



etventure HIGHLIGHTS

etventure
from idea to business

KEY TOPICS

- Seven-digit funding for etventure Start-up Portfolio 2013 (p.2)
- Two new start-ups: crowdhunter & Office Balance (p.2/3)
- etventure solves the execution problem (p. 4)
- etventure worldwide on tour (p.5)

WELCOME

Dear Business Partners and Friends,

With the following highlights, we want to give you a taste of the latest developments at etventure – as usual, there is plenty to report!

In the second quarter of 2013, we achieved an important milestone: the successful funding of our Start-up Portfolio 2013. This achievement enables us to test further exciting business models and establish them as start-ups in the next 12 months (see p. 2). The first market test for one of these start-ups – crowdhunter – was started just a few days after the funding had been secured, and it has already achieved excellent results (see p. 2). **We also have some very positive news to report about our Start-up Portfolio 2012.** For example, the start-up buypackaging achieved great market success in the first weeks after its official launch, and it is currently in the process of gaining more investors (see p. 2/3).

Likewise, all the signs point to growth for our business-building

activities with corporate partners.

Our team launched further existing projects on the market, including Office Balance, an innovative, smartphone-based solution for health and well-being at work (see p. 3). In addition, we started numerous new innovation projects with new corporate partners, and they are currently progressing rapidly through the various phases of our highly focused business-building process (see p. 4).

Finally, in accordance with our mission of promoting the innovation industry in Germany, we have continued to be very actively involved in industry and politics beyond our core business. We were part of the Silicon Valley delegation of the German Federal Minister for Economics and Technology, we participated in several innovation discussions at the European level, and we shared our spirit and expertise with young entrepreneurs in several keynotes and workshops (see pages 5/6).

We hope that you enjoy reading more!

Philipp, Philipp, Christian, Alexander and Wibke

ETVENTURE FACTS Q2/2013



30+
employees



10+
products
in development



10+
products
launched



600+
user tests



4
office locations

buypackaging

123rate

crowdhunter

spaces

SHOP MONITORING

PROFI ANTWORT

one sustainability

freunde rabatt

kundenapp

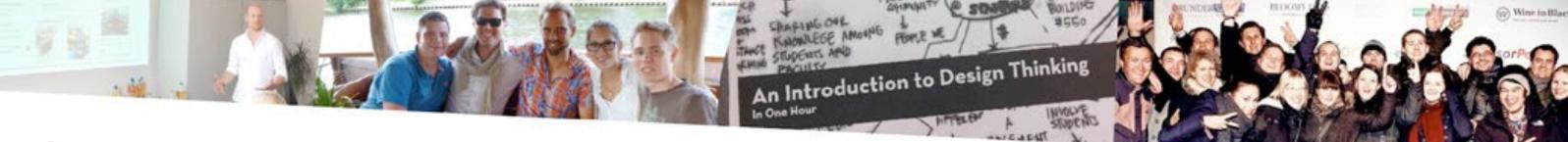
360report

contactinbox

ONLINE Sekretariat

meine FIRMEN WEBSEITE

Office Balance



SEVEN-DIGIT FUNDING FOR ETVENTURE START-UP PORTFOLIO 2013

Eighteen months after the closing of the Start-up Portfolio 2012, etventure has successfully funded the Start-up Portfolio 2013. Within just eight weeks, a seven-digit sum in euros was raised for four start-ups. "We are very happy and proud that we were able to close the funding round after such a short time. In addition to our main investors from 2012, we were able to gain new investors from Switzerland," says Björn Wettergren, General Manager of etventure in Switzerland. With the funding in place, etventure has already started working on the four business models.

First project started

The Start-up Portfolio 2013 focuses on the markets for HR, professional networking, productivity and family/children.

The first project, the innovative job recommendation platform called 'crowdhunter', has already been launched within just a few weeks. After very positive results during the initial user testing phase, the first platform version recently went online (for more information, see the crowdhunter article below). The other projects are still in

stealth mode and will be successively tested and launched on the market.



Broad etventure portfolio

The Start-up Portfolio 2013 follows the Start-up Portfolio 2012 after just eighteen months. The latter consists of four new business models, of which three have shown strong market performance and two have already received follow-on funding from external investors. Together with the new projects for 2013, etventure holds now eight own start-up projects – not considering the numerous corporate projects. The entire etventure team is already passionate about the new business opportunities and is very much looking forward to bringing the related models to market.

<http://bit.ly/12QlvIO>

360REPORT

The success story continues: the software solution received the GreenIT Award

Six months after its market launch, numerous companies have already put their trust in 360report, the software-as-a-service solution that enables companies to compile a certifiable sustainability report within a few days.

In March, the software received the Initiative Mittelstand IT Innovation Award in the GreenIT category. More than 4,900 companies competed for this coveted distinction.

Expanding the product portfolio

In July, a second product was added to the product portfolio: the 360report CO₂ report, which enables companies to compile a CO₂ report quickly and easily in accordance with the Greenhouse Gas Protocol. The user can upgrade to the 360report sustainability report at any time, and all recorded data will be transferred automatically. So the CO₂ report offers an ideal first step towards a comprehensive sustainability strategy.

New cooperation partners

The 360report partner network is also continuously expanding. 360report is now in close cooperation with numerous consulting partners, including Stakeholder Reporting, one of the most renowned sustainability consultants in Europe. So a comprehensive service is guaranteed for all sustainability issues that may arise for companies.

CROWDHUNTER: THE "CROWD" AS HEADHUNTERS

PRÄMIE 2.800€

Jetzt vermitteln ▶

Sales Manager
Vollzeit, München/Berlin

etventure

Als Sales Manager begeisterst Du neue Kunden von unseren innovativen Produkten und trägst maßgeblich zu deren Wachstum bei. Deine Aufgabe ist die eigenständige Übernahme...
[Mehr >](#)

PRÄMIE 500€

Jetzt vermitteln ▶

Marketing & Verkaufsförderung
Praktikum, Köln

WB | V

Als Praktikant im Bereich Marketing & Verkaufsförderung bekommen Sie tiefe Einblicke in die Arbeitsabläufe unseres Unternehmens und lernen den Schnittstellen...
[Mehr >](#)

Examples of job advertisements and rewards on the homepage

crowdhunter is one of the four funded start-ups of the Start-up Portfolio 2013. This job recommendation platform turns everyone into a headhunter and provides a completely new way for companies to find candidates whom they would never have discovered otherwise.

Rewards provide incentives

Companies insert jobs on the

crowdhunter website and offer an individual reward for each job. Whether they are students, employees, managers or freelancers, anyone can now suggest suitable candidates for the position advertised. If the company appoints one of the candidates, the relevant headhunter will receive the promised reward, and the company will have a new top employee.

read more on the following page...





Rapid and lean project start

After positive market feedback in the first testing phase, the real market test was launched in mid-June – just three weeks after the project launch – and the first jobs and rewards were presented on the crowdhunter website. The outcome was extremely positive: just five Facebook posts led to more than 20 qualified candidates being recommended for one job within two days. “Even in this early phase, we can already see that the reward mechanism that turns every recommender into a headhunter is working,” says Philipp Greulich, who manages crowdhunter

as an entrepreneur. “This mechanism galvanises people to go further than a willingness to help others and recommend good candidates from their own field.” At a job fair in Nuremberg, the first customer contacts were made, and other valuable information was gained concerning pain points and needs.

In the coming weeks, the focus will primarily be on sales and the validation of the business model.

www.crowdhunter.com

BUYPACKAGING

Number of customers continuously increasing

The number of customers of buypackaging, the innovative tendering platform for industrial packaging film, has continuously increased since its launch in March. Now more than 100 companies are active users of the service. To date, buyers have realised average price margins of approx. 40% by publishing tenders on buypackaging. The tender volumes vary from 500 kg to bulk quantities of 70 t.

Presentation at FachPack

buypackaging continues to acquire new customers and sales agents. In September, for instance, it will have its own booth at FachPack, the international packaging trade fair in Nuremberg. The team is looking forward to meeting a broad audience and establish further important contacts.

Development at full speed

Supported by strong statistics, buypackaging has now started to prepare its follow-on funding round. Expectations are high: “We have a gigantic market before us, which does not end with packaging film,” says Per Eder, co-founder and CEO of buypackaging. Taro Hilderbrand, co-founder and Head of Sales, adds: “We will continuously expand our service portfolio by adding further packaging groups.”



24 - 26.9.2013 - Nuremberg, Germany

Please visit the buypackaging team in Hall 9, Booth 429

www.buypackaging.com

OFFICE BALANCE: THE INNOVATIVE APP FOR HEALTH AND WELL-BEING AT WORK



Examples of screens from the app

Developed jointly with experts

Office Balance offers a simple first step towards the promotion of employee health. The app was developed through intensive research in cooperation with nutrition experts and stress management specialists. Using simple exercises, Office Balance helps to prevent severe health problems, such as chronic neck and back pain, as well as psychological problems. Users of Office Balance learn how to improve their own ergonomics, to cope better with stress and pressure, and to improve their diets in specific ways.

Presentation at Corporate Health 2013

In April, Office Balance was presented for the first time at the Corporate Health Convention 2013 in Stuttgart. This convention provides a comprehensive annual market overview of innovative products and services in the fields of business health management, workplace ergonomics and prevention. The Office Balance booth received a great deal of interest from HR decision-makers over the two days of the convention. Since then, the app has already been downloaded more than 500 times by end users. Today, the first companies are making preparations to implement the paid version of Office Balance for their employees.

www.officebalanceapp.de

A new etventure business ignition project was launched in April in cooperation with Verlag für die Deutsche Wirtschaft AG: the new app Office Balance. Office Balance is an innovative smartphone app for health and well-being at work. It helps to prevent and counteract health problems that may arise in the work environment. “To achieve lasting stress reduction, it is generally necessary to change behaviour and attitudes,” says Gregor Wittke, qualified psychologist and stress management trainer: “New behaviour and attitudes only become habits with constant practice and then stress levels go down virtually by themselves. A smartphone app is a simple and effective way of achieving this process in a relaxed way.”

WE SOLVE THE EXECUTION PROBLEM



People always ask us: what exactly does etventure do? The answer is very clear: we solve the execution problem for new business ideas.

From idea to business

Companies and market experts with new business ideas frequently face a major challenge: even if they believe that their ideas have great potential and are innovative, it is often difficult to execute them in the real world. In many cases, these ideas get as far as the statement "That is a really good idea. We should definitely try it out." But why does that often fail to happen?

If companies or individual experts want to actually realize a business idea, they ought to put together a small team of entrepreneurs that must completely focus on immediately testing and implementing possible solutions on the market. Yet in many cases, this appears to be easier said than done. Even if the necessary budget is available, there is often a shortage of available, experienced and entrepreneurial employees who can work on it in parallel to day-to-day operations. So despite their potential, ideas are often left on the shelf for months and even years, until eventually they are lost altogether.

This is exactly where etventure comes into the picture. With more than 30 entrepreneurially experienced team members in Germany and more than 30 IT developers available abroad, etventure has the resources and the expertise to target the problem and solve it with high speed and focus.

Innovative ideas – executed rapidly and in an entrepreneurial way

For our partners, we immediately assemble a team to put business ideas to the test, using the latest methods from Silicon Valley. Before we start developing technical solutions, we use prototype techniques to identify the target group's relevant needs and problems. The tools that we use range from the simplest manual drawings to specially developed webpages, so-called landing pages. These are used to implement real sales pitches and advertising campaigns, thus enabling us to carry out informative initial acceptance tests – within a few days or weeks and for a limited budget.

So the idea sponsor and we can decide in the early stages whether or not to pursue the business idea further. If we decide in its favour, our teams develop and launch the first actually sellable product version within a few months. Thereafter, all the relevant marketing and sales channels are tested, and the business model is optimised through real sales, laying the basis for setting up a scalable operational company.

Setting up a new business

On the basis of the launched product and the sales and marketing results, we set up a new business, either as part of a company or as an independent start-up. And even after that final step, the etventure team can provide further considerable support for ongoing market-entry and growth processes, if needed. In short, if you have great

ideas, but are confronted with the execution problem: Just talk to us – we are ready to transform your business ideas into actual new business!

PHILIPP H. ATTENDS OBAMA'S SPEECH

Live at the Brandenburg Gate

On 18th and 19th June, Barack Obama came to Berlin for his first official visit to Germany as US President. In addition to his talks with various politicians, his programme included a speech in front of the Brandenburg Gate. Obama held his speech in front of a live audience of 4,000 selected guests – including Philipp Herrmann, founder and CEO of etventure, who was officially invited by Facebook and the US Embassy to take part in this exclusive event.

A unique experience

Philipp Herrmann was impressed by the historic setting and the euphoria of the people, and by Obama himself, probably the most powerful person in the world. Even if the speech itself only touched superficially on many subjects, Philipp considered it an absolutely unique experience.



US President Obama speaks in front of the Brandenburg Gate



Empathy Maps



Target group survey



ETVENTURE ON TOUR

From the start-up scene to EU events – etventure is always there.

Philipp Herrmann @ Hightech-Gründerfonds

Every year, the Hightech-Gründerfonds Family Day provides an important communication platform for portfolio companies, investors, business angels and experts. In May, Philipp Herrmann, CEO and founder of etventure, was among the guests invited, and he used the event as an opportunity to share experience, form partnerships and participate in workshops.

bit.ly/14NvYjX

Christian Lüttke @ Digital Agenda for Europe

Christian Lüttke, CEO and founder of etventure business ignition, took part in the conference Digital Agenda for Europe 2013 (DAE) in Dublin in July. There, among other things, he discussed the subject of innovation management with Neelie Kroes. DAE is one of the seven flagship initiatives of the Europe 2020 Strategy, and its objective is to promote sustainable, efficient and socially responsible growth in the internal digital market. The event was co-organised by the Irish EU Presidency, and its primary purposes were to revise and optimise the DAE.

<http://bit.ly/13rNgWM>



C. Lüttke at Agenda in Dublin

Philipp Herrmann @ Stiftung der deutschen Wirtschaft

Our CEO and founder, Philipp Herrmann, held the final keynote at this year's Founder and Company Forum of the Foundation of the German Economy in May. With the title, "Entrepreneurship Learnings from Silicon Valley", he spoke about the experience he gained during

his time in Silicon Valley and at Stanford University, highlighting key differences between the start-up scenes in the US and Germany. He also gave insights into selected methodologies and principles that enable entrepreneurs to become more successful.

bit.ly/14qqoot

Philipp Depiereux @ Biz Dev Afterburner at Wayra

In April, Philipp Depiereux, CEO and founder of etventure, gave the keynote speech at BIZ DEV Afterburner in Munich. Subsequently, he answered numerous questions and spoke with the audience. The event was hosted by TRADUM, the management consultancy, and Wayra, the incubator of Telefonica. With the motto "Get up to speed and lift off!", start-ups were given valuable advice on how to make their businesses successful.

bit.ly/12GBstp



P. Depiereux while his speech at Wayra

Philipp Herrmann @ Munich Media Days

The Munich Media Days will take place from 16th to 18th October. In accordance with this year's motto, "Mobile life: challenges for media, advertising and society", the current themes of the communications sector will be discussed. With numerous prestigious speakers, this event will be one of the definite highlights of the year. These speakers include Philipp Herrmann, etventure founder and CEO, who will take part in the podium discussion on the subject, "New founder era in Germany: can the Germans do Silicon Valley?"

bit.ly/15fOBiD

etventure is official partner of the World Publishing Expo

The World Publishing Expo will take place from 7th to 9th of October 2013 in Berlin. It is the leading exhibition for technology to publish news on tablets, mobile, in print and online. New business ideas, innovations, best-practices and strategies for the industry as well as new business models will be presented and discussed.

The World Publishing Expo and etventure heartily invite all start-ups and innovators to come to Berlin. We are looking forward to meeting you there! <http://bit.ly/12GdTWI>



FREUNDERABATT

Successful market launch

In the past weeks, freunderabatt, the new online recommendation system, has conducted various real market tests. It has gained its first paying customers from a very wide range of sectors – including gastronomy, beauty and wellness, and leisure.

First voucher campaigns

First voucher campaigns have recently become active and were distributed by end consumers. In the coming weeks, the team will gain key insights into the actual redemption behaviour of end customers and then decide where to lay the focus in the future. Additionally the team will now actively approach bigger retail chains as an additional customer segment.

www.freunderabatt.de

The screenshot shows the website interface for freunderabatt. At the top, there is a navigation bar with 'Startseite', 'Werde User & Registrierung', and 'Gutschein abrufen'. Below this, a large yellow banner advertises 'Gutschein-Aktionen schnell und gezielt verbreiten' with a '50€ STARTGUTHABEN' offer. A list of features includes: 'Kunden werben Kunden (Facebook & E-Mail)', 'Persönliche Empfehlung statt anonyme Werbung', and 'Faule Kosten, volle Transparenz'. There is a button for 'Kostenlos registrieren & Startguthaben sichern'. At the bottom, there is a footer with '© 2013 - Mail Anmelden' and 'Infos anfordern'.



PHILIPP HERRMANN ACCOMPANIED VICE CHANCELLOR TO SILICON VALLEY



P. Herrmann with P. Rösler before the flight to Silicon Valley

In late May, etventure founder and CEO Philipp Herrmann joined the official delegation accompanying the German Vice Chancellor and Federal Minister for Economics and Technology, Dr. Philipp Rösler, on his trip to the USA. The delegation spent three days visiting companies and taking part in events in Silicon Valley and spent one day in Washington, D.C..

Corporates and start-ups

The programme of the trip included visits to companies, exciting lectures, and networking with interesting entrepreneurs and investors. The delegation visited various companies, ranging from key players like Google, facebook, or Salesforce to start-ups like Jawbone or AdRoll.

As Philipp Herrmann himself had actually lived in Silicon Valley from 2010 to 2012, the networking events provided the opportunity not only to

get to know new inspiring investors and entrepreneurs, but also to re-connect with old acquaintances.

Inspiration for German start-ups

Even though Philipp Herrmann had already spent significant time in Silicon Valley and most things were not completely new to him, he considered the trip very valuable, especially for managers in the German start-up scene. He perceived the unique spirit of the trip, the creative exchange of ideas, and the networking opportunities with selected firms in the Valley as highly inspiring for all delegation members. It was a great experience for Philipp Herrmann to be part of this trip and a group of extraordinary entrepreneurs. He made various new and interesting contacts, and etventure is bound to work with some of them in future.

<http://bit.ly/16Qpq8y>

KUNDENAPP

More flexibility for retail

kundenapp, the mobile-based customer loyalty tool, is continuously reinforcing its position and approaching the vision of an integrated retail tool.

This smartphone app is now used at hundreds of points of sale, and since the end of March, with "Feedback2go", it has enabled users to retrieve customer feedback for specific, freely selectable categories and to analyse it on a site-specific basis.

New pricing modell

Along with the messaging function and the virtual stamp and customer card, "Feedback2go" is now marketed as part of individual fee-based modules. "Using this approach, kundenapp can be perfectly adjusted to the individual conditions of the relevant business," says Paul Smoletz, CSO of kundenapp. Other modules are currently being planned.

New CEO Thomas Lilie

Thomas Lilie has been appointed as a managing partner of kundenapp, and since June he has been energetically supporting the further expansion of the start-up. Based on his background in the software industry, he has numerous contacts to retail chains and major sales partners in the POS environment. Together with Paul Smoletz, he will ensure a focused rollout of kundenapp in further retail stores.



P. Herrmann tests Google Glasses



The delegation in front of the Golden Gate Bridge



www.kundenapp.de
www.feedback2go.de

THE ETVENTURE TEAM



ETVENTURE LOCATIONS

Munich Office

etventure Seed Investments GmbH
Sankt-Martin-Straße 53-55
81669 München
Phone: +49 89 32 29 92 90

Berlin Office

etventure business ignition GmbH
Rungestraße 20
10179 Berlin
Phone: +49 30 84 71 22 524

Hamburg Office

etventure Seed Investments GmbH
Königstr. 28
22767 Hamburg
Phone: +49 40 21 05 37 81

Zurich Office

etventure Seed Investments CH GmbH
Goldhaldenstrasse 18
8702 Zürich-Zollikon, Schweiz
Phone: +41 76 23 99 036

ETVENTURE AT KUNUNU



www.kununu.com

- ➔ Ranked #4 among the Top 10 employers in Germany in the field of consulting and services
- ➔ Ranked 5# among the most popular employers in Bavaria
- ➔ Particularly highly valued at etventure: distinctive team spirit and a high level of flexibility



OUR HIGHLIGHTS SO FAR INCLUDE



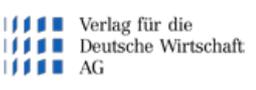
Expansion of funding focus and foundation of etventure Switzerland
 In February of this year, etventure Seed Investments CH GmbH ("etventure Switzerland") was founded, with Björn Wettergreen as its CEO.



Philipp Herrmann has a discussion with the German Federal Minister of Economics
 At UdL Digital Talk in Berlin, Philipp Herrmann discussed start-ups and their role for the German economy 1-on-1 with Dr. Philipp Rösler.



Successful follow-on funding of kundenapp and 360report
 November 2012 was notable for the follow-on funding of our start-ups 360report and kundenapp.



Successful cooperation with Verlag für die Deutsche Wirtschaft AG
 Verlag für die Deutsche Wirtschaft AG and etventure have been cooperating for a year and have jointly implemented six management board projects.

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etventure Seed Investments GmbH
 Barer Str. 48
 80799 München
 Phone: +49 89 32 29 92 90

etventure business ignition GmbH
 Rungestraße 20
 10179 Berlin
 Phone: +49 30 84 71 22 524

etventure Seed Investments CH GmbH
 Goldhaldenstrasse 18
 8702 Zürich-Zollikon, Schweiz
 Phone: +41 76 23 99 036

Email: info@etventure.com
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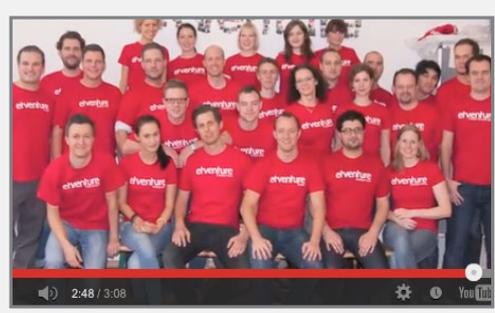


Person responsible for content:
 Philipp Depiereux

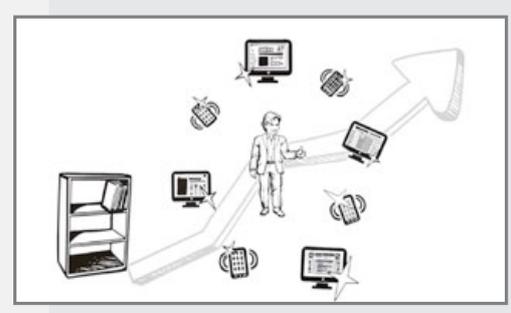
ETVENTURE VIDEOS



Interview with Gründerszene – German online magazine for company founders, start-ups etc.



etventure Annual Review 2012



etventure business ignition

ETVENTURE IN THE MEDIA – SELECTED CONTRIBUTIONS

ds etventure incubates companies' ideas, as well as its own
bit.ly/TR9UID

GRÜNDERSZENE UdL Talk in Base Camp – German Federal Minister of Economics, Dr. Rösler, with Philipp Herrmann
bit.ly/ZHlv5m

Frankfurter Allgemeine Hartmut Ostrowski invests in 360report
bit.ly/VEXUJE

MOBILBRANCHE.DE Rösler: Germany must "be a foundation country again".
bit.ly/10LQRhw

PERSPEKTIVE MITTELSTAND New solution for sustainability reports for small and medium-sized enterprises
bit.ly/URkrNw

boersenblatt.net Interview with Christian Lüdtkke – "Products that are as simple as possible"
bit.ly/13v9s2r

gastronomie hotellerie Digital customer loyalty promotion – the gastronomy sector is also exploiting this trend
bit.ly/XN5aQL

BAKO magazin Special offers on your mobile phone – Meyer/Stemmler Kundenbindung 2.0
bit.ly/U1ZCft

packaging journal First online platform for purchasing industrial packaging film
bit.ly/YribKD