

FOR IMMEDIATE RELEASE

Demenish from Denmark wins the AT&T Excellence in IT Award

Secondary school team wins the award at the JA Europe Company of the Year Competition for schools across Europe



- [Demenish](#) a students' start-up from Denmark won the 'AT&T Excellence in IT Award', at JA Europe's 28th [Company of the Year Competition](#).
- JA Europe's 'Company of the Year Competition' celebrates the best 200+ young entrepreneurs across 36 countries in Europe.
- The 'Excellence in IT Award' from AT&T recognises the student team that demonstrates innovative and creative use of ICT and long-term vision or sustainable goals for business development.
- Demenish develops, configures and distributes tablets with built-in software designed to support dementia patients and their families in the management of their care and well-being.

Brussels, Belgium, 13 July 2017 – Demenish has excelled in the IT category, showing a fantastic IT innovation-driven concept, in addition to a strong business potential demonstrated by its sustainability, viability and scalability.

This is the second year JA has awarded the "AT&T Excellence in IT Award". The award recognises the student company that demonstrates the best technological innovation drive and strong business potential.

Over 200 students gathered in Brussels between 11-13 July to celebrate the top mini-companies from across Europe. 37 student-teams competed as part of JA Europe's flagship JA Company Programme, which gives them an opportunity to set up and run a real business.

Demenish aims to help people suffering from dementia. They develop and distribute tablets with built-in software designed to alleviate symptoms of dementia. Their product aims to advance dementia research by recording data for statistical analysis.



In addition to cognitive stimulation the product aims to assist worldwide dementia research by recording data for statistical analysis. The development of their 'BrainTab' product has required extensive coding, collaboration and cloud technology allowing them to adopt a software as a service business model.

Learning to run a company from top to bottom, the JA Company Programme students create and market real products and services. The success of the programme is largely due to the wide support from business volunteers, who act as mentors, offering expert advice to the students. Collaboration between education and business are essential to closing the gap between classroom theory and real-world challenges. In the 2015-2016 school year, more than 317,000 students across 40 countries in Europe participated in the JA Company Programme.

AT&T and JA Europe are working together to equip young people in 8 countries with the skills they need to get a job or start a business. As part of AT&T Aspire, the company's signature philanthropic initiative, AT&T is supporting entrepreneurship and employability programmes which focus on building competences that help participants move into the workforce with a clear competitive advantage. Through more than 100 employability and entrepreneurship programmes, the collaboration reached over 4,700 students in 2016-2017. 260 AT&T volunteers mentored the young participants, sharing their expertise and offering key insights

Peter Daly, Vice President, Global Service Management, AT&T, said: *"Congratulations to Demenish; we are impressed by the innovative way they have used technology to help people with dementia."*

Caroline Jenner, CEO for JA Europe, shared: *"Collaborating with leading companies such as AT&T enables us to develop entrepreneurship and employability programmes, helping students to understand the relevance of what they are studying in school. Thanks to AT&T volunteers, students get insights from experts in the field and the mutual give-and-take is a big part of the learning process."*

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About [JA Europe](http://www.jaeurope.org)

About JA Europe (www.jaeurope.org) JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.5 million students in 40 countries in 2016. JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way. JA Europe is the European Regional Operating Centre for JA Worldwide®.

About Philanthropy & Social Innovation at AT&T

AT&T Inc. is committed to advancing education, strengthening communities and improving lives. Through its community initiatives, AT&T has a long history of investing in projects that create learning opportunities; promote academic and economic achievement; or address community needs. The company's signature philanthropic initiative, AT&T Aspire, drives innovation in education to promote student success in school and beyond. With a financial commitment of \$400 million since 2008, AT&T is leveraging technology, relationships and social innovation to help all students make their biggest dreams a reality.



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