated **January 30, 2025**.

„We are incredibly honored to receive this award. From day one, we have aligned our business actions with our personal values and convictions. Even today, we take the time to critically assess and refine specific topics and decisions. This recognition is a fantastic reward.“ – Daniel Jilg, Founder and CTO of TelemetryDeck

In addition to the visibility gained through the award, **TelemetryDeck** receives the **CDR Award seal** for its corporate website, access to the **CDR community in the DACH region**, and **tickets to various industry conferences**.

From the Rocketeer Festival in Augsburg to the Bavarian Representative Office in Berlin

The **CDR Award** was presented for the **third time**, jointly organized by **Bayern Innovativ GmbH** and the **German Association for the Digital Economy (BVDW e.V.)**. The award aims to showcase **projects that demonstrate digital innovation and social responsibility** to a wider audience.

Lisa Figas and Daniel Jilg first learned about the award at the **Rocketeer Festival in Augsburg**, which takes place every April, and decided to submit their application.

„Especially in times like these, it is crucial for companies to take a stand. As entrepreneurs, we bear significant responsibility and should communicate more openly about the values that guide our decisions every day. An award like this helps us articulate these values even more clearly.“ – Lisa Figas, Founder and CEO of TelemetryDeck

The founding team frequently takes a stand on **social and political issues** and uses their reach on various social media platforms to raise awareness about **the societal importance of privacy, the role of women in business, and the dangers of political extremism**.



What's Next for the Startup?

In **2025**, the **TelemetryDeck** founding team will focus primarily on **expanding sales operations** and is already working with a **strong pipeline** of **renowned national and international companies**. **Figas and Jilg** are also **expanding their team** and **adapting the TelemetryDeck software** to better suit the needs of **large enterprises**.

In **December 2024**, **TelemetryDeck** surpassed **8 billion data points**. More than **4,500 apps and websites** worldwide already use the software for **analytics**, with most customers coming from the **United States**, actively seeking a **privacy-friendly solution**.

On **February 18-19**, the startup will participate in the **MedTecSUMMIT** hosted by **Bayern Innovativ** in **Nuremberg**.

Lisa Figas and Daniel Jilg are available for **interviews**. More information can be found at <https://telemetrydeck.com/>.

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Daniel Jilg, CTO and co-founder of TelemetryDeck, received the CDR Award in the Data, Privacy and Security category in Berlin on January 29. Photo: Private

About TelemetryDeck

TelemetryDeck is a **software solution** that is integrated into apps via an **SDK (Software Development Kit)**. This enables the **collection and analysis of data points** to measure user activity within the app. What sets **TelemetryDeck** apart from existing providers is that all data remains **completely anonymous**. It is **mathematically impossible** to identify individual users. As a result, the **analytics software does not fall under GDPR regulations**, as no **personal data** is processed. **TelemetryDeck** also serves as an **alternative** for companies that **prefer not to send data to corporations like Google and Facebook**.