

PRESS RELEASE

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Hungarian success in the international space industry: HolistiCRM's AI solution reaches the Top 3 at INNOspace Masters 2026

HolistiCRM's "SpaceFlow Swarm Mobility Intelligence" AI solution has been selected among the top projects of the Mercedes-Benz car2space Challenge — the only Hungarian company among the winners.

Budapest-based artificial-intelligence company HolistiCRM has reached the top three of the Mercedes-Benz car2space Challenge at INNOspace Masters 2026 with its "SpaceFlow Swarm Mobility Intelligence" solution. INNOspace Masters is the international innovation competition organised by the German Space Agency at DLR in cooperation with ESA, Airbus, Mercedes-Benz and OHB; this year's edition was the most successful to date, with 313 submissions, 864 participants and 38 countries represented. HolistiCRM is the only Hungarian company among the winners.

A competition that connects space and terrestrial industries

Under the motto "Engage on Earth, Unite in Space," INNOspace Masters aims to connect the space sector with terrestrial industries and to encourage the flow of technology between them. This year's edition featured six challenges — run by DLR, ESA BIC, ESA BA, Airbus, Mercedes-Benz and OHB — including the Mercedes-Benz car2space Challenge, which sought breakthrough solutions at the intersection of mobility and space. The winning teams competed at the Winner's Pitch in Bonn (30 June – 1 July); the exact rankings and the competition's Overall Winner will be announced on 12 November 2026 at the final gala in Berlin.

The cross-sector power of artificial intelligence

At the heart of SpaceFlow is artificial intelligence: the swarm-intelligence-based solution brings together terrestrial and space data in a single, real-time decision layer. According to HolistiCRM, this is precisely where the true power of AI lies — in its cross-sector application. When an AI method proven in one sector is transferred to another, innovation accelerates, development risk drops, returns increase, and new capabilities emerge that would not have arisen in either industry alone.

The company's own solutions illustrate this. HolistiCRM's flagship product, BeSpatial.AI, was developed in collaboration with the European Space Agency (ESA) and uses models built on satellite Earth-observation data to help companies focus their marketing and sales resources on areas that resemble the neighbourhoods of their best customers. Space technology thus creates tangible value in everyday business — exactly the cross-sector logic that INNOspace Masters represents.

"The car2space result proves that Hungarian artificial intelligence has a place among the world's best," said Csongor Fekete, Founder and Managing Director of HolistiCRM. "We believe the real power of AI lies in cross-sector application: when solutions proven in space or Earth observation

are transferred to mobility, commerce or finance, innovation becomes faster, cheaper and more reliable. We are proud to help put Hungary on the map."

A track record of international recognition

This is not HolistiCRM's first international recognition. The company was named by ISTARI.AI — a German technology firm that analyses the websites of more than 20 million companies every month — as one of the ten most innovative AI companies in the region, and Microsoft CEO Satya Nadella wrote about the company's machine-learning-based e-commerce recommendation engine on Microsoft's platforms. In 2024, founder Csongor Fekete won the "Adaptive Business AI Grand Prix" at the European Milestone Business Awards gala in London, and the company received the "Business Champion of the Year" recognition in the Business AI category at the Hungarian Business Awards the same year. In 2023, HolistiCRM was also a Business Excellence Awards winner. The company has additionally been a partner in the European Space Agency's (ESA) business network for years, developing AI solutions based on Earth-observation data.

About HolistiCRM

HolistiCRM is a Budapest-based consulting and technology company specialising in artificial intelligence and machine learning. Its founders bring two decades of AI experience; to date the company has delivered 136 custom AI solutions across 23 countries and six industries — banking, insurance, e-commerce/retail, manufacturing, energy and the space sector. Its solutions span from marketing and sales through Earth observation to sovereign AI infrastructure. More information: holisticrm.com

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