

etventure

from idea to business

etventure Highlights

Issue 6

etventure is growing!

New offices in Berlin and Munich

etventure on startup tour

etventure sets up EU accelerator

etventure founds Academy

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Greetings from the founders

Dear Partners and Friends,

The title of these Highlights says it all - etventure is growing!

This applies first of all to our existing business units: Our startup business and consulting business. In the startup business, all the business models that we initiated in 2013 have now been successfully launched and have become part of our existing portfolio (see p. 6). This is why we organized a startup tour through Germany and Switzerland for the first time, from which we received amazing feedback (see p. 4). Meanwhile, in the consulting business, we were once again able to gain a steadily increasing number of customers, including renowned DAX and M-DAX companies.

While our core businesses have grown, we have also reconfigured our management team: Alexander Franke, a member of our management team for two years, has now been appointed CEO of our consulting business (see p. 11). In addition, we were able to appoint Rolf C. Zipf Head of Portfolio Management & Funding for our startup business (see p. 5). Finally, we are delighted to have a public relations expert in our team: Niels Genzmer, our new Head of PR, joined us in July (see p. 5).

Furthermore, our future growth will also include two new fields of business. Firstly, we have set up an EU-level accelerator with seven-figure funds. For this accelerator, we were able to appoint Laura Kohler Unit Head Innovation & Entrepreneurship, and she has been promoting the development of this new business since June. Secondly, we have founded an etventure Academy. Birte Gall has been in charge of this business since the beginning of August, and she sets out to develop executive education as a new field of business.

Finally, our growth is also reflected by the fact that we have moved into new offices both in Berlin and in Munich. Our Munich team has moved to „Nymphenburger Höfe“

at Stiglmaierplatz in June, and our Berlin team has been relocated to „Ackerhöfe“ at Rosenthaler Platz in August. (see p. 8) Just pay us a visit - you are always welcome!

We hope you enjoy reading the following highlights.

Christian, Philipp and Philipp

etventure Facts Q2/2014



4 locations



**10+ operative
businesses in the
market**



60+ employees



**30+ IT developers
with partners**



Successful etventure startup tour 2014

etventure can look back on a successful tour through Germany and Switzerland: in Frankfurt, Cologne, Munich, Berlin, Hamburg and Zurich, etventure presented six highly promising companies from its 2014 portfolio to an exclusive group of specially invited potential investors.

All six companies have already launched their products, successfully won satisfied customers, and show continuous growth. Now the startups are ready to win new investors in an additional financing round for their forthcoming scaling and internationalization.

In total, more than 100 guests attended, 98% of whom said that they would be glad to come back next time. Even more importantly, a third of all participants expressed serious interest in investing in one or several of the startups presented.



Two new managers for funding and PR

As part of its current growth phase, etventure has created two new key positions and has successfully filled them with top managers: Rolf C. Zipf was appointed Head of Portfolio Management & Funding in May and has strengthened the etventure team, and Niels Genzmer has been our Head of PR since July (see below).

Rolf C. Zipf is Head of Portfolio Management & Funding

Rolf C. Zipf joined the etventure team in May as Head of Portfolio Management & Funding. This position was created in order to further professionalize fundraising processes and investor relationship management.

Rolf C. Zipf has extensive consulting experience. He has worked for Oliver Wyman, Procter & Gamble and Deutsche Bank, among others. Rolf C. Zipf also has many years of experience of setting up his own startups: in 2004 he co-founded CareerConcept AG, the world's first provider of educational funding. As Chairman and later CEO, Rolf set up the entire sales and marketing departments, and he later took on the organization and management of the entire company finances. In addition, he was in charge of fundraising in Europe and North America and investor relations. In 2013, he founded dreamIT GmbH in Hamburg, a supplier of bespoke programming in the Java environment, expanded the company until it had around 20 software developers, and then transferred the running of the company to the management. Rolf C. Zipf has successfully implemented several financing rounds for his companies.

His objective is to boost the profile of both etventure as a group and the individuals startups.



Niels Genzmer has been appointed Head of PR



Niels Genzmer has been appointed Head of PR and has already boosted our communication strategy. His objective is to raise the profile of the startup founders and their various areas of activity.

Genzmer comes from the tradesman portal, MyHammer, where he was Director of Corporate Communications for six years. Prior to that, he was in charge of corporate communications at the mobile entertainment provider Jamba. He acquired his PR skills at the international agencies FleishmanHillard and Kohtes Klewes (today: Ketchum Pleon), and as a freelance journalist for the Frankfurter Neue Presse and the Wiesbadener Kurier.

Status and highlights of six etventure startups

crowdhunter



CrowdHunter is Germany's biggest platform for job referrals. On this market place, individuals as well as recruitment agencies can recommend professionals for advertised jobs. If the recommended candidate takes on the job, the referrer receives a placement bonus. Thus, everybody can be a headhunter by using crowdhunter. The platform brings the traditional „employees recommend employees“ program to the next level.

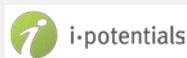
Status and highlights

- Expansion into a market place for companies, referrers, headhunters and freelancers
- More than € 40k revenue from premiums with 19 jobs filled in the beta phase

New customers:



New cooperations with recruitment agencies



www.crowdhunter.com

mobileJob



mobileJob is a mobile application system that massively simplifies the application process for companies and applicants in the „blue-collar“ market. There is no more need for time-consuming application letters and CVs. Instead, unsuitable applicants are quickly and efficiently filtered out using specific application-related questions. The employer receives a list of all suitable candidates and saves both time and money in the application process.

Status and highlights

- After the third test sales month, 15 test customers and € 7k turnover with paying customers
- First follow-up orders received thanks to high hiring rates
- More than 1,000 applications

Read more on p. 10



www.mobilejob.com

lovli



lovli is the app for the most precious family moments. It enables parents to create a mobile photo album of their children and to share it securely with family and friends. With this app, your children's most important moments can be recorded, and pictures and videos can be created and saved chronologically. The app can also be used to create and send postcards and collages directly.

Status and highlights

- Customers in more than 80 countries
- App is available in 4 languages (DE, EN, ES, PT)
- 13,000 downloads in a few weeks
- 70,000 moments created since beta start



www.lovliapp.com

buypackaging



buypackaging is the first online platform for purchasing industrial packaging films. Upon request, the tool offers purchasers access to more than 1,000 suppliers from which they can request offers via automatically selected bids. Offers can directly be compared and ordered. Thus the purchasing process is made markedly easier. On average, purchasers with buypackaging achieve a price difference of more than 40%.

Status and highlights

- More than 250 active companies on the platform
- More than € 380,000 worth of successfully completed transactions
- Awarded the Initiative Mittelstand Innovation Prize (see p.13)



www.buypackaging.com

POSpulse



POSpulse is a crowd based retail analytics company which delivers realtime data directly from the point of sale using a mobile crowd. Customers receive individual analytics reports with insights and pictures for their own or their competitors' products and thus get more transparency and control for the POS. They can quickly identify potential for optimization and are able to react already while promotions are still ongoing.

Status and highlights

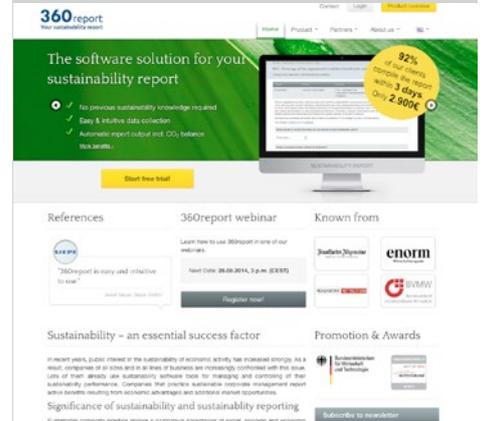
- 8,000 scouts recruited throughout Europe
- First follow-up orders received from large corporations
- Experiences senior sales expert recruited as cofounder



www.pospulse.com

360report

Your sustainability report



The online platform 360report enables companies to compile sustainability reports that comply with international sustainability standards easily, quickly and cost-effectively. Its customers can confirm just how simple this solution is: more than 90% of them take just 3 days to compile their sustainability reports with 360report.

Status and highlights

- Nominated for the CSR award of the German government
- First software for medium sized companies which has integrated the latest version of the leading international standards (GRI G4)
- June and July 2014 were the best sales months with five-digit revenues



www.360report.org

etventure grows and moves into new offices in Munich and Berlin



This summer, the etventure teams in Munich and Berlin moved into new, prestigious offices. By moving into these new offices, etventure has responded to its continuous growth in its investor and consulting business and through its new fields of business (see p.12).

Nymphenburger Höfe in Munich

Since June, the Munich team has been based in ‚Nymphenburger Höfe‘, right in the heart of the city. Here, etventure has moved into a modern office space of around 400 square meters. The prestigious office complex at Stiglmaierplatz was completed in 2012. The team is delighted to have new room for creativity, as well as well-equipped conference rooms, which offer plenty of space and an ideal setting for exciting discussions and work sessions with our business partners.

The infrastructure is not only ideal thanks to its excellent connection to local public transport, but also in terms of culture, gastronomy and shopping: the Pinakothek district is within walking distance, and the famous Löwenbräukeller beer garden is in the neighboring building. Several colleagues watched a number of World Cup matches there together.





Ackerhöfe in Berlin

In early August, the etventure team in Berlin moved to new offices in ‚Ackerhöfe‘, which are located close to Rosenthaler Platz. This is traversed by the Torstraße, which has been dubbed „Silicon Alley“ by many in the media, because a large number of startups, investors and other companies in the digital sector have moved there. You will also find the famous „Sankt Oberholz“ café there, which hardly anyone wanders into without an open notebook.

The new offices are located in what used to be a factory building and comprise two generously laid-out floors covering 600 square meters. The brick edifice was built in around 1900 and offers plenty of room for creative work and exciting workshops and seminars. The recently-founded etventure Academy (see p. 13) and the new accelerator for EU-financed startups (see p. 12) are also accommodated in the Berlin offices.

The etventure startup teams have also moved in and, like all their colleagues, are delighted to have more room for themselves and all their business partners. Feel free to pay us a visit - we look forward to greeting all our business partners in our new offices.



Edeka supermarkets recruit using mobileJob

mobileJob.com is the first recruitment tool in Europe that transfers the entire application process to mobile devices. Thus mobileJob addresses a megatrend in the job market: mobile recruiting. Using the innovative mobileJob application system, prospective candidates can apply for advertised jobs directly by sending text messages (SMS). Classic application letters and CVs are no longer necessary. Applicants are guided through an automated text-message interview according to criteria specifically set by the company. Unsuitable candidates are filtered out, and the remaining suitable candidates are suggested to the company. mobileJob specializes primarily in recruitment for non-academic roles, such as sales or service staff or temps in the industrial, service and retail sectors.

More than 1,000 applicants placed

Just a few months after its launch, more than 1,000 applicants have already been placed with customers through mobileJob. Customers include Edeka supermarkets, Marktkauf branches, Gegenbauer Holding SE & Co. KG, the Rieck logistics group and the international fashion group Uniqlo. Companies particularly appreciate the way in which mobileJob significantly reduces the time and preparations required for applications, whilst enabling them to reach candidates who are far more suitable for the required positions.

Eric Süllau, General Manager of Edeka Süllau, confirms this: „Thanks to mobileJob, we are able to fill more positions, and at the same time we can reach completely new applicant groups that we couldn't reach before by conventional means. Within a very short time, mobileJob has become an important tool in our recruitment strategy.“ Furthermore, mobileJob can benefit applicants as well



as companies. There is no longer any need for extensive application documents, and communication can focus on the key aspects.

Reaching new applicant groups by text messaging (SMS)

Steffen Manes, founder & CEO of mobileJob: „Our growth figures prove that, with mobileJob, we have filled a clear gap in the recruitment market. More than 95% of applicants own a mobile phone and always have it with them. These applicants, who are primarily non-academic, are difficult for companies to reach by traditional means. By providing a fully-fledged application in less than 2 minutes, we enable our customers to activate five times more applicants on average. That is what makes mobileJob so successful, and its market potential is immense.“

www.mobilejob.com

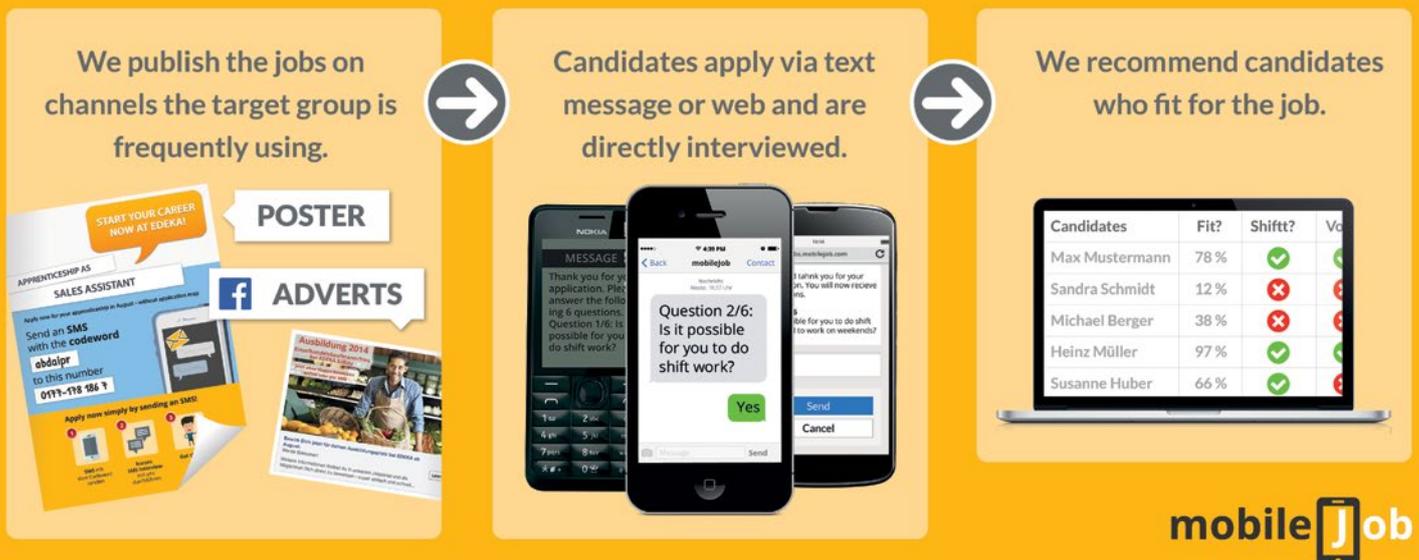
Positive media response

The innovative concept of mobileJob also receives first media coverage after its launch, amongst others in the leading FMCG and retail journal Lebensmittelzeitung as well as on lebensmittelzeitung.net.

Read the article here:
<http://bit.ly/Udz8hh>



mobileJob actively promotes job vacancies and candidates can react immediately.



Alexander Franke takes charge of consulting business at etventure

Alexander Franke was appointed CEO of etventure business ignition GmbH in early July. He has taken up the baton from the founder and previous CEO, Christian Lüdtkke, with whom he worked as a manager over the last few years. Together, they built up the consulting business. In future, Lüdtkke will concentrate on his tasks as CEO of etventure Holding. This year started off well, as Alexander Franke and his team have already won half a dozen new customers, including an M-Dax company and a subsidiary of a Dax group. etventure is helping these companies with innovation management, the digitization of their business and the setup of their own startups.

In great demand: digital innovation for large companies

Alexander Franke is a real digital native and has extensive experience in the fields of new business development, digital product development and online marketing, which he gained in Palo Alto, Helsinki, Munich, Stuttgart and Berlin. Franke holds a degree in business information systems from the Hochschule der Medien in Stuttgart, and he is a trained management assistant in IT systems. When he joined etventure about two years ago, he found his true vocation: developing new businesses to customer order. Franke explains his approach as follows:



"The difference between us and traditional consultants is that we don't merely deliver a concept: we start to implement the product immediately and test it on the market from the very beginning. The product is only launched once it has been proven to work. And a startup only arises from that once the potential for a new business has been validated." In short, reality beats theory.



A project team is presenting a new concept

etventure establishes two new fields of business

Around its core field of digital innovation, etventure has expanded its business to include two new fields: an academy for advanced education of managers („executive education“, see next page), and an accelerator, which will promote promising startups on behalf of the European Union. Both fields of business are extensions of etventure’s core field of expertise: validating innovative new businesses using a systematic, user-centered approach and establishing them in the market.

€5 million: etventure awards EU subsidies to innovative startups



Become a European Pioneer.
Build breakthrough business on top of state-of-the-art technologies.



8-month Acceleration Program to boost your business

 <p>Funding</p>	 <p>Coaching & Mentoring</p>
 <p>State-of-the-Art Technologies</p>	 <p>Network</p>

EU subsidies of €5 million: that is the total amount that the consortium lead by etventure will invest in the next 18 months. In the context of the accelerator project „FI-WARE“, etventure was preferred ahead of hundreds of rivals for the lead of one of the consortiums which, in total, will award 80 million euros to innovative startups and SMEs on behalf of the EU.

Pioneers sought from the fields of content and technology

The accelerator has the name "EuropeanPioneers" and is being set up in cooperation with the Fraunhofer Institute from Germany, as well as additional partners from Ireland, Finland and Poland. Its objective is to promote startups and small or medium-sized enterprises with innovative business models in the fields of e-learning, persuasive gaming, social connected TV and smart city services. From September onwards, SMEs and web entrepreneurs in these fields will be able to submit applications in response to an open call.

8-month acceleration program

The selected SMEs and web entrepreneurs will undergo an 8-month acceleration program, whereby they will receive financial support and benefit from an extensive mentoring and coaching program, access to professional tools and technologies, and a large network of very diverse stakeholders. And here is something particularly appealing for applicants: as part of the initiative, the startups can draw upon the state-of-the-art technology of the "FI-Ware" platform, which has been built up by EU technology partners over the last two years.

To manage this accelerator, etventure has appointed Laura Kohler Unit Head Innovation & Entrepreneurship. Before joining us, she set up and expanded the incubator for new e-commerce businesses at Bertelsmann DirectGroup. She and the team have no shortage of challenges at EuropeanPioneers: numerous EU events, setting up the acceleration program and the applicant portal, and preparing the first open call for the program.

Interested SMEs and web entrepreneurs can already register in advance online and will be contacted as soon as the first open call begins: www.europeanpioneers.eu



New field of business: etventure finds an academy for executive education

The newly-founded etventure Academy supports companies by providing executive education programs concerning all issues relating to innovation as well as concrete generation, validation and implementation of new business ideas, and it teaches methods and skills for applying these successfully to one's own company. Here, as well as being able to determine the potential for the implementation of specific ideas, companies can find answers to questions such as the following: "How can innovative ideas, which are like buried treasure in the minds of company employees, be systematically extracted and implemented in new products and services?" Or: "Which factors play a role in a company's implementation of these ideas?"

Design thinking and lean startup methods

For a company to remain competitive, whether offline or in the digital field, it must adapt and develop its product portfolio. But how can a company be highly innovative in times of ever-decreasing product cycles? To this end, etventure relies on design thinking and the lean startup principles. The etventure team has drawn these methods from Silicon Valley, adapted them to the European context and applied them successfully many times, both in establishing its own startups and in cooperation with corporate partners.

Advanced strategic education for managers

The etventure Academy does not merely teach these methods and skills for making marketable products out of innovative ideas – it also supports the actual idea

generation process and, if necessary, assists with the development phase. The workshops are always practise-oriented and are intended to enable managers to implement their innovation projects efficiently and successfully with their teams.

To set up and manage the new Academy, etventure appointed



Birte Gall, CEO of Bucerius Education GmbH of the renowned Bucerius Law School in Hamburg, for many years. Birte Gall explains the mission of the new Academy as follows: „We set great store by the lasting value of our workshops and seminars, so we assist with the transfer into the actual work and professional context. Our aspiration is to provide our customers with suggestions for their work that they can directly implement.“

360report nominated for Federal Government's sustainability award



The software company 360report has been nominated, along with five other candidates, for the Federal Government's CSR award in the category "Companies with up to 49 employees". This is the Federal Government's award for exemplary and innovative companies that act in a socially, ecologically and economically responsible way. The award winners will be announced on 17 September 2014 in Berlin.

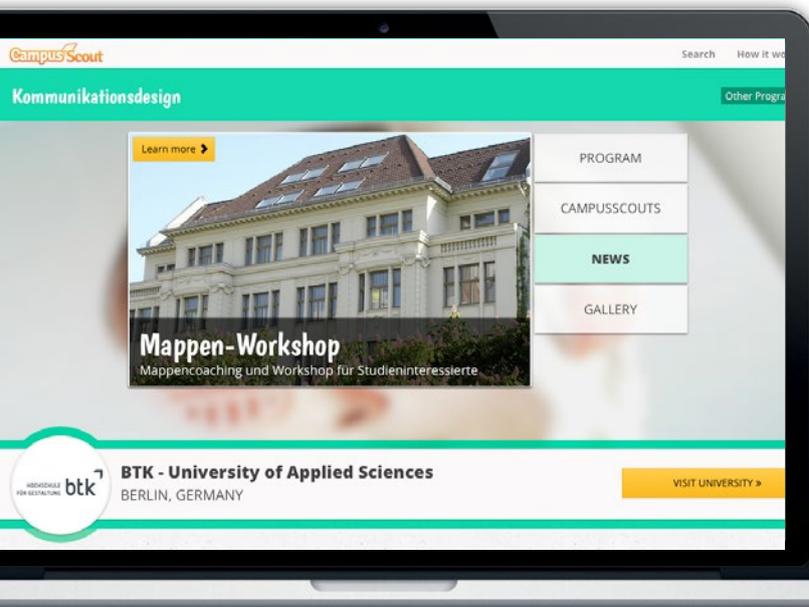
Furthermore, the etventure startups buypackaging and 360report both won the Initiative Mittelstand IT Innovation Award this year. This prize is awarded for the best, most innovative and most sustainable ideas and products from medium-sized companies. buypackaging won the much-coveted award in the Internet Service category, whilst 360report repeated its success of 2013 and won the award in the Green IT category for the second time.

<http://www.imittelstand.de/innovationspreis-it/2014>

<http://csr-preis-bund.de>



CampusScout: a new guide to university programs



The latest etventure startup, CampusScout, is an innovative platform that helps prospective students to find the most suitable course for them. The portal has been specially tailored to its target group's needs. CampusScout is the first platform to include information about student life, in addition to the usual course contents, and thus it offers a balanced combination of emotional content and informative data.

More than just a database

Discussions with current and prospective students have shown that choosing the right course and the right university is often like looking for a needle in a haystack. Existing course portals boast a large number of study programs and provide a large quantity of information in database form. Nowadays, however, when choosing a course, students do not only focus on the course contents: they care about the whole package, particularly student life and their eventual choice of career. The future generation of students would like to know exactly what is in store for them.

And this is why CampusScout really hits the mark: it provides its users with both kinds of information. When deciding for or against a course, prospective students consider a range of factors other than the subject they would be studying, the most important of which are the town, the leisure activities available and the conditions at the university or college. If you use the existing course portals, you will find that they lack exactly that kind of information. In contrast, CampusScout focuses primarily on students, alumni and the new town. Current students or alumni provide CampusScout with videos, pictures and accounts of their own experiences, and thus prospective students receive exactly the information that interests them and will influence their choice of course. The objective is to create an informative and interactive platform.

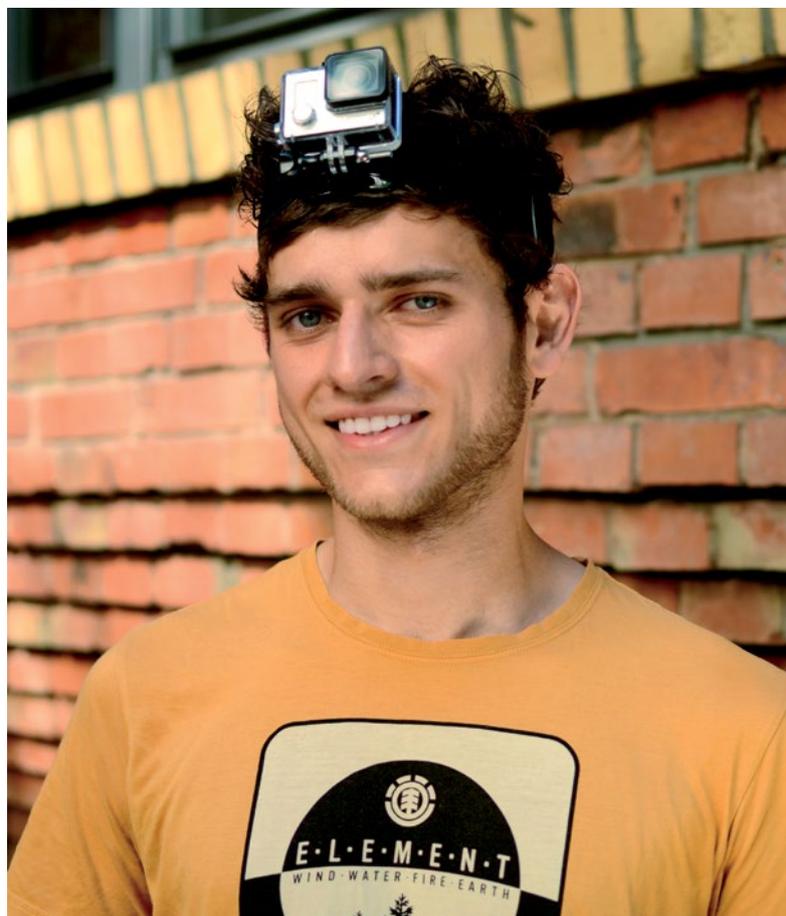
Beta version live since June

An initial version of CampusScout went online in June with its first renowned universities. International higher education institutions, such as BTK University of Applied Sciences, the Business and Information Technology School, Cologne Business School and Hult International Business School, are already testing CampusScout. The current version of the CampusScout site focuses primarily on university and course profiles, but also provides lifestyle information and local highlights. In accordance with tried-and-tested etventure procedure, the portal's further development will be influenced by valuable user feedback from tertiary education institutions and prospective students.

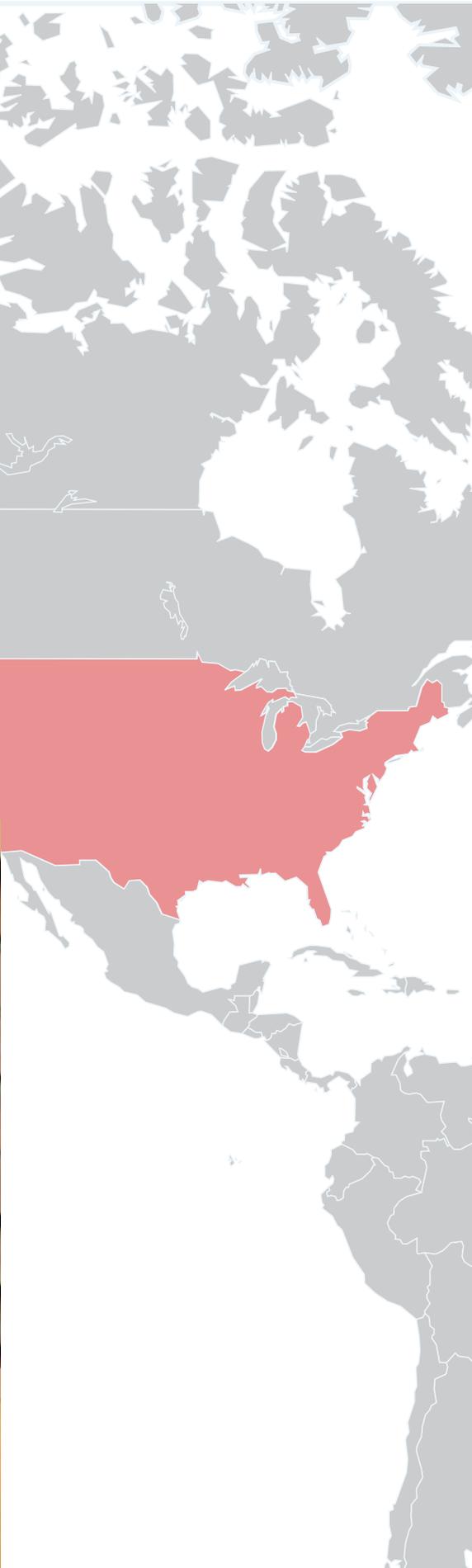
Addisco Education GmbH has already received funding

Initially, CampusScout is reliant on finding a niche in the educational portal field, and it addresses higher education institutions in the private sector. CampusScout operates under the auspices of Addisco Education GmbH, which has already received its first funding. Since February, Hendrik Fixsen has been CEO of Addisco Education GmbH, and in the coming months he will give particular impetus to products, sales and higher education marketing.

www.campusscout.com



etventure on tour



business innovation observatory

Berlin, 14 February,
Philipp Herrmann
<http://bit.ly/OBPaPE>



Startup Camp – HWR Berlin über „MBA in Stanford, lessons learned in Silicon Valley“

Berlin, 14. März, Philipp Herrmann
www.startupcamp.co/2014/



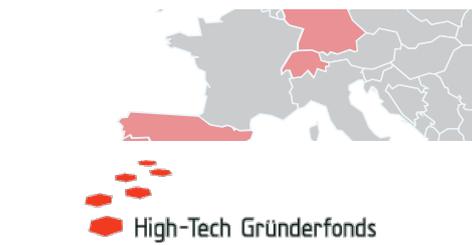
CyberForum e.V. – Präsentationen

Karlsruhe, 14. März, Hardy Nitsche & Taro Hildebrand
www.venture-day.de/



FamilyDay 2014 of the High-Tech Gründerfonds (High-Tech Founder Fund)

Bonn, 14 May, Rolf C. Zipf
www.en.high-tech-gruenderfonds.de



Transatlantic Forum and the 2nd Global Pro Bono Summit of the BMW Stiftung Herbert Quandt

San Francisco, 24-27 February,
Christian Lüdtkke
www.bmw-stiftung.de



Guest lecture at the University of St. Gallen, "Transformation through innovation"

St.Gallen, 14 May,
Björn Wettergren
<http://www.unisg.ch/>



International meeting with EU partners

February-June, Christian Lüdtkke
Athens
Brussels
Lisbon
Barcelona
San Francisco



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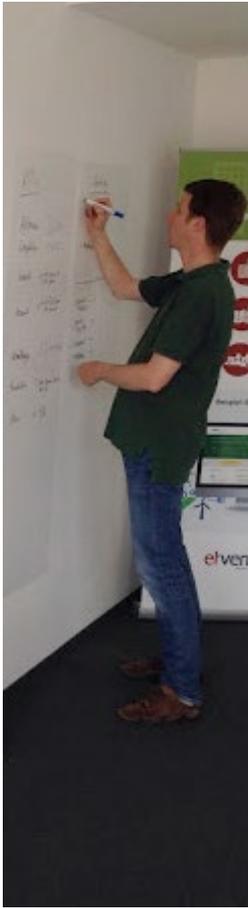
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WE  **STARTUPS**

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