

# etventure HIGHLIGHTS



## OUR FOUNDER & CEO PHILIPP HERRMANN IN WIWO TOP 100 RANKING

### Wirtschafts Woche

The German business news magazine Wirtschaftswoche has examined which people drive the German internet business and “who will define the technological development

of the internet sector”. In May 2012, it published its ranking of the 100 most important internet heads in Germany.

etventure is delighted that Philipp Herrmann, founder and CEO of etventure Seed Investments GmbH, was selected as one of the top leaders.



## FROM THE MANAGEMENT

Dear friends and partners,

With these etventure Highlights, we want to inform you about our recent progress and our plans for the future.

Since the end of 2010, we have worked hard to bring our vision of etventure to life: to develop an innovation company that uses the latest methods from Silicon Valley to test new business ideas in the mobile and online space and develops them into scalable business models.

In 2011, we financed our first product cohort with our investors, which has been rapidly developed

since then. At the same time, we have established our corporate business service, in which we test innovative ideas for high-profile companies and develop them into business models for the future. We owe our recent success particularly to our team of more than 25 extraordinary employees, our partners, and our customers, who make the etventure approach a reality every day – thank you!

We hope that you will enjoy reading our etventure Highlights!

*Christian, Philipp und Philipp*

## INHALT

- WiWo Ranking.....01
- From the Management .....01
- etventure Facts 2012.....01
  
- kundenapp .....02
- recoward .....02
- buypackaging.....02
  
- etventure business ignition.....03
- 360report .....03
- Innovation Workshop for World Economic Forum .....03
  
- Philipp Herrmann Stanford.....04
- 123rate.....04
  
- etventure Offices and Team ...05
- Legal Information.....05

## ETVENTURE FACTS 2012



**25+**  
employees



**12+**  
products  
in development



**200+**  
test users

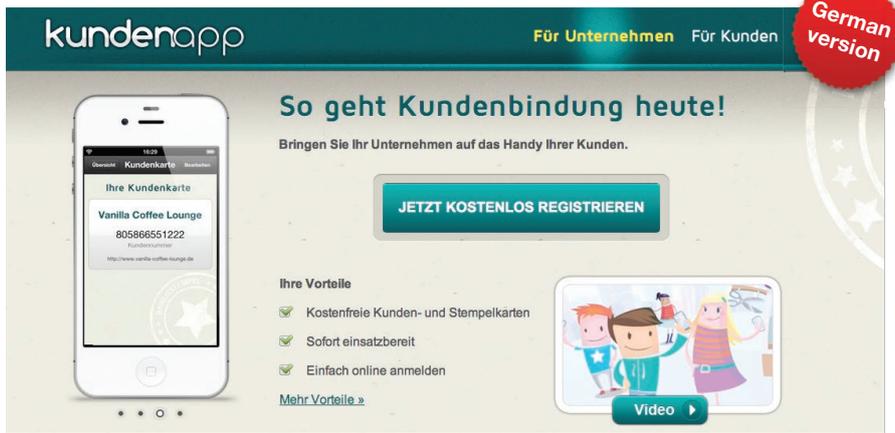


**3**  
offices



expected turnover  
in 2012:  
**€ 2.5 million**

# KUNDENAPP: CUSTOMER RETENTION GOES MOBILE



For more information and product video, visit [www.kundenapp.de](http://www.kundenapp.de)

With kundenapp, traditional stamp cards and customer cards go mobile. Merchants who rely on these classic customer retention instruments can use kundenapp to react to the growing smartphone penetration among consumers. And it gets even better: once customers use kundenapp, merchants are able to send direct messages to their mobile phones - a new form of communication for many small retailers! kundenapp can be set up straight away without any technical difficulty. The use of stamp and customer cards is free and only sending messages is subject to charges.

Consumers have advantages, too: Instead of having to carry around (and frequently forget!) several cards, they have all cards in just one app. In addition, they are always up-to-date when their favorite stores offer special deals.

### Mobile solution with vision

kundenapp is an innovative customer relationship solution with a broader vision than just stamp and customer cards. The product roadmap includes feedback tools, mobile payment functionalities, and other POS interactions between customers and merchants.

### Experienced management team

The kundenapp team has extensive management experience and proven expertise in establishing and developing new companies. In May 2012, Hendrik Ette took over as Entrepreneur in Residence, and he is using his startup development experience and sales background in the German retail environment to drive forward the market rollout. Hendrik is assisted by the Head of Marketing, Wibke Lies, Lead Product Manager, Jens Böhm, and an eight-member team responsible for marketing, sales, product, and design.

### More than 100 customers in the first three months

Since the launch of the beta phase in June, kundenapp has attracted numerous companies and is now used by more than 100 businesses from a very wide range of industries, including gastronomy, cosmetics, clothing, hairdressing, games, and events. In September, kundenapp will be represented at the IBA, the largest baking trade fair in the world, in order to test the sales channel and gain more customers in the baking sector. Our objective for the next three years is to gain more than 50,000 corporate customers.

# RECOWARD

## Consumers as a sales and marketing channel

recoward is an online and mobile couponing solution for both stationary retail outlets and service companies.

The concept uses consumers as an innovative sales and marketing channel.

At present, continuous user tests and intensive product development work are running in parallel.

The first market test is planned for autumn 2012.

[www.recoward.com](http://www.recoward.com)

# BUYPACKAGING

## The world's first sourcing platform for packaging material

Buypackaging is an online platform for purchasing industrial packaging material.

The online solution will improve the purchasing process significantly and resolve existing "pain points" for market participants.

This platform will be launched in September 2012 and will initially focus on film material.

The product will enable purchasers to issue national and international invitations to tender without any significant setup cost.

For suppliers, the product will provide new opportunities to benefit from international demand for film, and it will lower the costs of submitting offers.



[www.buypackaging.com](http://www.buypackaging.com)

## ETVENTURE BUSINESS IGNITION AS ENABLER FOR CORPORATES

In late 2011, etventure business ignition was launched in Berlin under the aegis of Dr. Christian Lüdtkke. Its objective is to make the Lean Startup approach accessible to corporates and thus allow them to leverage etventure's structured creation, development, and testing process in the online and mobile space.

continuous real market tests (minimum viable product method). So right from an early phase, the market potential of every business idea is continuously assessed and improved using concrete user and purchase data. Only if test results are successful, further investments are made, enabling the company



Promoting innovation is a CEO task and essential for maintaining competitive advantages long-term. Many companies have highly promising business ideas and innovations which represent great value for these companies. At the same time, organisations often find it difficult to pursue these opportunities dynamically, effectively and in a goal-oriented manner - and to implement them in practice. etventure business ignition addresses and solves this dilemma.

### Innovation methods from the Silicon Valley

Using the latest innovation methods, etventure identifies customer needs that have not yet been addressed and derives concrete business ideas (design thinking method). These ideas are then translated into concrete products, launched as prototypes within a few weeks, and are then subject to

to follow a financially highly effective path (lean startup method).

etventure business ignition provides its business partners with both its entrepreneurial expertise and its existing IT development and testing resources, with the ultimate goal to identify highly promising business approaches and to realize them dynamically and cost-effectively.

### First customers very pleased with the "business ignition solution"

Early this year, we were able to gain some prominent customers, including the publishing company VNR-Verlag (Verlag für die Deutsche Wirtschaft AG).

Six existing business ideas of the publishing company are currently transformed into concrete products and tested on the market.

## 360REPORT

### Simple and cost-effective sustainability reporting

360report is an online platform that enables small and medium-sized businesses to issue sustainability reports simply and cost-effectively.

The platform meets the three most important international sustainability standards: Global Reporting Initiative (GRI), United Nations Global Compact, and ISO 26000. It is highly standardized and provides an innovative question-and-answer logic concerning ecological, social, and economic factors.

Operating managers can produce their reports even without prior knowledge about sustainability and virtually without having to enter any free text.

The report is automatically issued as a Word and PDF document and can be used immediately. At the present time, there is no comparable way of simplifying reports.

We will introduce the first pilot version in autumn 2012.

[www.360report.org](http://www.360report.org)

## INNOVATION WORKSHOP FOR THE WORLD ECONOMIC FORUM

### Philipp Herrmann led an innovation workshop in the Silicon Valley

On July 26, Philipp Herrmann, founder and CEO of etventure, led an innovation workshop for the Young Global Leaders of the World Economic Forum. The workshop was held in the prestigious d.school at the Stanford University in the Silicon Valley, and its core subject was the development of user-centred business ideas through design thinking methods.

## PHILIPP HERRMANN COMPLETED HIS MBA AT STANFORD



Philipp Herrmann, founder and CEO of etventure, successfully completed his MBA at Stanford University. Philipp completed this program as part of his etventure activities in the Silicon Valley, where he continuously developed our business approach.

### Training as innovation expert

Philipp focused on innovation, entrepreneurship, and startup building. Among other things, he had the honour of being one of just a few people selected to take part in the so-called d.leader training. This is a training program for innovation experts at the d.school in Stanford, who advise organisations in the Silicon Valley and beyond on innovation and design thinking.

### Numerous innovation projects

Philipp realized numerous concrete innovation projects – both for etventure and for external companies in the Silicon Valley. In doing so, he used state-of-the-art innovation methods: design thinking, lean startup and empathic

prototyping.

His projects concerned a range of subjects, including mobile payment (e.g., Facebook-enabled management of personal finances), gaming (e.g., cooperation with the SF Giants and Oakland Warriors concerning mobile in-venue gaming), and social networking. Finally, Philipp conducted an innovation project on video communication via Smart TV for one of the largest chip manufacturers in the world.

### Innovation pioneers, startup experts, and VCs

In retrospect, Philipp was greatly enriched not only by his activities, but also by the people with whom he came into contact or even directly collaborated in his projects. These include innovation pioneers and startup experts as well as venture capitalists and search fund investors.

We consider ourselves fortunate that etventure will be able to leverage the knowledge, experience, and contacts from Philipp's unique time in the Silicon Valley.

## 123rate

### Simply Feedback!

Everyone knows that store owners, service providers, and lecturers want qualified feedback to help them optimize their performance. Yet few people will give their honest opinion on site.

To address this issue, we have developed 123rate. 123rate makes it possible to obtain feedback quickly and simply: it can be requested, given, and received in a matter of seconds. It is free of charge and has been available for online and mobile use at [www.123rate.de](http://www.123rate.de) since October 2011. During the development phase, potential users were continuously surveyed, and the findings were integrated into the product development. The subsequent market test was supported by multifaceted marketing and sales actions, such as e-mail, direct mail, social media and direct sales. Today, more than 1,000 companies and individuals use 123rate. We have also learnt from the findings of the 123rate project for our other projects. For instance, we benefited from the 123rate results when developing kundenapp, as they helped us optimize both product development and customer appeal.

123rate



Peters Café has requested your feedback on Peters Café

1

Your overall rating



2

What did you like?

very good service

3

What could be better?

Enter bullet point

For more information and product video, visit

[www.123rate.com](http://www.123rate.com)

# THE ETVENTURE TEAM

## MUNICH



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Sales



Maximilian Forstner  
Social Media

## BERLIN



Christian Lüdtkke  
Founder, CEO



Hendrik Ette  
Entrepreneur in Residence



Hardy Nitsche  
Entrepreneur in Residence



Alexander Franke  
Senior Manager Business Development



Ayhan Kocak  
Senior Product Manager



Florian Krumb  
Associate



Francesco Kirchhoff  
Product Manager

## HAMBURG



Philipp Herrmann  
Founder, CEO



Tobias Kimmig  
Senior Product Manager



Corinna Köster  
Product Manager



Jens Böhm  
Junior Product Manager



Sandra Hamer  
Accounting and Finance



Michael Asshauer  
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Taro Hildebrand  
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