

MindMeister wins Innovations Award 2008

Date: 04.04.2008 - 12:28

Category: [IT, New Media & Software](#)

Press release from: [Codemart GmbH](#)



Munich-based software company Codemart was awarded the Innovation Prize 2008 of the SMB Initiative for its web-based mind-mapping tool MindMeister (mindmeister.com). The program – which runs in any standard web browser without the need for any local installation - enables users to create, manage and share mind maps online and access them anytime, from anywhere.

The IT Innovation Prize is part of a nationwide initiative in Germany to recognize and promote those new software solutions which are best suited for use in small to medium-sized businesses. Every year since 2004, the Initiative SMB has been using the world's largest consumer electronics trade show CeBIT in Hanover, Germany to select and announce winners in a number of categories. The independent selection panel consists of IT experts as well as representatives of the SMB Initiative and members of the press. With over 1,600 entrants, this year saw a record number of applications, from which MindMeister was chosen as the Web 2.0 solution providing the most value for an SMB.

MindMeister brings the concept of mind mapping to the web, using its facilities for real-time collaboration to allow truly global brainstorming sessions. It is best suited for teams between 5 to 100 people, whether in the entire company or in departments. Especially users in small to medium-sized organizations frequently require simple means of communicating and sharing data with their colleagues without having to buy expensive, bloated and old-fashioned license software packages.

By adopting a Software-as-a-Service (SaaS) approach, MindMeister can be used without any installation or maintenance expenses or other upfront costs. The attractive pay-per-month model guarantees highest possible control of costs and is usually around or less than \$100 per month for a typical SMB organization. Together with other "Office 2.0" tools, such as Google Docs or Basecamp, the solution presents a modern, very cost-efficient and powerful productivity suite for small to medium-sized businesses.

“The simplicity of the solution as well as the clear end user benefits convinced us“, said Prof. Dr. Carsten Felden, professor for Information Economy and Business Informatics of the Technical University Bergakademie Freiberg at the reward ceremony at CeBIT.

“Besides high usability, innovation was one of our key design goals when developing MindMeister, so we're really proud of this special award“, said Till Vollmer, co-founder and CTO of Codemart. “We hope to be able to use the marketing support of the SMB Initiative to make the benefits of modern collaborative software tools like MindMeister transparent to more users, especially in smaller sized organizations.“

Codemart GmbH
Verena Betten
VP Marketing
Humboldtstrasse 10
85609 Aschheim-Dornach
Tel +49 (0)89 12135359
Fax +49 (0)89 18921347

About Codemart

Codemart is a privately held software development company specializing in highly usable web applications, mainly built on the Ruby on Rails technology. Our team of skilled nearshore developers provide top quality services at attractive rates. Committed to the “less is more” principle, we think that in software, like in most things, simplicity is the key to success.

[You can find this press release here](#)