



The ESA Business Incubation Centre in Darmstadt, Germany, was founded in 2007 and is managed by Centrum für Satellitennavigation Hessen (cesah). The centre offers business start-up support as well as technical expertise in different space related areas, and in particular in satellite navigation, data systems, software systems and navigation test environments.

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## RoadAtlas

Your personal road trip planner a gfnork UG (haftungsbeschränkt) project



[Website](#)

**Founded in 2014 by**

- **Qiong Wu**
- **Patrick Wieth**

## Incubation period

05-09-2014 to 31-12-2015



space solutions

## About RoadAtlas

Simply let us know about your trip and route preferences and we show you a travel route with awesome new places that fit to your personal interests.

## Contact info

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## The challenge

With Real Trip the company gfnork develops an application that takes user-defined parameters, such as destination, start time, travel duration and personal preferences for attractions – and automatically generates an optimised route based on these input

parameters.

- Aggregation of Location Based Data & context for customer suited route recommendation
- Usage of mobile satellite navigation technology helps users find interesting places on the road
- Development of an algorithm for route generation based on user preferences
- Inclusion of hotel recommendations improves user convenience and allows for monetization

## **The solution**

Gfnork UG is hosted at ESA Business Incubation Centre (BIC) Darmstadt, run by the German company cesah. This has provided the opportunity to consult ESA experts who have supported with technology insights and ideas to improve the system.

In addition, especially the support provided by cesah in relation to general business activities has been very helpful.

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