

# etventure HIGHLIGHTS

**etventure**  
from idea to business

## KEY TOPICS

- **crowdhunter takes off with many notable clients (p.3)**
- **Manufacturers improve their brand impact using Shop Monitoring (p.4)**
- **lovli: the family app for unforgettable moments (p.6)**
- **MyBOOK gets into the book market (p.7)**

## WELCOME

Dear Partners and Friends,

A successful 2013 is now drawing to a close, and once again we have plenty to report.

### Startup portfolio 2013

We succeeded in obtaining funding for our 2013 startup portfolio in the middle of the year and the development of the businesses concerned is well underway. The recruitment startup crowdhunter deserves special mention: within a matter of weeks, it had its full market launch and within a matter of days after its launch, it acquired prestigious clients (p.3). Likewise, lovli, the app for young families, has made extraordinary progress to date: its first prototype is in beta testing and on the basis of a considerable amount of customer feedback, its next comprehensive version will be launched on the market within the next weeks (p.6). The other startups were launched in the fourth quarter of the year and they will enthrall their first customers from January 2014 on.

### Corporate projects

Our corporate business has also made impressive progress. Our number of partners and projects increased fivefold in the second half-year. Additionally, we expanded our focus considerably to encompass a very broad range of sectors, including media, consumer goods, retail and finance. In particular, we were able to increase our capacity significantly in the early phases of structured testing using lean start-up methods. At the same time, other extensive new businesses were launched and expanded, such as the brand monitoring tool Shop Monitoring (p.4) and the book recommendation platform MyBook (p.7).

We can hardly wait for the new year – going by existing developments and successes, we already know that next year will see numerous new businesses launched on the market.

We hope that you enjoy reading!

*Philipp, Philipp, Christian,  
Alexander and Wibke*

## ETVENTURE FACTS Q4/2013



**40+**  
employees



**10+**  
products  
under development



**10+**  
products  
launched



**750+**  
user tests



**4**  
locations

**buypackaging**

**lovli**

**crowdhunter**

**spaces**

**SHOP MONITORING**

**MyBOOK**  
Wir lieben Bücher

**one** sustainability

**freunde  
rabatt**

**kundenapp**

**360report**

**contactinbox**

**123rate**

**meine FIRMEN  
WEBSEITE**

**Office Balance**



# THE YEAR 2013 AT ETVENTURE

## 10+ PORTFOLIO STARTUPS



## 25+ NEW COMPANY PROJECTS



## MANY NEW TEAM MEMBERS



## 20+ KEYNOTES, PANELS & WORKSHOPS



## STARTUP POLICY IN GERMANY AND EUROPE



P. Herrmann with Dr. Rösler, Vizkanzler

C. Lütke with N. Kroes, EU Commission

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## ETVENTURE AT KUNUNU



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

- ➔ 4th place in the top 10 employers in Germany in the field of consulting and service
- ➔ 5th place in the list of most popular employers in Bavaria
- ➔ Particularly highly-rated at etventure: distinctive team spirit and great flexibility



## CROWD HUNTER TAKES OFF WITH MANY NOTABLE CLIENTS

Since its market launch in early July this year, the business model of crowdhunter has been further vindicated. crowdhunter is an innovative platform where individuals are rewarded for recommending candidates for jobs. Thanks to increased sales activity, the number of customers has increased significantly and thus new jobs are continuously being posted on [www.crowdhunter.com](http://www.crowdhunter.com). These include vacancies at prestigious companies such as AutoScout24, CGI, Kreditech and Semtrac Consulting.

### 50% of actively marketed vacancies successfully filled

The considerable number of successful placements is especially pleasing. To date, nearly 50% of actively marketed vacancies have been successfully filled – proof that the „crowd“ is extremely adept at placing candidates. By way of comparison, other online job portals such as Monster or Stepstone achieve placement rates of approx. 5%.

Klaus Letzing, Chairman of Semtrac Consulting AG, described his experience of crowdhunter: „Many thanks to CrowdHunter! I spent months searching in vain for a suitable candidate (SAP expert). With crowdhunter, I was able to fill the post within just 4 weeks.“

### Positive feedback at the HRM Expo in Cologne

In mid-October, crowdhunter presented itself at its own stand at the HRM Expo in Cologne – one of the largest HR exhibitions in Europe. The feedback that it received there from HR professionals was extremely positive: they see the opportunity that crowdhunter enables them to reach qualified candidates even more swiftly, directly and effectively and to fill vacancies more quickly. Through the contacts made at the exhibition, crowdhunter acquired its first customers.

The picture is also consistently positive



when it comes to recruiters. Potential referrers at fairs, university career fairs and conferences appeared very interested in the opportunity to help friends and acquaintances find an even better job. The key incentive for referrers is the money awarded for a successful placement.

### Co-Entrepreneur and Sales and Marketing employees on board

Because of this positive market feedback and the ever-increasing number of customers, the crowdhunter team has expanded. Thanks to its new Sales and Marketing employees, crowdhunter has made considerable progress in expanding its referrer network and acquiring new customers. In addition, our Entrepreneur Philipp Greulich has been supported by Co-Entrepreneur Andreas Stark since mid-October. Andreas previously worked with several e-commerce startups and therefore contributes valuable experience in the fields of business development and marketing. At crowdhunter, Andreas will primarily be responsible for expanding and marketing the recruiter network.

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

## MOBILE JOBS

### Recruitment in the mobile age

In addition to crowdhunter, etventure has also taken on another project that involves close examination of the recruitment market. To this end, it investigated numerous fields at the interface between regional job searches, professional mobility and the potential of mobile technology in the job application process.

### Challenges for companies in the recruitment process

In the last two years, the use of mobile phones has massively increased in Germany. As this is combined with ever increasing fluctuation in the labor market, many companies face major challenges not only in the field of talent management, but also in the mobile job application process. Whilst most areas of our everyday lives have entered the mobile age, the field of recruitment still lacks successful and (above all) up-to-date solutions.

### User tests and prospects

Detailed user tests were carried out following tried-and-tested etventure principles. These tests focused primarily on businesses with trainees, shift businesses and factories. After many personal discussions and visits on site with employers and employees alike, some significant pain points were identified in these past sectors. At present, various solution models are being evaluated and directly tested with the first customers in accordance with etventure's lean start-up approach. On the basis of these results, the business model will be validated and the market test will be initiated towards the end of the year.



	<p><b>SAP® Profi (m/w) DWH, BW, BI</b> Semtrac Vollzeit</p> 	<p>München</p>	<p><b>PRÄMIE 4.500 €</b></p>
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## CONSUMER GOODS MANUFACTURERS IMPROVE THEIR BRAND IMPACT USING SHOP MONITORING

In cooperation with prestigious consumer goods companies, etventure analyzed the new challenges facing manufacturers at the Point of Sale (POS) and developed the innovative B2B platform Shop Monitoring. Companies such as Nestlé or Unilever invest large proportions of their marketing budgets in eye-catching display window decorations, expensive secondary placement displays and promotional stands to optimize sales at the POS.

### Only 50% of POS promotions fulfill requirements of clients

In workshops with experts from various companies, it became apparent that it was not possible to carry out comprehensive measurements and quality assurance regarding the implementation and effectiveness of POS campaigns - unlike, for instance, online marketing.

The current evaluations in Shop Monitoring show that on average, 50% of promotions at the POS do not fulfill the requirements of the campaign: some standees are not appropriate, promoters are not on site in the stores as scheduled or they are not dressed in a manner befitting their role as brand ambassadors.

### Evaluation of POS campaigns using crowdsourcing

On the basis of crowdsourcing concepts, Shop Monitoring can

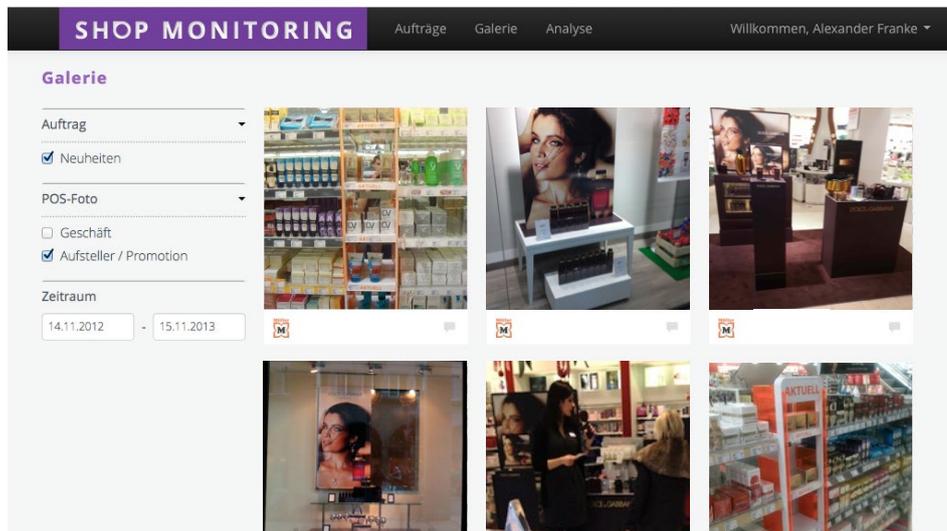
analyze stores for consumer product companies in Germany, Austria and Switzerland quickly. Shop Monitoring agents are present on site to examine the appearance of promoters and the implementation of promotional campaigns. The image material of promotional structures, display window decorations, competitor product prices and even extremely comprehensive questionnaires are recorded ad hoc and immediately provided to the client online via the platform.

Using this evaluation and concrete recommendations for action, companies can improve subsequent campaigns and increase the impact of their brands at the POS in the long term in a quantifiable way. Shop Monitoring enables manufacturers to monitor the efficiency with which their POS marketing budget is used and to strengthen their negotiating position with retail chains considerably.

### First international clients

Some international manufacturers in the cosmetics sector already rely on Shop Monitoring and actively use it for POS monitoring purposes. With the upcoming Christmas season, the Point of Sale becomes even more important for businesses. Shop Monitoring provides instant insights which can boost sales success.

[www.shopmonitoring.net](http://www.shopmonitoring.net)



## OFFICE BALANCE

### Successful implementation at Amazon

Office Balance supports companies effectively with promoting their employees' health. Using the app improves ergonomics and nutrition, which reduces absences and motivates employees with a positive working atmosphere.

Amazon Deutschland recently started using Office Balance. The app was introduced to Amazon employees in October at their yearly Health Day.

Individual content for the Amazon company version was developed in cooperation with the HR department, making it possible to inform employees about internal events (e.g. nutritional coaching sessions) or important health-related subjects, and to send invitations to corporate sporting activities.



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

## ETV ON TOUR

### Munich Media Days

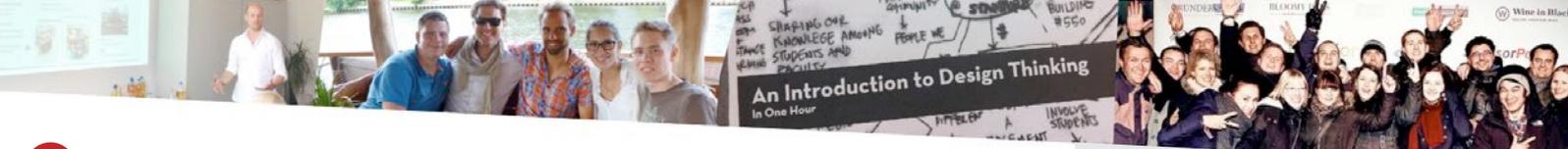
With the motto „Mobile life: challenges for media, advertising and society“, the Munich Media Days took place in October. Philipp Herrmann discussed the subject „New founder era in Germany: can the Germans do Silicon Valley?“

<http://bit.ly/1ck6JcN>

### German Publishing Academy

Within the context of the business innovation strategy meeting of the German Publishing Academy, Wibke Lies and Philipp Herrmann held a round of discussions in October on the subject „Practical implementation of new business ideas“. With more than 3,600 seminar participants annually, the German Publishing Academy (Akademie des Deutschen Buchhandels) is one of the largest media academies in Germany.

<http://bit.ly/192qRxj>



## ETVENTURE WORKSHOPS AT THE CORPORATE STARTUP SUMMIT

etventure was the main sponsor of the Corporate Startup Summit in Cologne on 26th August. As part of the event it provided interactive individual and group workshops on the subject of lean startup. The participants gained an insight into etventure methods and learned how they can implement innovative ideas quickly and in a targeted way in their own companies. The companies' existing ideas or target group requirements and business models were discussed with etventure's lean start-up experts using empathy maps, business canvas and rapid prototyping.

In addition to the workshops, Philipp Herrmann delivered a speech on

the subject „What big companies can learn from Silicon Valley“ and Dr. Christian Lüdtkke participated in a panel discussion on the subject „External Venturing“.

There were numerous international visitors, including representatives of large companies such as Deutsche Telekom, Deloitte, Bertelsmann, Microsoft, Deutsche Post DHL and Axel Springer, as well as many innovators from the start-up scene. The companies gained extensive insights into current studies and best practices regarding intrapreneurship.

A pleasing statistic for etventure: more than 50% of summit visitors took part in one of the lean startup workshops.



## ETV ON TOUR

### German Publishing Academy II

At „Trendtag Publishing“, Wibke Lies and Christian Lüdtkke discussed the subject „Rethinking the Content Business“ with experts from the publishing and digital business sectors, and they presented concrete forecasts, business models and strategies for the coming years.

<http://bit.ly/192qRxj>

### Quadriga

Quadriga University, Berlin, regularly invites figures from business, politics, media and society for discussions for its „Quadriga meets...“ program. In October, Philipp Herrmann discussed the startup scene in Berlin with Torben Greve (MeinFernbus GmbH) and Sebastian Schulze (UPcloud GmbH).

<http://bit.ly/1gb6aUZ>

### Brussels

Christian Lüdtkke and Andrea Molina presented the etventure approach at the Digital Agenda for Europe (DAE) as part of the information days „Future Internet Private - Public Partnership“. The objective of the DAE, as one of the seven flagship initiatives of the Europa 2020 strategy, is to promote economic and social growth in the internal digital market.

<http://bit.ly/1i87TyO>

### Wayra

In September, Alexander Franke led a business canvas workshop for the new teams of the Wayra Deutschland Academy. As Telefónica's startup accelerator, Wayra supports potential technology entrepreneurs and startups in the fields of digital technology and the Internet.

<http://bit.ly/17TlvbG>



## INTERVIEW WITH TARO HILDEBRAND, BUYPACKAGING ENTREPRENEUR

**You started as an intern and now you are the Entrepreneur for the etventure startup buypackaging. How did that work?**

The innovative projects at etventure really impressed me when I was an intern and later a graduate. I found it fascinating to establish and manage a new company. So after my initial sales and marketing experiences at two etventure start-ups, I was delighted to be appointed Entrepreneur in Residence (EIR) at buypackaging.

**How would you describe your learning curve as an etventure EIR?**

Definitely steep! Processes run significantly faster than in large companies, so you have to be quick and agile in handling these processes. That is a major challenge but it is a lot of fun.

**In your opinion, what are the greatest advantages of being EIR**

**at an etventure startup?**

etventure provides a network and expertise for its startups that many company founders do not have. Whether in terms of IT, marketing, sales, design or investor contacts, as an Entrepreneur you benefit considerably from this.

**What attributes should an Entrepreneur have?**

Flexibility, readiness for action and entrepreneurial thought are especially important. You also need strong communication and organizational skills.





## LOVLI: THE FAMILY APP FOR UNFORGETTABLE MOMENTS

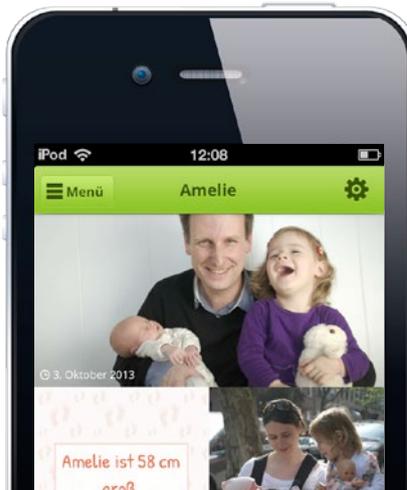
lovli is one of the four financed startups from the 2013 startup portfolio. The innovative mobile app was developed specifically for today's modern family. lovli provides parents with a very easy way to create a mobile photo album and journal of their children and to share it safely with their closest family and friends.

### Initial discussions with parents define product features

As the initial user interviews showed, parents take innumerable photos – especially with their smartphones – and would like to do more with them than merely save them to their computers. However, in most cases this is just wishful thinking. Now parents can use lovli to record and comment their most precious family moments. In two attractive displays, all their moments are organized chronologically and can easily be shared with family and friends. At the same time, security is the first priority, so only the group of people determined by the lovli user can see the according content.

### Downloadable prototype at the app store

Within a few weeks, a beta version for iOS was published, providing the most important basic functions. Without being advertised at all, it has already been downloaded several hundred times. With this version, it is possible to make photos and videos and to record major events and data such as the child's height and weight. These



precious moments can be shared easily and securely via e-mail, whether or not the recipient has also installed lovli. This beta version is now entering a testing phase from which extensive user feedback will be obtained. Thus it will be possible to make changes and improvements that are tailored entirely to the customers' needs. Alongside product development, various forms of online and offline advertising will also be tested, so that the launch of the second version towards the end of 2013 / in early 2014 will be supported by the best marketing possible.

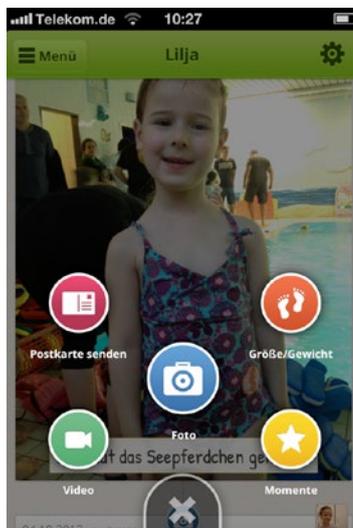
### Market launch at the turn of the year with experienced support

The second version will provide users with additional functions. These will focus on print products, expanding the target group to include parents-to-be and improving existing functions.

In addition, as of December, Manuel Geitner is Entrepreneur in Residence for

lovli. He recently has expanded his marketing, PR and social media experience in the child and family sector at e C o m m e r c e companies. So 2014 will be a very exciting year for lovli - we look forward to it!

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



## 360REPORT

### 360report delivers a positive summary of its launch year

Two successfully launched products, more than 100 users, massive press coverage and a partner network as extensive as it is prestigious: after its first few months on the market, 360report, the software solution for the simple production of sustainability reports, has numerous achievements to look back on.

### Success at the FachPack 2013 exhibition

In September, 360report had its own stand at the international packaging exhibition in Nuremberg, FachPack. Sustainability has been a core theme for the packaging sector for some years. Hence, the stand received a great deal of interest from the specialist public. Numerous contacts were made and new customers were acquired.

### Expansion of the sales team

Now that the product team and core team have successfully been established, marketing is now being promoted with increasing vigor. In Q4/2013, 360report's sales power was increased by dedicated sales managers, and in 2014, the company will focus on expanding their professional sales team as well as further developing the platform.

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





## MYBOOK: PUTTING THE EXPERTISE OF OFFLINE BOOKSELLERS ONLINE

Another of etventure's corporate projects, MyBOOK.de, was launched on the market in mid-November. This website brings book experts you would normally only find in bookstores and their personal recommendations directly to the reader via the Internet – whether at home or on the move.

Using a brief questionnaire, the website provides the user with three individual book recommendations selected from 4.5 million titles. Favorite books can be bought very easily and with no shipping charges at the site's own shop.

### Personal recommendation instead of technical catalogs

MyBOOK has been developed specifically for readers who like to visit bookstores in order to get to know a great book or a new author, as recommended specifically for them by their bookseller. More and more of these literature enthusiasts are seeking recommendations online – surveyed users say that they are disappointed with online booksellers. Those rely exclusively on functional designs and set product catalogs, which are based on past transactions and intended to achieve a quick sale. Individual and up-to-date wishes fall by the wayside. MyBOOK moves the

expertise of offline booksellers, the personal book recommendation, to the Internet and provides a completely new way of discovering books and authors online. Its emotional approach and use of real experts create a personal atmosphere – like that of a familiar bookstore. Furthermore, by incorporating Facebook, MyBOOK provides additional ways to connect readers and experts more directly and to pass on personal reading experience immediately.

### Marketing kickoff in December 2013

MyBOOK is currently still in the beta phase. The selection of books is currently being expanded by our experts, and the shop facility is being optimized and equipped with user-friendly functions.

But it is already clear that the concept is exactly right for book fans. Books were sold as early as the first testing phase, despite the absence of any remarkable marketing campaign. Now, in the Christmas season, marketing activity is going up a gear, as MyBOOK is an ideal source of advice concerning books to give as Christmas presents, thanks to its individual book recommendations.

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

## BUYPACKAGING

**Since its launch in March 2013, buypackaging has been going places**

In September, buypackaging presented itself to a broad specialist public for the first time. „We are very happy with the great feedback that we received from the market here,“ said Taro Hildebrand, Co-Founder of buypackaging. „Especially since the first sales campaigns that we launched in September 2013, we have acquired more new customers.“

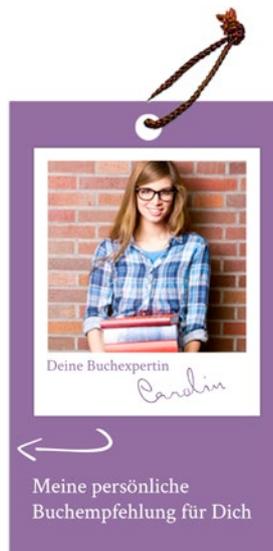
**The online tendering platform for packaging materials attracts the attention of the specialist press**

The positive coverage in the specialist press also reflects the market's eager interest: buypackaging has already been covered in editorials in more than ten relevant print and online media, like the packaging journal.

**More than 200 active business clients**

The figures obtained so far speak for themselves. The number of companies using the platform is continuously increasing, and buypackaging already has more than 200 active customers using it successfully to source packaging film. And they are highly impressed by the tool. Harald Taufall, Supply Chain Manager at Vorwerk, explains: „The number of bids has very pleasantly surprised me. Using the platform, we were able - among other things - to identify new suppliers with whom we also intend to work in future.“

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



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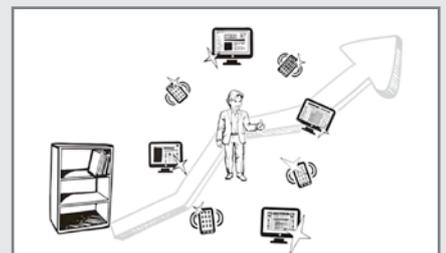
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