

## **PUBLIC Deutschland becomes *Possible*: From GovTech pioneer to innovation consultancy for the public sector ecosystem**

- The GovTech consultancy PUBLIC Deutschland will be called Possible in future.
- This also expands the range of services: Previously known primarily for programmes for networking between start-ups and public administration, the company is now positioning itself as a comprehensive strategic innovation consultancy for the public sector ecosystem. The offering is aimed not only at the public administration itself, but also at the private sector, from corporations to start-ups.
- PwC Germany is an investor and strategic partner of Possible. The auditing and consulting firm is thus expanding its range of innovation consulting services for the public sector.
- Even after years of diverse efforts, the digitisation of public administration in Germany is not yet at an internationally competitive level. Possible is helping to develop positive momentum with digital innovations. In doing so, Possible aims to encourage both public sector users and the start-up scene to actively exploit the benefits of collaboration towards a successfully digitalised state. To this end, Possible provides ideas, develops strategies together with its customers and is an implementation partner for innovative projects relating to the digital transformation of the public sector.

**Berlin, 19.2.2024** — The GovTech consultancy PUBLIC Deutschland is now called *Possible*. The renaming reflects the company's expanded range of services compared to when it was founded in 2019. While PUBLIC Germany focussed on the GovTech sector at the time and primarily promoted networking between start-ups and public administration, the team is now positioning itself as a broad-based innovation consultancy for the public sector ecosystem - under the new name *Possible*.

**Nils Hoffmann, Managing Director of *Possible*** and former Managing Director of PUBLIC Germany, explains the new name: *"The belief in successful digitalisation in the public sector has almost been lost - both in public perception and in the administration itself. With Possible, we are starting to restore this belief. If we want to set a new pace in Germany, we need a comprehensive, strategic and product-orientated approach to digital transformation. Possible inspires and empowers its customers to do just that."*

*Possible's* services are aimed both at the public sector itself and at private-sector companies that want to work with the public sector. The team of administrative experts, strategy consultants, tech enthusiasts and researchers offers a wide range of services, from strategy development for innovation and transformation topics in the public sector ecosystem to the implementation of individual measures such as accelerator programmes and start-up challenges.

Possible has gained **PwC Germany** as a strategic partner and investor. The auditing and consulting firm is thus expanding its existing innovation consulting services for the public sector. **Prof Dr Rainer Bernnat, Partner and Head of Public Sector**, commented on the investment: *"PwC is one of the most*

*established players in public sector consulting. Possible complements our range of advisory services with innovative approaches from the GovTech and start-up scene. Our strategic collaboration is therefore a logical development for both sides, bringing together the best of both worlds. We are therefore delighted to support the Possible team on their journey and to realise innovative projects for our clients together."* As part of PwC's investment, the startup marketplace GovMarket, a previous joint venture between PUBLIC and PwC, will also be integrated into the new company.

The majority shares in the new company will be transferred from the British PUBLIC Group (former owner of PUBLIC Germany), to the active management of *Possible*. **Viktoría Grzymek, Head of Operations & Ecosystems**, comments: *"We are very pleased about the trust PwC has placed in us and our work. The partnership enables us to operate independently and still utilise the advantages of a partner like PwC, including an established network and an extensive pool of experts. This gives us an optimal starting point for our further growth."*

The two teams from PUBLIC Germany and GovMarket already have numerous references from projects with public authorities, tech companies and start-ups. For example, they have been running **GovStart**, Europe's leading accelerator programme for start-ups in the public sector, since 2019, have implemented start-up challenges with the **Hessian Ministry of Economics (HMWEVW)**, among others, which have resulted in successfully awarded contracts, and have been the main cooperation partner of the **Handelsblatt GovTech Summit** for several years. Other clients include the **Federal Ministry of Food and Agriculture**, the **German Society for International Cooperation (GIZ)**, the **Federal Network Agency**, the **Federal Foreign Office**, **Google Cloud** and the public IT service providers **Dataport** and **Bitmarck**.

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