

# etventure HIGHLIGHTS



Merry Christmas  
to all our friends and partners!

## GREETING FROM THE MANAGEMENT

Less than four months have passed since our last Highlights, and yet once again an unbelievable amount has happened in this short time. Our Seed business has exceeded our own objectives for 2012. The first two projects of this year's cohort, kundenapp and 360report, were so successful in testing in the nine months following the first Seed funding and subsequent product development phase that we have already been able to win new investors, and these projects have now become independent companies – an important milestone. Two more projects have also recently entered the market test phase and we can hardly wait to see their results! We have similarly had huge success in our innovative activities for companies. In 2012, over ten projects were launched in the incubation phase. While the majority of these projects have only gone into the development phase in the last four months, the first three

of these projects are already in the real market entry test phase. The results so far have been consistently positive. As a result, we are now developing and extending the first project as a new business, in cooperation with our corporate partner. Our great success has only been possible because we are fortunate to be working with so many talented and highly-motivated people. We know that our intensive innovation business demands a lot from our teams and are therefore even more pleased with their commitment and achievements – our heartfelt thanks go to you all! These thanks also naturally go to all our partners and investors who have made the fulfilment of our vision for 2012 possible.

We hope you have fun reading our Highlights!

**Christian, Philipp und Philipp**

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## ETVENTURE FACTS 2012



**25+**  
employees



**15+**  
products  
in development



**300+**  
user testings



**3**  
locations



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

## SUCCESSFUL FOLLOW-UP FINANCING FOR KUNDENAPP AND 360REPORT



Screenshot of kundenapp - loyalty stamp card

The theme for November 2012 was follow-up financing for the start-ups 360report and kundenapp. The founding teams led by Hardy Nitsche (360report) and Hendrik Ette and Paul Smoletz (kundenapp) were able to secure a six-digit financing sum for each both product within just nine months after starting product development and the first successful market tests.

### Investor group supports kundenapp in growth phase

In addition to the majority shareholder etventure and the current Seed investors, an investor group from North Rhine Westphalia has now also invested in kundenapp. "With our investment in kundenapp we would like to support the company in the next growth phase as they extend the sales structures and develop and implement further product features following their successful product validation on the market," said a spokesperson for the investor group. With the successful conclusion of this arrangement, the two entrepreneurs Smoletz and Ette feel that their path to becoming a leading provider of mobile POS

customer solutions is secure: "Following entirely positive market testing our mobile award system can now go full steam ahead into the next growth phase," said Ette, who is responsible for Product and Marketing at kundenapp. Smoletz, who is responsible for Sales and Finance, added: "After being able to impress one of the largest food retailers, plus several chains and small POS, with our current mobile loyalty and discount system, companies should feel that with kundenapp they have a competent partner at their side; this goes for other applicable future topics as well, such as Mobile Payment or local services."

### Hartmut Ostrowski invests in the 360report

With Hartmut Ostrowski on board, the start-up 360report has gained a prominent German manager as investor. The long-standing CEO of Bertelsmann AG has committed a six-digit sum to the online project, which uses an intelligent input system to enable companies to produce a sustainability report at the click of a button without prior



Hardy Nitsche, Hartmut Ostrowski, Philipp Depiereux closing the investment deal

## KUNDENAPP

### On course for success

Successful conclusion of the growth financing, consolidation of the management team and successful presentation at the world's largest baking trade fair, iba 2012 – the Smartphone-based marketing tool for retailers remains on course for success. Hundreds of POS in Germany and Austria now rely on kundenapp as a mobile customer loyalty tool, and the company's policy is confirmed above all by the successful conclusion of the growth financing. For the hot phase, the Sales and Marketing expert Paul Smoletz joined the team at the beginning of November as a new partner and entrepreneur. Paul will primarily be responsible for Sales and Finances for kundenapp. Part of the current kundenapp sales campaign is to attend relevant trade fairs to identify and speak directly to potential corporate clients and sales partners. For example, in cooperation with the sales partner Meyer/Stemmler, kundenapp was successfully presented at the iba 2012 in Munich in September. The packaging specialist from North Rhine Westphalia is also going full throttle to market kundenapp: within the last two months alone they have managed to obtain ten new registrations from baking chains. In order to maintain the kundenapp's strong market position going forward, a continual process of product development with regard to the product's uses will be stepped up and extensive marketing activity will be undertaken.



[www.kundenapp.de](http://www.kundenapp.de)



Screenshot of the 360report homepage

knowledge in just a few days. „The topic of sustainability is becoming increasingly important for the economy and society. Companies are facing increasing pressure from the supplier chain to disclose facts. 360report is the first product in the market to completely fulfil corporate requirements regarding simplicity, speed and cost,“ said Ostrowski. Hardy Nitsche, CEO and

Co-founder of 360report is pleased by the successful growth financing: „Now we can focus completely on developing the company and entering the market. In Mr Ostrowski we have not only found an investor, but a sparring partner who will be able to provide strong support with both his national and international experience.“

## SUCCESSFUL COOPERATION WITH VERLAG FÜR DIE DEUTSCHE WIRTSCHAFT AG

Interview with CEO Helmut Graf and Head of New Ventures Dr. Tanja Emmerling



H. Graf und T. Emmerling from Verlag für die Deutsche Wirtschaft AG in Berlin

Helmut Graf has been CEO with sole responsibility for managing Verlag für die Deutsche Wirtschaft AG in Bonn since 1998 and is responsible for the company's strategy and future business development. Dr. Tanja Emmerling manages New Ventures and Incubation and is responsible for overseeing the new business portfolio. Verlag für die Deutsche Wirtschaft AG and etventure have been working together for one year to implement six joint Management Board projects.

### What are the benefits of working with etventure?

Helmut Graf: Particularly in publishing, companies are

under pressure to develop new digital businesses and promote innovation. But even if publishers do have the necessary capacity and expertise in-house, these are usually committed to the core business, and sometimes further skills are needed that the publisher does not possess. With etventure, we have found a model for setting up new businesses externally whilst also participating very closely in their development. This guarantees a valuable transfer of knowledge to our core business and means that we, as a publisher, possess a very modern structure for implementing innovative businesses extremely quickly.

## 360REPORT

### Investment ready for launch

The launch of 360report, the Software-as-a-Service solution with which SMEs can produce sustainability reports that meet international standards easily, quickly and cheaply, is imminent. After beta programming was finished in the late summer 2012, numerous companies began testing the beta version of the software with an entirely positive resonance and their feedback contributed to the product's optimisation. The first full version is now on the starting blocks: the eagerly awaited launch is planned for this year. One thing has become clear, at least since winning a top investor: 360report has enormous potential, and even the long-term financing is secure. "2013 will be an exciting year for 360report", says CEO and founder Hardy Nitsche. "We are looking forward to getting off to a good start!" To make the market entry a resounding success and to achieve a strong market position, the focus for the coming year will be on strengthening and developing sales activities in particular, as well as developing the product technologically by integrating more features into it.



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

### What practical benefits does the cooperation bring?

Dr. Tanja Emmerling: As a “start-up specialist”, etventure provides an end-to-end solution from strategic advice and concept development through to technological implementation and launching the business idea. With this unique approach, both existing business ideas and those developed in cooperation with etventure can be developed, tested and rolled out efficiently and cost-effectively. etventure continually optimises the products and processes right up to the launch and provides all the resources we need. This generates speed in the new business without impacting negatively on the core business. etventure contributes to the success of the business and therefore guarantees sustainable business development. This is what distinguishes them so clearly from traditional agencies.

### What new business models can be expected?

Helmut Graf: It's going to be very exciting! We have already launched one product, the highly user-friendly - and therefore innovative - webpage generator Meine Firmenwebseite. At the Frankfurt Book Fair we presented our new service platform Profiantwort, which is due to go to the market testing phase by the end of 2012. Following successful market testing, we are also launching our Online-Sekretariat service at the end of January 2013. In addition, the launch of three more projects that are currently in product development is planned for February 2013. So we will have implemented all six ideas within 12 months of working with etventure. As we also have a plethora of other good ideas, we would very much like to continue our close cooperation in the coming year. We're looking forward to it!

**Thank you for the interview.**

## MEINE FIRMENWEBSEITE: THE EMERGENCE OF A CORPORATE PROJECT



Screenshot of the Meine Firmenwebseite homepage

Verlag für die Deutsche Wirtschaft AG has had the idea of developing a webpage generator for a while. Through user testing and competitive analysis, etventure has put together a package that could be realised within a few months and will enable the business model to be validated. What has been developed is a programme with which even the less Internet-savvy small and micro entrepreneurs, free-lancers or even associations with no prior knowledge will be able to create a professional website quickly and easily. A two-stage user test

with click dummies during product development ensured that the functions are relevant for the users and that using the programme is easy and intuitive. After a six month development phase, Meine Firmenwebseite was launched a good two months ago. Currently, etventure is testing different sales channels for Verlag für die Deutsche Wirtschaft AG, as well as measuring and evaluating the performance and scalability. Both partners have been very satisfied with the results thus far and can hardly wait for a successful year 2013.

## BUYPACKAGING

### Go-ahead for the beta phase

The go-ahead for the beta phase of the sourcing platform for buyers and manufacturers in the flexible packaging industry is imminent. The technical developments of buypackaging.com are currently in the final stages and the first beta tester has already been found.

buypackaging has also received a huge impetus from Per Eder, who has been leading the project since November 1, 2012 as Entrepreneur in Residence. His many years of experience in the start-up sector are beneficial for the development work on the B2B platform. Per is certain that “buypackaging has enormous potential and will significantly optimise the procurement processes for industrial packaging materials and solve many current problems in the industry”.

The beta phase will be used not only as a technical ‘reality check’ for the platform, but simultaneously as a means to provide a validation of the parameters and contribute to the product’s optimisation through relevant user feedback. As a technical extension, the sourcing of cardboard boxes will soon also be possible. The plan for the coming developmental phases is to integrate manufacturers of other packaging materials, so as to constantly expand the portfolio of products available on buypackaging.



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

## ETVENTURE ON TOUR



Philipp Herrmann at Wayra (Telefónica)

Over the last six months, our CEO and founder Philipp Herrmann has been called upon several times to act as an Innovation Coach and Start-up Mentor. His focus for this has primarily been on the topics of Design Thinking, Lean Start-up and Business Model Generation.

### Leading several Innovation workshops

The previous issue of etventure Highlights reported on his Innovation Workshop Young Global Leaders of the World Economic Forums in Silicon Valley. Since then Philipp has also been active at Wayra, Telefónica’s accelerator, where he led a workshop with first-time selection start-ups on Value Proposition and Business Models.

Another highlight has been his Design Thinking workshop at HackFwd, the accelerator of XING’s founder Lars Hinrichs,

where Philipp also worked as an expert consultant for selected startups.

### Global innovation project in London

Finally, Phillip will lead a two-day workshop in December for a large brand consortium in London. The workshop is part of a larger global innovation project and will be characterised in particular by radical prototyping and intensive testing with real customers „on the street“.

### Learning by Coaching

We are pleased that Philipp’s coaching and mentoring activities not only take our fresh approaches to innovation to the outside world, thereby inspiring other people and companies, but that he also brings back many new perspectives and ideas back into our etventure team.



Philipp Herrmann at HackFwd

## CHRISTIAN LÜDTKE IN CONVERSATION WITH NEELIE KROES



Christian Lüdtke with Neelie Kroes

Our CEO and founder Christian Lüdtke was extremely pleased to be able to discuss innovation management with Neelie Kroes, Vice President of the European Commission, as part of his activities for the “Digital Agenda for Europe”,

one of the seven Flagship Initiatives of the European “Agenda 2020”. “It is crucial for the success of new projects and entrepreneurs in Europe that the EU creates the right environment for success with political framework conditions,” said Christian Lüdtke. In her video “My pitch to Europe’s innovators”, Neelie Kroes explains: “What Europe needs now is change, disruptive innovation in every field, in every product and service and in every corner of our continent.” The EU should contribute to this with the three “Rs”– “Recognition”, “Resources” and “a decent set of Rules.”

## KUNUNU

### etventure is TOP Company on kununu

etventure was awarded the “TOP Company” seal of quality by kununu.com, the well-known online platform for employer and job ratings. etventure performs far above the average and belongs to the top 4% of the approx. 70,000 companies that have been evaluated on kununu. etventure ranks #7 in kununu’s top employers in Munich ranking. According to kununu, “TOP Companies” are those that see value in an authentic and transparent representation of their company as an employer, that care about the wellbeing of their employees and show that they are open to employee feedback. They engage in a critical evaluation of their own qualities as an employer and communicate with their own employees, as well as potential employees as equals.

etventure’s qualities as an employer were impressive and the company consistently received very positive ratings. In particular, the strong team spirit and high level of flexibility were highlighted.



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

## THE ROAD TO AN OPTIMAL PRODUCT: USER TESTING AT ETVENTURE



User testing on the street

The key to a successful innovation is that it fulfils actual market needs. To identify these and turn them into a marketable business model, etventure uses both qualitative and quantitative methods.

### Qualitative testing in an authentic setting

etventure focuses on real people in a real test environment. Thus one of our special skills is 'empathic prototyping', where the end users from the target group are confronted with simple product prototypes in a very early phase in

order to establish the market needs and product requirements.

### Quantitative tests for assessing the market potential

Quantitative tests also play a central role at etventure. For example, immediately after the value proposition has been identified, a dummy landing page is created and dummy acquisition activities are begun. The response data enables a very accurate assessment of the idea's actual potential to be made.

### Moving step by step towards the optimum product

Repeated test loops mean that the process gradually moves closer towards the actual product and the actual market entry techniques, until finally an initial marketable product exists, with which real sales tests can be performed and reliable, quantitative data can be gathered. In this manner, an optimal solution can be developed through an iterative development process whilst keeping the resources and the necessary capital investment to a minimum.

## ETVENTURE 2013 - AN OUTLOOK

We have again ambitious plans for 2013. Numerous projects in various stages of value creation are in the pipeline. Most of our projects in the development phase will already be able to go to the real market test phase to demonstrate their business potential in the first quarter. If the results are as positive as those of kundenapp and 360report, we will address the challenge of taking more new businesses into the next phase. This will be the opportunity for new etventure entrepreneurs, as future "rock stars", to take on the responsibility for real start-up development.

### New projects for 2013

The launch of several new innovation projects has already been planned for the beginning of 2013 and some of them will lead to actual product and business

developments by the middle of the year. These projects include those being developed and tested for companies and groups, and also once again those that are part of our own etventure start-up cohort. Those of our current team who are hungry for new action following the spin-off of the current cohort will be particularly pleased to hear this.

### Eager anticipation for the market entry of current projects

Apart from this we are very excited to find out how our little 'fledgling' start-ups kundenapp and 360report, as well as the corporate projects still in the business development phase, will take to the market. Here again, anything is possible!

## 123rate

### Web Monday at Otto

The feedback tool 123rate can be used online as well as on mobile phones and provides free, fast, simple and anonymous feedback. It has been on the market since October 2011. A current example of its use is Web Monday, an event that takes place regularly at the Otto Group. During this event, people were asked via posters and in the presentations themselves to use 123rate to provide subsequent feedback on the event. Many of the participants used the opportunity to provide qualified feedback via 123rate about the conference after it was over. This provided the speakers and organisers with a lot of specific suggestions, tips and points of criticism that they could use for improvements.

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

## ETVENTURE.COM

### Relaunch of the etventure homepage

The new, even clearer etventure homepage was published in October. All important information for companies, investors and other parties interested in etventure can be found here. This includes information on our achievements and competencies, as well as insights into the etventure approach regarding innovation, procedures, methods and concepts such as the "Lean Start-up" principle or the "Minimum Viable Product" approach.

etventure  
 What we do • Competences • Portfolio • About us • Contact

**We transform innovative ideas into scalable products and businesses**

Idea → Product → Business

For companies  
 For investors

**Our approach**  
 Our key competence is to identify, prototype and test innovative business ideas in the online and mobile space. For each successfully tested model, we launch a new venture - either as an independent startup or by creating new businesses within an existing company.

**News**  
 14.12.2012  
 Hartmut Ostrowski invests in etventure startup 360report

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

# THE ETVENTURE-TEAM



**Philipp Depiereux**  
Founder, CEO



**Wibke Lies**  
Senior Product & Marketing Manager



**Per Eder**  
Entrepreneur in Residence  
buypackaging



**Clemens Teubel**  
Screen Designer



**Simon Schnabel**  
Produktmanager



**Alexander Rossner**  
Partner



**Andrea Merk**  
Design



**Katharina Witt**  
Marketing & Sales



**Maximilian Forstner**  
Social Media



**Franziska Sauka**  
Design



**Alina Eckert**  
Marketing & Sales



**Aleksandra Vitanova**  
Marketing & Sales

## MUNICH



**Christian Lüdtker**  
Founder, CEO



**Philipp Herrmann**  
Founder, CEO



**Hardy Nitsche**  
Entrepreneur in Residence  
360report



**Alexander Franke**  
Senior Manager  
Business Development



**Francesco Kirchhoff**  
Product Manager



**Hendrik Ette**  
Entrepreneur in Residence  
kundenapp



**Ayhan Kocak**  
Senior  
Product Manager



**Silke Bierhals**  
Senior  
Product Manager



**Paul Smoletz**  
Entrepreneur in Residence  
kundenapp



**Alexandra Weiß**  
Business Development  
Manager



**Florian Krumb**  
Associate



**Daniel Richter**  
Senior  
Account Manager

## BERLIN



**Tobias Kimmig**  
Senior  
Product Manager



**Corinna Köster**  
Product Manager



**Wibke Ellinghaus**  
Marketing



**Taro Hildebrand**  
Graduate Trainee



**David Lojewski**  
Product Manager



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**Yusuf Temur**  
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Marketing & Vertrieb

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## PREVIOUS TOP HIGHLIGHTS



**Philipp Herrmann in WIWO TOP 100 Ranking**  
 May 2012 saw the publication of the league table showing the 100 most influential Internet entrepreneurs in Germany.



**etventure business ignition as a service provider for corporates**  
 The end of 2011 saw the launch of etventure business ignition in Berlin under the management of Dr. Christian Lütke.



**kundenapp: the new form of customer loyalty**  
 Since sales testing in June, kundenapp has impressed numerous companies.

## NEW VIDEO - WHAT ETVENTURE BUSINESS IGNITION DOES



## IMPRINT

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[www.xing.com/etventure](https://www.xing.com/etventure)



Responsible for content:  
 Philipp Depiereux

## ETVENTURE IN THE MEDIA - SELECTED ARTICLES (in German)

 etventure is hatching not just their own ideas, but their own concepts as well  
<http://bit.ly/TR9UID>

 Hartmut Ostrowski invests in 360report  
<http://bit.ly/VEXUJE>

 New solution for sustainability reports for small and medium-sized enterprises  
<http://bit.ly/URkrNw>

 Digital customer loyalty - The food industry are also using this trend  
<http://bit.ly/XN5aQL>

 Special offers on your mobile phone - Meyer/Stemmler customer loyalty 2.0  
<http://bit.ly/U1ZCft>

 Interview Christian Lütke - "You must be prepared to cannibalize yourself"  
<http://bit.ly/VwQj6N>