

# etventure HIGHLIGHTS



## ETVENTURE LAUNCHES NEW STARTUP PORTFOLIO IN 2013

Following the positive development of our startup businesses to date, etventure is to introduce a further startup portfolio of six innovation projects in 2013. To fund product development and market testing, etventure is currently raising

EUR 2m from angel investors. We are pleased to report that EUR 750k have already been pledged in just the first 4 weeks after the start of the first investor roadshow. More information is available on page 2.

## WELCOME

2013 began extremely well for etventure. Our projects from the 2012 startup portfolio have continued to make consistent progress. 360report and buypackaging went live with full market versions and have already acquired their first customers. kundenapp has managed to further extend its market presence and has introduced successive new product functions to open up new customer segments. And lastly, the startup freunderabatt has embarked on the beta marketing phase and is currently preparing for final market launch.

Much has also been achieved in the area of new business development for corporate clients. The projects meinefirmenwebseite.de and online-sekretariat.de have embarked on full market rollout, followed by other projects which are at the market test phase, such

as profiantwort.de. We are also pleased to have launched several new innovation projects both with medium-sized companies and with larger corporate groups, which will have tangible results to show in the second and third quarters of 2013.

We are extremely pleased to have secured, as co-founder for the startup portfolio 2013, Björn Wettergren, who will head our newly established company in Switzerland, which was set up for this purpose.

And finally, we are very happy to announce the addition of two very experienced people to the etventure Management Team, Wibke Lies and Alexander Franke.

We hope you enjoy reading this issue of Highlights!

**Christian, Philipp und Philipp**

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## ETVENTURE FACTS Q1/2013



**30+**  
employees



**15+**  
products  
in development



**5+**  
products  
launched



**300+**  
user tests



**4**  
locations

## ETVENTURE MANAGEMENT EXPANSION: WIBKE LIES AND ALEXANDER FRANKE

In the first quarter of 2013, two additional members of staff joined the management of etventure. Wibke Lies and Alexander Franke now stand alongside Philipp Herrmann, Philipp Depiereux and Christian Lüdtkke in relation to key management issues and strategic decisions.

Wibke Lies has been appointed Chief Marketing Officer (CMO) and has also taken on the management of etventure's Munich office, where the Marketing and Design team are primarily based.



Alexander Franke has been appointed Chief Business Development Officer (CBDO) and will take on all operational client management activities at etventure business ignition.

We are very pleased with the expansion of the management team and our new line-up will enable us to focus even more effectively on the tasks ahead.



## STARTUP PORTFOLIO 2013 PROVIDES NEW SEED INVESTMENT OPPORTUNITIES



Following the successful financing of our etventure startups kundenapp and 360report and the market launches of buypackaging and freunderabatt, we are delighted to get the next startup cycle under way. We have called this cycle the "Startup Portfolio 2013".

### 6 innovative business ideas

The portfolio consists of six innovative business ideas. The startup ideas focus on the following three markets:

- High-emotion commerce
- Cloud & software-as-a-service with a focus on SMEs
- Human resources & recruiting

Two startups are planned for each of these sectors.

### EUR 750k already pledged

We are looking for funding of EUR 2m for the new startup portfolio. Since the beginning of February, we have been holding meetings with investors in Zurich, Hamburg, Munich, Berlin and Kerpen, and we are proud to report that we have already raised the first EUR 750k of investment in Switzerland and Germany. Further meetings with investors are planned for March and April. The aim is to secure the funding at the start of the second quarter.

Looking to the future, we are full of expectation and we are delighted to be developing this second startup portfolio using our proven etventure approach and to be gaining market validation.

<http://www.etventure.com/en/startup-portfolio.html>

## KUNDENAPP

### Consistent growth with cooperation partners

kundenapp, our smartphone-based loyalty scheme, gives companies in the retail sector and the hospitality industry the opportunity of offering their customers digital loyalty cards in form of a simple smartphone app. The optional direct messaging feature also provides participating companies with a cost-effective advertising and communication channel that can be used, for example, to communicate with customers about discount campaigns.

Hundreds of businesses and branches in various sectors already rely on kundenapp. And the number continues to rise: for example, Berlin menswear retailer BECON Berlin has been offering its customers the chance to convert to the digital loyalty card in all six of its branches since the start of January 2013 – with an overwhelmingly positive response.

We are also delighted by the continued success being achieved with our distribution partners. For example, as a result of our cooperation with Meyer/Stemmler, a leading German manufacturer of bakery packaging, we have already gained 18 bakeries with a potential of more than 500 branches as partners in this year alone, including many medium-sized bakery chains.

We are constantly developing and enhancing our system and have also introduced important new features in the last few months in order to be able to open up further customer segments (see article on page 6).

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

## WIDENING OF THE FUNDING FOCUS AND ESTABLISHMENT OF ETVENTURE SWITZERLAND



At the end of last year, we decided to expand the funding focus from Germany to the German-speaking region (Germany, Austria and Switzerland). For this reason, in February of this year, we established etventure Seed Investments CH GmbH (“etventure Switzerland”).

### Björn Wettergren, CEO of the Swiss company

We were able to win Björn Wettergren as co-founder and CEO of etventure Switzerland. Originally from Sweden, he is a mechanical engineering graduate who has lived in Switzerland since 2007. After over four years in various positions

at a Swiss bank, he successfully completed his MBA in St. Gallen. His professional track record and other experience mean that he can fill a wide range of roles and we are delighted to be moving forward with etventure Switzerland together with him. Björn will initially focus on expanding seed investment activities in Switzerland. He will then gradually build up corporate business in Switzerland.

### Positive feedback from investors

We have received very positive feedback about the Swiss branch from our investors in the Startup Portfolio 2013. Swiss investors in particular appreciate having closer geographical links and being able to feel the pulse of etventure.

We are looking forward together to the new challenges ahead and we are especially delighted that in the short time since establishing the Swiss company, we have already acquired our first local investors for etventure.

## P. HERRMANN TALKS TO THE GERMAN MINISTER FOR ECONOMIC AFFAIRS



etventure founder and CEO Philipp Herrmann discussed with the German Minister for Economic Affairs, Dr. Philipp Rösler, the subject of startups and their role in the German economy at the UdL Digital Talk in Berlin.

The event was organised by UdL Digital and was held on 20 February 2013 at BASE\_Camp in Berlin.

- » Watch a video of the UdL Digital Talk (<http://bit.ly/Wacvcr>)
- » P. Herrmann: „Shoot first, ask questions later“ - to the interview (<http://bit.ly/YVLgBp>)
- » See a photo gallery of the talk (<http://on.fb.me/Y9M2v9>)



## 360REPORT

### Successful launch

The first full version of 360report, the world's first software-as-a-service solution for creating sustainability reports aimed at medium-sized companies, has been available since February 2013. Immediately after the launch, several companies from Germany and Switzerland were acquired as customers and they are now using the software in their companies.

Swiss ophthalmic lens manufacturer Knecht & Müller AG is already an enthusiastic user. “360report simplifies stock taking significantly”, says Peter Müller, owner of the company, which has won several awards for its sustainability reports. For Müller, thinking and acting sustainably has been the basis of his company's success for some time.

Also, sustainability report newcomers, such as packaging manufacturer Siepe GmbH, which is increasingly focusing on resource efficiency and the development of sustainable packaging solutions, is impressed by the user-friendly input and output logic. According to CEO Josef Siepe, “360report is extremely helpful in terms of recording the relevant data and producing reports.”

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References & opinions

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GREENHOUSE GAS PROTOCOL

## CURTAIN UP AT RECOWARD: FREUNDERABATT UNVEILED



With freunderabatt, we are lifting the veil which once lay over recoward. This innovative idea offers retailers the opportunity to acquire new customers via their existing customers, using personalised campaigns aimed at the friends of the existing customers via a recommendation system that draws on social media and mobile trends.

### Innovative approach, user-tested

The retailer has a free choice of campaigns: these can include a discount, vouchers or even bonus gifts with a purchase. Existing customers receive a flyer featuring the campaign information in the store and can then recommend the campaign to their friends via Facebook or by email. When a recommendation is made, not only does the friend of the customer receive a campaign voucher, but the customer also does, thereby creating an additional incentive. The precious direct recommending of current campaigns to friends and acquaintances has a significantly higher value than standard mass advertising campaigns.

User tests have already been carried out with both consumers and retailers. Based on the results, the usability has been optimised for both parties. The result is a user friendly product which has already entered the beta marketing phase.

### Experienced management team

freunderabatt is therefore continuing with a new name and a new impetus. As with our previous startups, freunderabatt also benefits from the comprehensive management experience of the team, which has a proven track record in setting up and managing new companies.

This year, Philipp Greulich took over responsibility for freunderabatt as Entrepreneur in Residence and he will use his experience to vigorously drive forward the market launch. Philipp Greulich brings with him many years of marketing experience. This includes developing strategies and measures for international brand building and sales optimisation at Red Bull. He also gained experience of company development as the operator of a catering business, while working at the family-owned real estate business and with the online service run by him which provides a daily news service for the banknote industry.

Preparation for the final market launch is currently under way. Extensive marketing activities and the continuous collection of market feedback are helping freunderabatt to successfully position itself on the market.

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



360report GmbH is currently working flat out to expand 360report to become the leading software solution in the area of sustainability reporting. Therefore, to coincide with the launch, the Business Development team was strengthened by the addition of three new employees. In addition to marketing directly to companies, the team will also focus on setting up cooperation arrangements with sustainability consultancies, trade associations and other multipliers. In parallel to this, work is ongoing at the product level to develop new features to be integrated in the coming months.

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

## BUYPACKAGING

### Live operation and trade fair success

Following the successful conclusion of the beta phase, in February, the active rollout of buypackaging.com began. This was followed by the first bid invitations and submission of bids, the first orders placed, the first marketing campaigns, the first press reactions and, particularly importantly, the first satisfied customers. For example, according to the head of procurement of a customer in the Rhineland region, who has since successfully completed several successful bid invitation via buypackaging.com, "The purchasing process is now much quicker without the onerous paperwork. With buypackaging.com, it is possible to compare prices at the touch of a button. We use the platform with our normal suppliers and it also gives us the opportunity to try out new suppliers."

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## CEO CHRISTIAN LÜDTKE A MENTOR FOR PROSIEBESAT.1 ACCELERATOR

### ProSiebenSat.1 Accelerator

Christian Lüdtke, CEO and founder of etventure business ignition, is part of the mentoring team at ProSiebenSat.1 Accelerator, the support programme at ProSiebenSat.1 Media AG that supports startups in the early stages of development.

The aim of the programme is to provide long-term support to company founders and startups and to equip them for a successful entry onto the market and thus to

strengthen Germany as a location for startups. Companies in the early stages of development can apply to the Accelerator programme twice a year. To provide assistance to the Accelerator team itself, every year ProSiebenSat.1 puts together an experienced mentoring team, which this year includes Christian Lüdtke. As one of the selected external experts, he will provide the Accelerator startups with his startup expertise and his many years of experience in the media sector.

[www.p7s1accelerator.com/en](http://www.p7s1accelerator.com/en)

## ETVENTURE BUILDS VIDEO PORTAL FOR KIDS



The current campaign of a leading fast-food chain is being enhanced this year with an innovative video platform for children.

In conjunction with Crea and the sponsor Lovefilm, an Amazon company, etventure developed the platform in just 4 weeks.

Using the proven etventure model of user-centred development, the design and navigation were developed especially for children. Kids of today are able to use their parents' iPads quite naturally, play with children's apps and watch animal films on YouTube.

"Children react to certain visual stimuli much more strongly than adults. Buttons and descriptions must be short and very image-based, so a design similar to YouTube would not be suitable here", according to Clemens Teubel, lead designer at etventure.

The result is a website suitable for children where they can easily watch their chosen film. The video is unlocked for download using a password from the children's menu. The video platform naturally also works on current smartphones as well as on tablets.

<http://www.wunschfilm-laden.info>

Bid invitations are now taking place regularly on the portal. However, acquiring new customers and distributors keeps the buypackaging team permanently on its toes. Trade fairs play an important role in these efforts. At ZOW 2013, the international trade fair for suppliers from the furniture industry and the interior design sector, which was held in February, buypackaging was represented with its own stand, sponsored by the Federal Ministry of Economics and Technology. Numerous discussions with decision makers from the furniture industry took place at the stand. The personal contact with interested parties and the opportunity to give live demonstrations made it possible to convince purchasers and suppliers of industrial packaging films of its user friendliness and advantages. buypackaging will be present at other relevant trade fairs during the course of the year.

An expansion of the range to include other packaging materials such as cardboard boxes is planned for buypackaging.



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

## PHILIPP HERRMANN: KEYNOTE SPEECH AT SDW FOUNDER & ENTREPRENEUR FORUM



Gründer- und Unternehmerforum  
sdw Alumni e.V.

The Founder & Entrepreneur Forum 2013 will take place on 24-26 May 2013 in Berlin and offers companies and those interested in setting up a company the opportunity to exchange ideas with each other. Our CEO and co-founder Philipp Herrmann will give the closing

address on “Entrepreneurship lessons from Stanford and the Valley”. Philipp Herrmann will describe his personal experience of his time in Silicon Valley and the differences in the startup environment in America and Germany.

<http://bit.ly/10bYRpx>

## NEW KUNDENAPP FEATURES

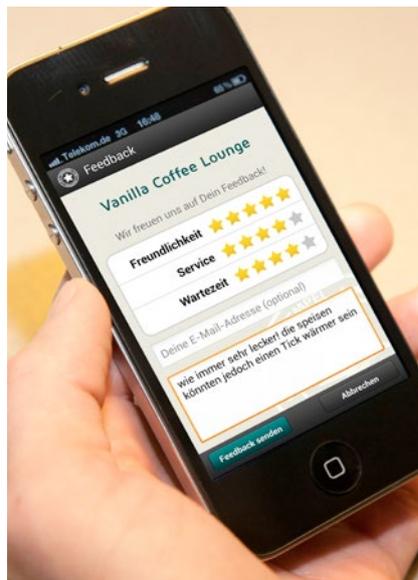
Corporate partners based at multiple locations are becoming increasingly common in the kundenapp portfolio. We are therefore very pleased to be able to present our new branch system. From the end of March, we are also offering our partners an additional fee-based option in the form of the Feedback Tool, which allows companies to receive praise and suggestions or criticism about their products and services in real time.

### Branch system: all corporate locations at a glance

With the free branch system, our corporate partners have, for several weeks, had the option of adding more branches. This gives them an insight into location-related data about customer behaviour. With this system, it is now also possible to send direct messages only to customers of specific branches – for example to promote regional discount campaigns. This minimises advertising wastage while simultaneously reducing advertising costs, thereby making the direct message function even more attractive.

### Feedback system: find out what really interests customers

With the new feedback system, companies can set up their own



professional feedback campaigns in just a few minutes. These allow consumers to give feedback directly from the app or via a website and enables companies to obtain real customer opinions about their products and services.

“We are delighted to be able to offer our partners enormous added value with these two features”, says Paul Smoletz, co-founder of kundenapp enthusiastically. “In particular, the unique selling point of an integrated feedback solution will make a decisive contribution to maintaining a strong market position.”

[www.feedback2go.de](http://www.feedback2go.de)

## KUNUNU

etventure ranked number 4 in the top 10 employers in Germany in the field of consulting and service

We are delighted to report that etventure was ranked number 4 among the top 10 favourite employers in Germany in the field of consulting and service in the latest analysis issued by employer review portal kununu.com.

In February, etventure had been ranked number 5 among the top 10 employers in Bavaria.

On the well-known internet platform kununu, current and former employees have the opportunity of rating their employer and their job. In January 2013, kununu became part of XING business network, a career networking site on which professional people can share their views about their jobs, coworkers, professional interests and opportunities. XING is currently the market leader for social recruitment in Germany and together, the platforms give users detailed insights into companies and their working conditions.

to the article: <http://bit.ly/ZWylat>



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

# THE ETVENTURE-TEAM



**Philipp Depiereux**  
Founder, CEO



**Wibke Lies**  
Chief Marketing Officer



**Tiffany Dao**  
Marketing Manager



**Clemens Teubel**  
Screen Designer



**Per Eder**  
Entrepreneur in Residence  
buypackaging



**Philipp Greulich**  
Entrepreneur in Residence  
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Design



**Simon Schnabel**  
Product Manager



**Alina Eckert**  
Marketing & Sales



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Design



**Katharina Witt**  
Marketing & Sales



**Aleksandra Vitanova**  
Marketing & Sales



**Jakob Kasprowiak**  
Marketing & Sales  
buypackaging



**Maximilian Forstner**  
Social Media



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Partner



**Christian Lüdtké**  
Founder, CEO



**Philipp Herrmann**  
Founder, CEO



**Alexander Franke**  
Chief Business Development Officer



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## PREVIOUS TOP HIGHLIGHTS



**Philipp Herrmann in WiWo Top 100 Ranking**  
In May 2012, the ranking of the 100 most important internet leaders in Germany was published.



**etventure business ignition & VNR: service providers for corporates**  
At the end of 2011, etventure business ignition was launched under the auspices of Dr. Christian Lüdtkke in Berlin.



**Successful follow-up financing for kundenapp and 360report**  
November 2012 featured follow-up financing for startups 360report and kundenapp.



**Successful collaboration with German economic publishing company**  
The company Verlag für die Deutsche Wirtschaft AG (Publishers for the German Economy) and etventure have been collaborating for a year and are jointly implementing six management board projects.

## OUR ETVENTURE END OF YEAR REVIEW 2012 AS A VIDEO



## MASTHEAD

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Responsible for content:  
Philipp Depiereux

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

etventure incubates ideas from various companies – as well as its own concepts  
<http://bit.ly/TR9UID>

UdL Talk at Base Camp – German Minister for Economic Affairs Rösler talks with Philipp Herrmann  
<http://bit.ly/ZHlv5m>

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

Rösler: Germany must “once again become a country of startups”.  
<http://bit.ly/10LQRhw>

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

Interview with Christian Lüdtkke – “You have to be prepared to cannibalise yourself”  
<http://bit.ly/VwQj6N>

Digital customer loyalty – the catering industry is also following this trend  
<http://bit.ly/XN5aQL>

Special offers via mobile phones - Meyer/Stemmler customer loyalty scheme 2.0  
<http://bit.ly/U1ZCft>

The first online platform for purchasing industrial packaging film  
<http://bit.ly/YribKD>