

etventure

Highlights

Issue 7

etventure writes success stories



→ Klöckner & Co selects etventure as strategic partner for digitization

→ Growth and successful funding for etventure startups

→ Deutsche Bahn is the first major client of the Berlin School of Digital Business

→ etventure accelerator awards first EU grants to startups

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ETVENTURE FACTS Q4/2014



70+ Employees



30+ IT developers



4 Locations



10+ new projects live on the market

TOP EMPLOYERS: ETVENTURE IS RANKED NUMBER TWO ON KUNUNU

etventure is one of Germany's most popular employers in the field of consulting, ranking number two in the industry. This is based on the latest kununu ranking (effective 11/2014), the platform where current and former employees are able to assess their employer. Currently, more than 180.000 employers are rated on kununu.

bit.ly/SVUNoV





The etventure shareholders (f. l. t. r.): Philipp Herrmann, Christian Lüdtkke, Björn Wettergren and Philipp Depiereux

GREETINGS FROM THE SHAREHOLDERS

Dear business partners and friends,

It's a great pleasure for us to announce with these Highlights that we have been able to successfully expand our group's activities during the last months. We have established four business areas, which all follow our vision: To actively shape the digital transformation of our society and economy.

Ten years ago, the globalization engaged and transformed practically all industries. Today it's all about digitalization - driven by technical and social developments as well as initiatives such as „Industry 4.0“.

Despite many barriers and oppositions, which are typical in times of profound changes, more and more top managers recognize that the digital transformation of their core businesses is one of their most important tasks for the next years. This challenge cannot be „sit out“ but must be shaped actively. etventure is the perfect partner for this important journey.

With our four business areas, we help business leaders to define future-proof strategies and to effectively execute digital businesses. In our corporate consulting business, we execute transformation projects with numerous well-known clients such as the steel company Klöckner or the media company Bonnier (p. 6 & 7).

In our startup building business, we build up our startup portfolio together with investors and are happy to announce several success stories (p. 5 & 13).

Our public private partnerships business runs innovation projects with public partners, amongst others a EU accelerator giving €4.5M to startups and SMEs (p. 8 & 9).

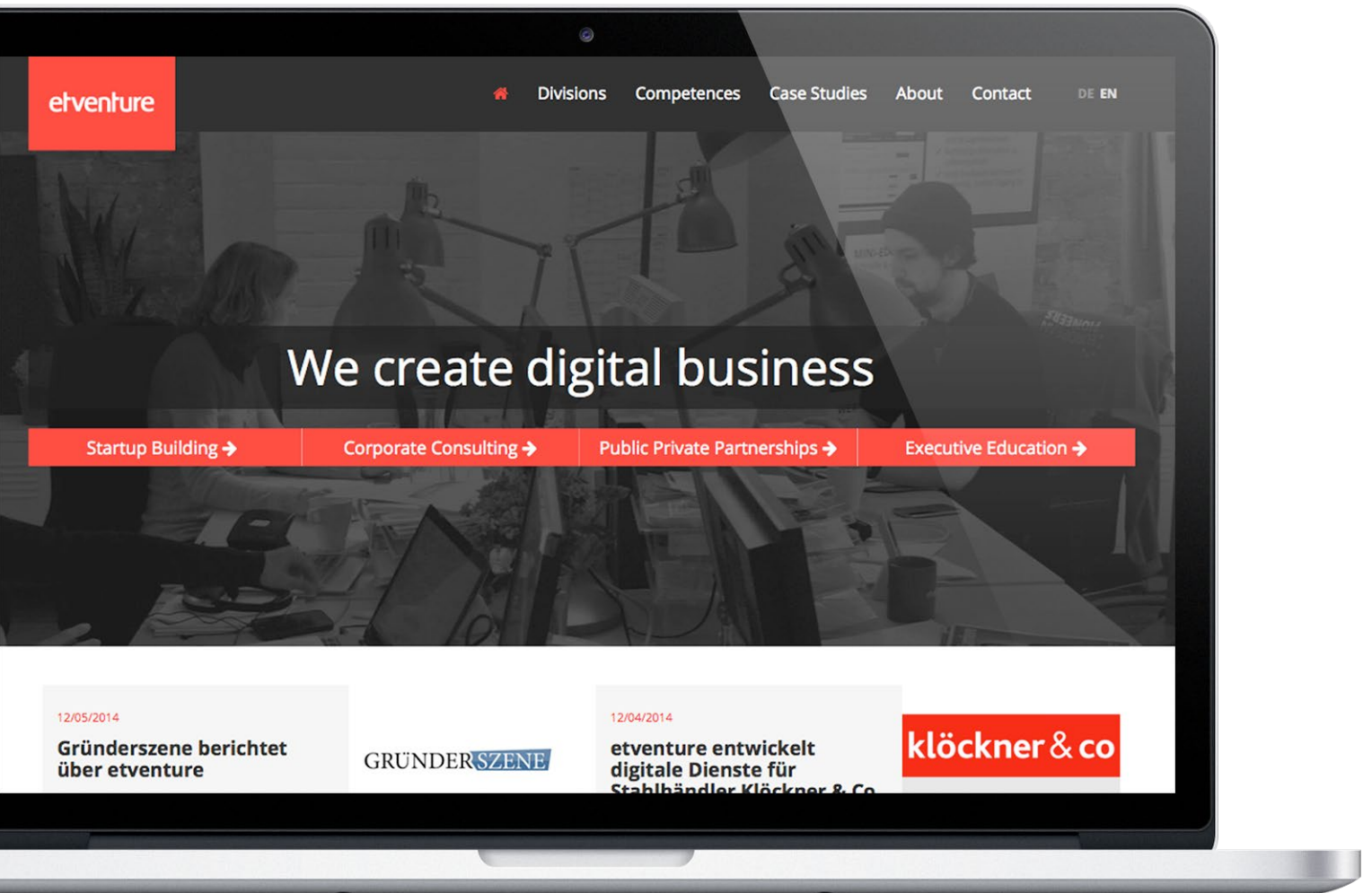
And our fourth business, the Berlin School of Digital Business, is specialized on executive trainings and has trained clients such as Deutsche Bahn in digital business (p. 10 & 11).

Now we hope you enjoy reading our Highlights,

Björn, Christian, Philipp und Philipp

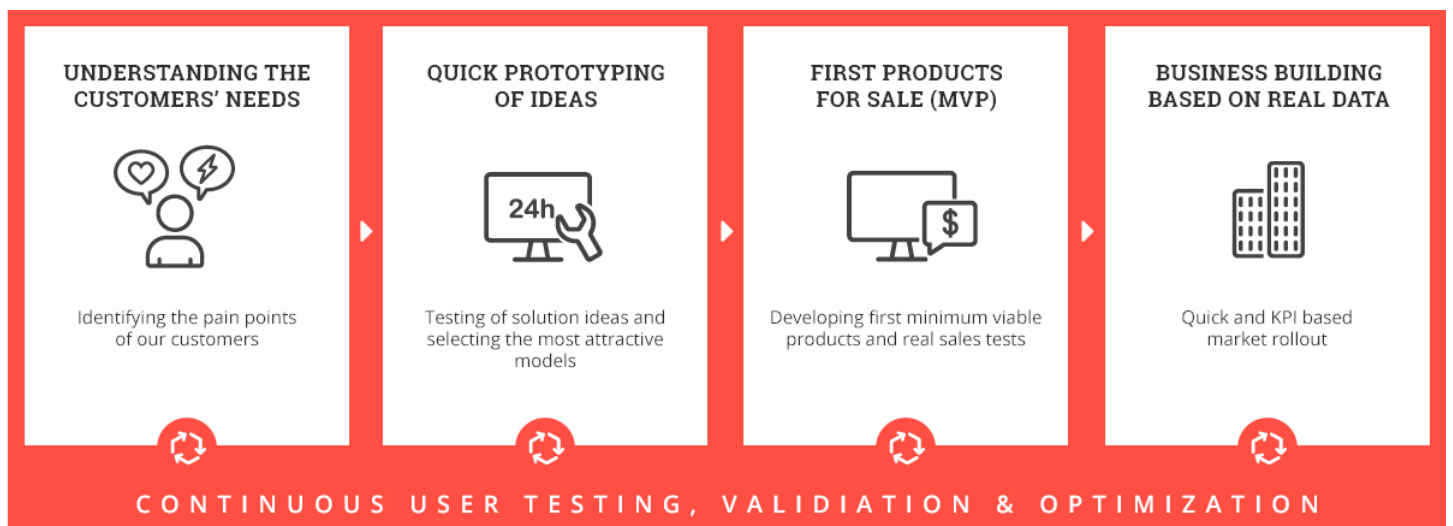
NEW CORPORATE APPEARANCE & RELAUNCH OF THE ETVENTURE WEBSITE

Having established the four business areas, etventure also phrased a new claim and completely reworked its corporate website. The company builder has been presenting its new slogan „We create digital business“ and its new look since end of November:



Structured business building process

On its new website, etventure also describes its proven business building process which is based on several innovation methods from Silicon Valley:



ETVENTURE STARTUPS MOBILEJOB AND POSPULSE SUCCESSFULLY COMPLETE FUNDING ROUNDS

mobileJob and POSpulse received enormous interest from investors. Both startups now finalized fundings from the High-Tech Gründerfonds.



Growth potential in mobile recruiting

The interested investors see significant growth potential in mobile recruiting. As one of the first providers in this sector worldwide, mobileJob transfers the entire application process onto mobile device platforms. This solution primarily helps the vocational job market where it is particularly difficult to find enough suitable candidates.

Retail analytics - innovation for manufacturers and retail

POSpulse has created an innovative retail analytics service that enables manufacturers and retailers to get better transparency about what is happening at the point of sale (POS). Clients as well as investors are convinced of the crowd-based approach. Thousands of so called „scouts“ deliver all relevant data from any number of retail outlets within a few hours. POSpulse analyses this data in real time so that promotions can be evaluated and even corrected during the promotion period.

Steffen Manes and Kai Daniels, founders and managing directors of mobileJob, as well as Dominic Blank, founder and managing director of POSpulse will now be able to scale their businesses at full speed.



The team of mobileJob is testing the app



www.mobilejob.com



www.pospulse.com

STRONG GROWTH AT LOVLI AND 360REPORT

Due to the positive developments to date, the family app lovli has received follow-on funding from existing investors.

Finally, 360report, the provider of a software-as-a-service solution for the fast and easy creation of sustainability reports for SMEs, was able to secure its largest ever contract of over 30,000 euros.





Alexander Franke and his team in user interviews



Book experts from MyBook finding personal recommendations for its customers

MYBOOK GROWS: ULLSTEIN AND BONNIER INVEST, FOUNDING A JOINT VENTURE

In recent months, etventure has successfully developed the MyBook project (commissioned by the Ullstein Buchverlage publishing houses) into an independent business. The team validated and optimized the business model and sales channels in continuous tests according to the proven etventure approach. After successful market testing, they received the go-ahead for further scaling.

„Thanks to the attractive customer acquisition costs (CPL), the monetization potential in this ecommerce business is particularly high,” explains Alexander Franke. MyBook GmbH was founded in October; strategic investors are Ullstein Buchverlage, Bonnier Deutschland and etventure. New CEO Antonia Besse is now managing the marketing and expansion.

MyBook – the human Amazon

Many book lovers do not trust algorithms. That was the most important finding of the etventure team when, together with Ullstein Publishing Houses, they started to test new sales channels for books on the market. MyBook literally brings expert book sellers into the internet.

Users answer 11 questions about their reading habits in 90 seconds and subsequently receive four book recommendations by email. Each recommendation comes from one of the MyBook experts, made up of 15 booksellers, literary scholars and authors. Since the launch, more than 270,000 emails have been sent with book recommendations. The books can be ordered directly from the integrated shop, which offers free shipping.

www.mybook.de

3 questions for Antonia Besse:

Hi Antonia, you were most recently Marketing Manager at Ullstein Verlag and now you have founded a business. Why?

It was always a dream of mine. The publisher has been a great support and was immediately impressed when I initially presented the original idea for MyBook.

What role did etventure play?

etventure was recommended by a personal contact and we were quickly convinced that we could conquer the book market together.

That makes it sound like starting MyBook was a walk in the park...

The end result is great, but getting there was not easy. We discarded many ideas before the basic concept for MyBook was established. But the regular user surveys always put us back on the right track. And now MyBook will prove that it has the potential to be really big.

MyBOOK
Wir lieben Bücher

Antonia Besse
CEO MyBook



KLÖCKNER & CO SELECTS ETVENTURE AS STRATEGIC PARTNER FOR DIGITAL TRANSFORMATION

As the digital revolution captures one sector after another, traditional industries will also be affected in the future. Gisbert Rühl, Chairman of Klöckner & Co, the largest producer-independent steel and metal distributor in the overall market of Europe and America, is not waiting for the digital transformation, he is shaping it. At the Regensburg site, a laboratory for the future is currently under development. In it, „Industry 4.0“ is tested and formed. The steel distributor is supported by etventure: their corporate team has extensive experience in the digital transformation of traditional business models and – with a team on-site – they are developing digital services for the steel distributor.

Industry 4.0: Klöckner is a pioneer

„We started our work with comprehensive customer surveys,“ explains Alexander Franke, digital expert and CEO of etventure business ignition, who heads the 20-member team working for Klöckner since August 2014. Ten product ideas were developed from the surveys and then the following questions were answered: Where can the greatest customer benefit be found and what obstacles should be eliminated first? What can be implemented in the fastest and most cost-effective way? And what assets of existing businesses can be optimally used in the digitization?

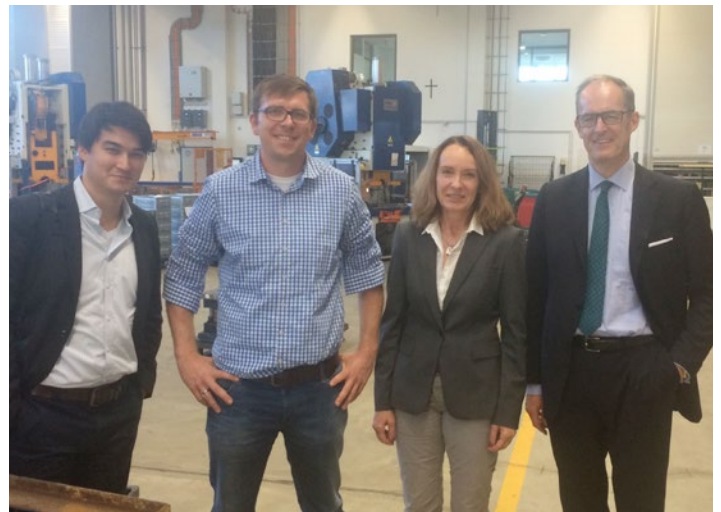
After the evaluation of these criteria, three ideas won out. These are now being implemented and, as always, the projects are designed and managed from a customer perspective.

The best of both worlds: Traditional company with startup mindset

Alexander Franke continues: „Klöckner is a very good example of the fact that a traditional company with a startup mindset is not a contradiction.“

Large companies such as Klöckner have tremendous assets such as customers, sales, storage facilities, machinery, and, not least, industry expertise. Our aim is to make digital services available for these assets.“

www.kloeckner-digital.de



Gisbert Rühl (right) and etventure project manager Taro Hildebrand (left) together with two purchasers during a user testing in a steel factory

klöckner & co



Gisbert Rühl, Chairman of the Management Board at Klöckner & Co

”

On our path to becoming a model digital company, we decided to team up with etventure. They first analyzed customer needs, then developed new software tools, all within three months. „We would have required a year and a half using a conventional approach.“ says Rühl.

manager
magazin

”

The 55-year old steel manager sees the digital consultancy etventure as a partner for the digitalization of his company's processes, tools and services. Rühl is convinced that the company needs this external trigger: „Internally, we would have failed, because we are not innovative enough in this field.“ This might sound simple and has been done elsewhere for a long time now, but it means a small revolution for the conservative thinking industry.

Handelsblatt



ETVENTURE CONTINUES TO DRIVE EU ACCELERATOR AHEAD: FIRST STARTUPS RECEIVE FUNDING

☆☆☆ EUROPEANPIONEERS

The EU accelerator EuropeanPioneers, which is developed and managed by etventure, has completed the first round of applications for inclusion in the funding program. In a total of two application rounds by the end of next year, 25 startups will be selected to receive 4.5 million euros in funding.

265 applicants from 30 countries in the first round of applications

The rush for the program was overwhelming in the first round of applications. In just two months, 265 startups from 30 countries submitted their applications. After a pre-selection process, 24 candidates were invited to Berlin for a pitch presentation. And now the winners have been

selected: 12 startups from across Europe will become part of the eight-month funding program in early December.

Financial support and coaching

Each company receives financial support in the amount of 50,000 to 250,000 euros depending on the submitted project. Since public funds from the European Union are involved, the amounts must neither be paid back nor must company shares be issued.

Program participants will also be supported by experienced coaches in such areas as concept and business model development, milestone planning, user testing, team building, marketing and finance.

There will be another round of applications in Q2/2015.

www.europeanpioneers.eu

Who are the EuropeanPioneers?

EuropeanPioneers is a consortium of innovation experts from across Europe, led by etventure, and part of the Future Internet Program of the European Union "FIWARE". In the program, a total of 80 million euros in funding is awarded to innovative startups.

In addition to etventure, the following organizations and companies are partners of the EuropeanPioneers: Fraunhofer IAIS, Weblify, ThoughtBox, F-Secure.

etventure
from idea to business

Fraunhofer
IAIS

Weblify

ThoughtBox

F-Secure

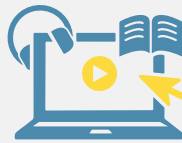
EuropeanPioneers selected twelve companies from the four focus areas:

- Appscend
- We love Cinema



SOCIAL CONNECTED TV

- KonnectID
- Eloptico
- Livecoding



E-LEARNING

- Zylia
- Muuselabs
- GameGenetics
- TobyRich GmbH



GAMING

- Avuxi
- Smart Drive
- 3Desk (Peoplegraph)



SMART CITY



SECOND EU PROJECT INITIATED

In addition to EuropeanPioneers, in October etventure was awarded the contract for the partnership with the EU program “Welcome”, which has been provided with 2.7 million euros. The aim of the program is to develop a pan-European startup ecosystem with a focus on the European startup hubs Berlin, Dublin, Milan, Madrid and Salamanca. As a partner of the factory and the beta house, etventure will help shape the activities in Berlin.

DIGITAL BUSINESS & INNOVATION WORKSHOPS

for managers and employees passionate about innovation

BERLIN SCHOOL
of Digital Business

DEUTSCHE BAHN IS THE FIRST MAJOR CLIENT OF THE BERLIN SCHOOL OF DIGITAL BUSINESS

etventure has put its recently adopted executive education strategy into action and launched the Berlin School of Digital Business. Its first major client is Deutsche Bahn AG.

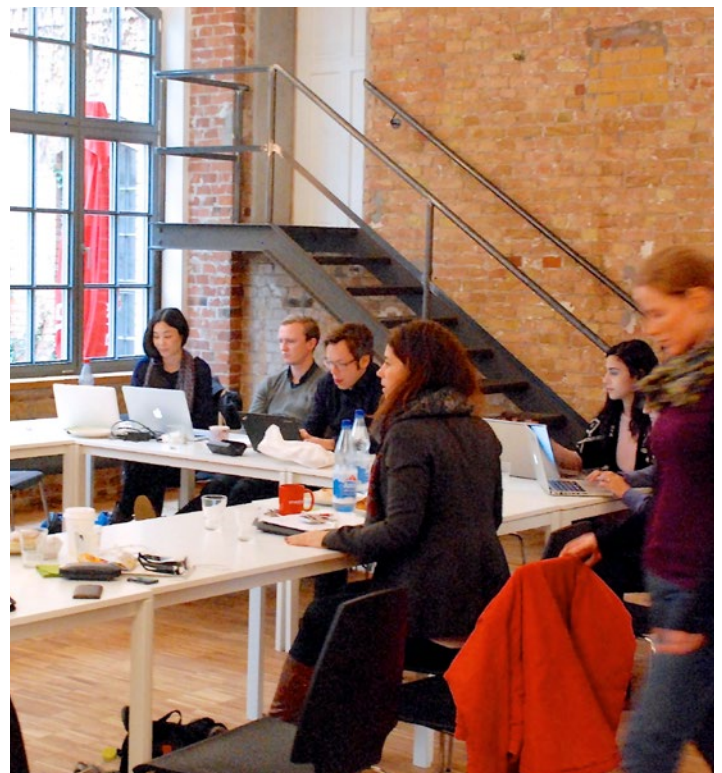
In exciting and energetic workshops, the School provides a deeper understanding of the digital economy and teaches proven methods to develop innovative digital products and services. Participants include entrepreneurs, employees who are enthusiastic about innovation and executives who are driving their company's digital transformation with new ideas or want to realize their own creative impulses and business ideas.

Individual solutions and open programs

We specifically address the needs and projects of our customers in individualized seminars. For example, we conducted a customized, two-part in-house seminar for Deutsche Bahn in November and December. The first part involved a deep understanding of digital business models and the possibilities of performance marketing, including the participants' own analyses. In the second part the participants learned how user needs can be identified, cost-effectively prototyped and verified by tests – and how new business models can be developed and implemented based on these findings.

The open events are the second mainstay of the BSDB. These are open to participants from many companies. The first workshops will be held in January and February.

Interested parties can find more information and register at: www.berlin-sdb.com



Workshop in the seminar room of the Berlin School of Digital Business



STYLISH SEMINAR ROOM WITH STARTUP FLAIR



Central location in the heart of Berlin: Ackerhöfe,
at Rosenthaler Platz



Loft character



Flexible capacity for up to 50 persons



Modern equipment including projector, flipchart,
WiFi



Fully equipped kitchen



Catering by request

The seminar room can also be rented for business events.
More information at: www.bsdb-seminarraum.com

ETVENTURE TRAINING

Mira Losansky is the first trainee in the history of etventure. On September 1, she began her 3-year training program for office management at the Munich office. In addition to the vocational schooling, Mira will support the administrative management during her dual training.

3 questions for Mira Losansky:

Were startups a topic of interest at your school?

No, at school I never heard about them. For that reason, I found etventure's announcement all the more exciting and am delighted to be a trainee in this field.

What do you like about your training?

From the start, I was able to get involved in the daily operations at etventure. I learn „on the job“ and can really contribute. I think that's great! It's also important to be close to all the staff; I am able to approach any of them for a face-to-face exchange.

What do you like to do outside of the training?

Horse riding and cars. I work with my horse a lot. We used to be a Western team and now I have trained it for dressage and cross-country jumping.



COOPERATION WITH THE UNIVERSITY OF ST.GALLEN: ANALYSIS OF FUTURE GROWTH AREAS FOR ETVENTURE

Under the direction of etventure partner Björn Wettergren, a five-member working group of master students from the University of St.Gallen started work for etventure. In the coming months, this working group will critically analyze etventure's existing business models, discuss new business opportunities and generate relevant market data. This information will be integrated into the strategic developments of the departments. The kick-off workshop took place in mid-November at the etventure office in Zurich.

„I am pleased about the repeated cooperation with etventure, this time pursuing a practical project. The project has been very well received by the students and despite the ambitious objectives, many students were interested in the project. I am glad about the working group's start and looking very forward to the outcome

in the coming fall. I wish the team good luck.“ says Prof. Markus Kreutzer of the University of St. Gallen.



Kick-off workshop in Zurich



Universität St.Gallen

ETVENTURE STRENGTHENS FINTECH ACTIVITIES

FintechStars

At the end of November, etventure founded FintechStars GmbH to further group its activities in the Fintech segment. The new unit will take on a cross-sectional function within the etventure group and promote Fintech within the existing startup and corporate consulting activities. First, FintechStars will develop a knowledge unit which will continuously identify market opportunities based on extensive research and scouting activities. Using these results, the team will develop concrete implementation options in the form of make-or-buy approaches and implement selected business models with selected partners.

The next big thing: digitalization of the financial market

Not only in the US but also in European financial centers such as London and Frankfurt, a variety of Fintech startups are now active on the market – the services range from online banking and insurance providers to online/mobile payment, e-commerce payment tools, accounting tools for retail, online identification methods and online services relating to investments. The market potential is enormous and the opportunities for innovative, even disruptive business models using new technologies in the financial sector still hold great potential.



Gregor Puchalla, Managing Director of FintechStars

Gregor Puchalla becomes Managing Director of the new company

Gregor Puchalla has taken over the management of FintechStars. He has been active for over ten years at the operational and strategic level in the field of internet and finance. He brings extensive know-how in the development and marketing of financial portals and many years of expertise in the design of web applications and the management of license customer projects for financial service providers and media companies. Most recently, he was Managing Director of vwd netsolutions GmbH, which operates the leading financial portal finanztreff.de, among others.

NEW FOCUS AT CAMPUSSCOUT INCREASES THE ADDED VALUE FOR UNIVERSITIES AND PROSPECTIVE STUDENTS

Thanks to a new approach, the campusScout team has been able to increase the website traffic threefold while at the same time click costs decreased by 35%.

The innovative platform supports prospective students with finding the study program that suits them. Very new in the offer is a short survey that needs to be filled out by the prospective students. Afterwards they'll receive up to three recommendations for their choice of study. The individual answers from the perspective students will be taken into account for these recommendations, e.g. if they consider a good alumni-network as important or how they imagine their future workplace will be.

The specialization on qualitative lead generation is representing a crucial added value for universities and higher education institutes. Meanwhile, the personal recommendations make the platform even more attractive for prospective students.



Keine Ahnung was du studieren sollst? Finde es mit unserem kostenlosen Fragebogen heraus!



Das passende Studium?

WWW.CAMPUSCOUT.COM

Mehr dazu

Ad from the new marketing campaign at CampusScout

www.campuscout.com

A LOOK BACK AT 2014



Team growth & new offices

- Our team has grown to **over 100 members**.
- We have moved into larger, prestigious offices in the **Ackerhöfen** (Berlin) and **Nymphenburger Höfen** (Munich).

EU accelerator founded

- We founded EuropeanPioneers and will award **4.5 million euros** in grants to startups
- **Laura Kohler**, who previously led an innovation lab at Bertelsmann, heads the new division Public Private Partnerships.



crowd**hunter**


mobile  **Job**

 **POSpulse**

 **lovli**

kundenapp

CampusScout

 **Office Balance**

buypackaging

 **spaces**

360report
Your sustainability report

Successful startup business

- In May we organized a **Startup Tour** for the first time and got **over 100 investors** excited about etventure.
- Several startups have received **substantial funding** and are on a course of growth.

Many new corporate projects

- We initiated **18 innovation projects** with new corporate clients.
- Together with Ullstein and Bonnier, we founded **MyBook GmbH**.



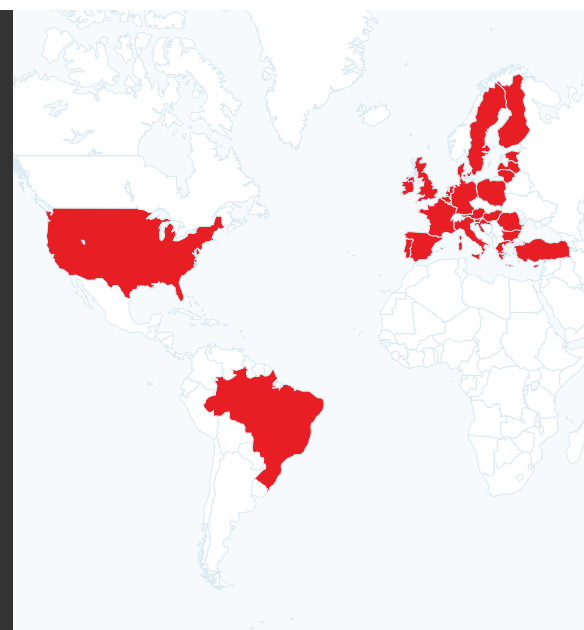
BERLIN SCHOOL of Digital Business

Berlin School of Digital Business founded

- The Berlin School of Digital Business was founded and is headed by **Dr. Birte Gall**, former CEO of Bucerius Education GmbH.
- **Deutsche Bahn** is among its first customers.

International activities

- We **scouted and financed startups** all over Europe with our EU accelerator European Pioneers.
- The etventure management strengthened international business relationships in hotspots such as **Sao Paulo, Istanbul, New York**



... AND WE HAD A LOT OF FUN!





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Do you have an innovative idea?

Please send a description of the idea and
your CV to:

ideas@etventure.com



GET IN TOUCH WITH US!

ETVENTURE IN THE MEDIA



12/2014 - manager magazin
Made in Germany - Industrie 4.0
(PDF in German)
<http://bit.ly/1ttYthO>



01.12.2014 - Handelsblatt
Discovering the digital world
(PDF in German)
<http://bit.ly/1rZOWAr>



03.11.2014 - Wirtschaftswoche
Founding startups with coaching
and business assistance services
(PDF in German)
<http://bit.ly/1vZesLs>



03.11.2014 - Wirtschaftswoche
MyBook: Book recommendations
without algorithm (PDF in German)
<http://bit.ly/1y7GHXe>



13.10.2014 - absatzwirtschaft.de
Sales Promotions often without
promotion material
<http://bit.ly/1y2E5WW>



02.10.2014 - Lebensmittel Zeitung
Promotion check by app
(PDF in German)
<http://bit.ly/1y2EisV>



08.09.2014 - W&V
„Wursteln im digitalen Raum“
(PDF in German)
<http://bit.ly/1vA3kTb>



11.09.2014 - deutsche-startups.de
EuropeanPioneers awards 4.5
million to startups
<http://bit.ly/1war2qL>



27.06.2014 - Lebensmittelzeitung
Mobile application – Edeka Süllau
recruits via SMS
bit.ly/Udz8hh



Much more news can be found at our blog
<http://bit.ly/1va63D2>

IMPRINT

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