

5
YEARS

Issue 9

Highlights

ETVENTURE CELEBRATES ANNIVERSARY!



etventure and Wüstenrot & Württembergische found joint venture for digital business



etventure and Kienbaum offer solution for HR issues in the context of digitization

CONTENT

Welcome..... 3

5 years of etventure - anniversary..... 4

Congratulations from customers and partners 6

etventure and W&W AG establish joint venture..... 8

etventure executes Internet of Things projects 10

Digital champions – etventure and Kienbaum offer solution for HR issues in digitization..... 12

Success stories of the EuropeanPioneers startups..... 14

Berlin School of Digital Business: Digital leadership for executives..... 16

Founding of FinTechCube incubator 17

POSpulse continues to grow 18

New startup in the etventure portfolio: Socialwave 19

Brief updates on other etventure startups..... 20

Müller Medien invests in mobileJob 21

New offices in Paris and London, expansion of activities in New York 22

Where it's all happening: Impressions of newer and older employees..... 23

Project with Chalmers University of Technology..... 23

etventure in pictures..... 24

Contact persons at etventure 26

etventure in the media & Legal details 27

ETVENTURE FACTS Q4/2015

- 

150+ Team members
- 

7 Locations
- 

30+ Startups and corporate businesses



The etventure shareholders (from left to right): Björn Wettergren, Dr. Christian Lüdtké, Philipp Herrmann and Philipp Depiereux

GREETINGS FROM THE SHAREHOLDERS

Dear Partners and Friends,

We look back with pride on the five years that have passed since our founding in December 2010 - from a small startup venture all the way to the successful group of companies that etventure is today. We would like to thank our team and all our customers and partners who have supported us along the way and who are, to this day, at the core of our success.

In five short years we have developed rapidly from our own initial startup projects to being the market leader in the field of digitization. We have achieved this by successfully focusing on customer-centered, entrepreneurial and radically result-oriented execution. Our team has grown from three to over 150 entrepreneurs and digital experts and, using the latest innovation methods, has generated and tested a huge number of digital business models. We have built up the best of these business models as our own VC-funded startups or we have set

them up as new businesses for our corporate partners.

Our customers include renowned names from all sectors of industry: Financial service providers such as Wüstenrot & Württembergische, media groups such as Bonnier, industrial companies such as the steel trader Klöckner & Co, SMS group or Viessmann, energy providers such as Entega or Stadtwerke Bochum, retailers such as Conrad Electronics or dm, mobility companies such as Deutsche Bahn, or the family-owned investment company Haniel.

As a result of strong demand from our customers, we founded the Berlin School of Digital Business, an educational institution that prepares executives for the digital future. We also established the European Innovation Hub which promotes innovation and acceleration projects with public and private partners. These projects include the EU accelerator EuropeanPioneers,

which is supported by the European Commission and has €6m of funding.

This anniversary edition opens with a brief overview of the key milestones in the history of etventure (p. 4/5), followed by a report on our most recent success stories and innovations. Read about the founding of W&W Digital GmbH as a joint venture with Wüstenrot & Württembergische AG (p. 8/9), the execution of the first IoT projects (p. 10/11), the current developments at FintechStars (p. 17) and, of course, the positive operational developments and funding successes of our startups (p. 18 to 21).

We hope you enjoy reading!

Philipp Depiereux, Philipp Herrmann, Christian Lüdtké, Björn Wettergren



5 YEARS

etventure

2011

10 Team members
3 Locations

- ★ Start of the startup business with market tests
- ★ Start of the consulting business with first key accounts
- ★ New locations in Berlin and Hamburg

Dec. 2010
Foundation in Munich



2012

20 Team members
3 Locations

- ★ Seven-digit funding for the 2012 startup portfolio
- ★ Seven-digit consulting revenue
- ★ Rollout of first corporate businesses after successful market tests

2013

40+ Team members
4 Locations

- ★ Seven-digit funding for the 2013 startup portfolio
- ★ New location in Zurich

2014

100+ Team members
4 Locations

- ★ Founding of the Berlin School of Digital Business
- ★ Seven-digit funding for the EU accelerator EuropeanPioneers
- ★ Founding of FintechStars

2015

150+ Team members
7 Locations

- ★ Founding of the European Innovation Hub
- ★ New locations in New York, Paris and London
- ★ Founding of the W&W Digital GmbH as a joint venture between W&W and etventure
- ★ Cooperation with Kienbaum Consultants



Successful startup business

etventure's startup portfolio mainly focuses on B2B models related to the following trends: mobile, crowd, social and SaaS. The first portfolio of ideas was funded by an investment of German SMEs in 2011. Today, several business angels and VCs are among the investors of etventure startups, including Hartmut Ostrowski, former CEO of Bertelsmann AG, or Germany's biggest Venture Capitalist, the "High-Tech Gründerfonds" (HTGF).



Digital transformation for corporates

Since 2011, etventure accompanies corporates in their digital transformation and develops digital business with a highly entrepreneurial approach. Over the years, the service of etventure has developed from pure project business to extensive partnerships. Within those partnerships, etventure builds up complete digital units for corporate customers, both as a wholly owned subsidiary of the company or as joint ventures.



etventure is the most attractive employer

etventure is number 1! In its anniversary year, etventure made it to the top of the best employers of the German capital within the ranking of kununu, the largest employer assessment platform in German-speaking countries. In a nationwide ranking of November 2014, etventure came in second place of the most attractive employers in Germany within the category consulting and services. Especially the working atmosphere, the team spirit, the behavior of superiors as well as the interesting projects were mentioned as being very positive.

manager

“On the path to becoming a model digital company, he (Gisbert Rühl, CEO Klöckner & Co, Editor's note) 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.

Selected startup projects

POSpulse mobileJob lovli. 360report CampusScout buypackaging SOCIALWAVE

Selected customer projects

wüstenrot württembergische klöckner & co DB STADTWERKE BOCHUM HANIEL dm VIESMANN


CUSTOMERS AND PARTNERS SEND THEIR CONGRATULATIONS



Dr. Alexander Erdland
CEO
W&W AG



” I am delighted and honored to be here today to congratulate etventure on its fifth anniversary. I believe the founders of the company, Mr. Depiereux, Dr. Lütke and Mr. Herrmann, have achieved something really special. All of you who contribute to the etventure story can be proud of how far you have come. Congratulations to you all and I wish you continued success and enjoyment in the future!



Hartmut Ostrowski
Business Angel,
Former CEO
Bertelsmann AG

” Congratulations to the etventure team – it is very exciting to follow the business building activities of such a professional startup builder and I am already curious to see what the next milestones will be.



Max Stroetmann
Managing Partner
L. Stroetmann GmbH & Co. KG



” Congratulations on your first five years in business! etventure's novel methods and way of thinking inspire us again and again. Thank you for that and we wish the entire team continued success!



Frank Thiel
Commercial Director
Stadtwerke Bochum Holding GmbH



” Happy Birthday etventure! Five exciting years have already passed and I'm sure that many exciting years will come! Whether as a startup builder or as a consulting partner, stay the way you are!



Andrea Peters
Chairperson of the Board
media.net berlinbrandenburg. e.V.



” We warmly congratulate etventure and look forward to supporting the company's further development in the coming years with our network.



Peter Fatelnig
Deputy Head of Net Innovation
European Commission




” Starting a company which supports young entrepreneurs instead of big banks in 2010, in the middle of the banking crisis which developed into a financial crisis and then into an economic crisis, is a real achievement! Now, five years later, we know that the etventure founders' visions have become reality, so congratulations! It was my pleasure to accompany etventure on part of this successful journey, and I can still remember our mission statement: "If you're going to support startups, then you need to act like a startup yourself!"




Ulrich Grillo
President
Federation of German Industries (BDI)



” Considering the importance of digitization for the German industry, I am very much looking forward to seeing more exciting developments and concepts from etventure. I warmly congratulate the company and its founders on their five-year anniversary!



Dr. Alexander Lorbeer
CEO
Ullstein Buchverlage GmbH



” Congratulations to the etventure team on your fifth birthday! Here's to many more years of success and fruitful cooperation.



Paolo Dell'Antonio
Chairman of the Board
Mast-Jägermeister SE



” We have come to know etventure as an execution-oriented innovator who thinks differently and has an impressive track record and we congratulate you on your anniversary!



Joachim Kaufmann
CEO
Carlsen Verlag GmbH



” I congratulate the hard-working etventure team on their anniversary! Our collaboration is fruitful, inspiring and refreshingly different – keep it up for the next 5 years!



Gisbert Rühl
CEO
Klöckner & Co SE




” Congratulations to the entire etventure team – we thank you for your fantastic work and look forward to continuing our journey with you as we digitize the steel market.




Thomas Schmidt
Chairman of the Board of Management
Entega Energie GmbH



” Congratulations on your five-year anniversary! We at Entega Energie GmbH are proud to be among your customers. Keep up the excellent work and we wish you every success for the next few years!




Dirk Müller
CIO
Franz Haniel & Cie. GmbH




” Dear etventure team, congratulations on your anniversary. In these five years, etventure has established a really impressive team with whom it is a pleasure to work.




Alexander von Frankenberg
CEO
High-Tech Gründerfonds



” If great entrepreneurs build not just one but many companies, it's only a matter of time, when there will be similar great successes in Germany as in Silicon Valley. Happy birthday and many thanks for the great cooperation!




Ivo Kai Kuhnt
CEO
Langenscheidt GmbH & Co. KG



” Congrats to the etventure crew – a great team that has built up something really exciting.




Burkhard Dahmen
CEO
SMS group GmbH




” For your anniversary I send you, on behalf of the whole SMS group, my warmest congratulations. We are particularly impressed by the vigor and spirit of innovation within our cooperation, that make your company to one of the first addresses in the field of new business models. For the future I still wish you a keen insight into the latest trends within the collaboration with your customers.



Birgit and Josef Siepe
Management
Siepe GmbH



” Congratulations, etventure team! We now look back on five years in which vague ideas have turned into several successful products. Five years during which we have worked together to meet challenges and create successes. Five years during which a small motivated team has developed into a large ambitious group with many new objectives. Let's hope the success continues.



Dr. Joachim Köhler
Fraunhofer IAIS



” Congratulations, etventure! We are thrilled to be making digital inroads at a European level together with such a competent, innovative and execution-oriented partner.



Fabian Kienbaum
Managing Shareholder
Kienbaum Consultants International GmbH



” On behalf of the entire Kienbaum team, we warmly congratulate you on your fifth anniversary! The etventure team is unbeatable and you are our number one digitization expert! We look forward to even greater cooperation in the future and working together to shape the digital transformation in companies, institutions and associations.



Dr. Zeno Staub
CEO
Bank Vontobel AG



” Congratulations! etventure is an innovative company that creates exciting new solutions and focuses on the customer needs. This is always essential, especially in the financial sector. Keep it up!

ETVENTURE AND WÜSTENROT & WÜRTTEMBERGISCHE FOUND JOINT VENTURE FOR DIGITIZATION



Left to right: Philipp Herrmann (MD etventure), Nils-Christoph Ebsen (future MD W&W Digital), Carolin Kröger (future MD W&W Digital), Dr. Manfred Oschwald (future Chairman of the Advisory Board W&W Digital), Dr. Alexander Erdland (CEO W&W AG), Philipp Depiereux (MD etventure)

etventure has been helping Wüstenrot & Württembergische (W&W) identify, develop and implement new digital business ideas as part of the company's "W&W@2020" program since March 2015.

Concrete execution and market success after just 5 months

etventure and W&W started by establishing an internal digital unit, the "Digitale Werkstatt". The result after five months: over 500 direct user interviews, over 100 business ideas generated, countless iterative

user tests with initial, paper-based prototypes, ten live tests with real online marketing and, finally, five business models positively validated both quantitatively and qualitatively. Three of these are currently being implemented as "minimum viable products" and will be launched on the market in the coming weeks.

The internal W&W team received extensive training in all relevant innovation methods while working on the specific digital projects and has been propagating this digitization knowledge within the company's overall organization since then.

W&W Digital GmbH – joint venture between W&W and etventure

Due to the positive experience, quick execution and market success, the "Digitale Werkstatt" will be continued in the future as "W&W digital GmbH", with the aim of continuing to drive the W&W Group's digital transformation successfully.

The company builder and digital consultancy etventure will be

responsible for the setup and operations of W&W Digital GmbH in Berlin. The objective is to grow the existing core team of digital experts and entrepreneurs as the concrete projects continue to scale.

Nils-Christoph Ebsen from W&W and Carolin Kröger from etventure, who have already led the teams in the "Digitale Werkstatt" and at etventure

together, have been appointed as CEOs of W&W Digital GmbH.

W&W invests in digitization

In the context of the corporate program "W&W@2020", W&W plans to invest hundreds of millions of euros by 2017. A large part of this investment sum is allocated to the area of digitization.

The foundation of W&W Digital GmbH is one concrete part of this program. The aim is to establish an organizational unit that identifies innovative digital business models, validates these and successfully launches them on the market.

The business models should be developed in markets and business areas that are relevant for W&W. In particular, this also includes models that are geared towards the worlds of the W&W's end customers, such as capital formation, residential property, financial protection and risk protection.

Grand opening of the Berlin office

Dr. Alexander Erdland, CEO of W&W AG, and Philipp Herrmann, Founder and Managing Director of etventure, announced the creation of the joint venture in November and opened the new office on etventure's premises in Berlin's Ackerhöfe.

"Thanks to etventure's methods and philosophy we have been

The future managing directors of W&W Digital



W&W digital
Carolin Kröger from etventure and Nils-Christoph Ebsen from W&W will take over the management of the newly formed W&W Digital GmbH.

“We are proud of what our joint team has achieved in terms of digital projects since March and that we have already had our first market successes. We have really given a boost to digitization at W&W and are very much looking forward to continuing this work successfully in the future with W&W Digital GmbH.

able to significantly speed up the development process for new digital solutions. We already have a lot to be proud of. I am looking forward to continuing our trusting and

successful cooperation,” said Dr. Alexander Erdland, CEO of W&W AG, at the opening ceremony in Berlin.

More information www.ww-digital.de



etventure project manager Sebastian Neumann with the team from the "Digitale Werkstatt"



Opening of W&W Digital GmbH on etventure's premises in Berlin's Ackerhöfe



ETVENTURE EXECUTES INTERNET OF THINGS PROJECTS

The Internet of Things (IoT) is one of the most important drivers of the economy, technology and the digital transformation of companies. Consequently, it has also become a focus area for etventure, in which several initiatives and projects have now been launched or successfully implemented in some cases.

IoT populating everyday and business life

The development has been rapid: more and more intelligent, networked devices are finding their way into consumers' everyday lives as well as industry. These include "wearables" such as watches that take the wearer's pulse, applications for "connected cars" or "smart homes", whereby cars or rooms share information with other devices over an Internet connection, or the new possibilities of machine to machine communication in conjunction with Industry 4.0.

In June 2015, Christian Lüdtkke, Founder and Managing Director of etventure, attended the ExA Summit in Taipei, which revolved around the IoT topic. There he talked to Stan Shih, Co-Founder and Honorary Chairman of Acer, who sees the Internet of Things as a global project that should benefit from both the creative potential in Europe and from Taiwan's expertise in technological development.

IoT projects at etventure – corporate consulting

Since the end of 2014, etventure has been working together with corporate customers and partners such as Klöckner & Co and Deutsche Bahn on projects in the area of the Internet of Things. "Based on these experiences, our team is now in a better position than ever before to identify the available technologies as well as existing and future areas of application, to tap into potential

and transform this into new business models," explains Alexander Franke, Managing Director of etventure business ignition.

IoT projects at etventure – EU contract

On behalf of the European Commission, the European Innovation Hub, etventure's public private partnership



Stan Shih, Co-Founder and Honorary Chairman of Acer, and Dr. Christian Lüdtkke, Founder and Managing Director of etventure, in Taipei



Laura Kohler, Managing Director of European Innovation Hub, and Alexander Franke, Managing Director of etventure business ignition, are responsible for the IoT projects at etventure



arm, is implementing the "Be-IoT" project. This project should contribute to the development of new business approaches in the area of the Internet of Things space in



topic. Particularly for Europe as a production location, the IoT trend is one of the key topics in industry," says Laura Kohler, Managing Director of the European Innovation Hub.

In addition, two startups from the EuropeanPioneers accelerator program hosted by etventure were honored at IoT{Accelerate}Berlin this year: Toby Rich and Konetik (formerly SmartDrive) each received one of the coveted prizes.

SMEs 4.0

As a partner of the "Mittelstand 4.0" program initiated by the German Ministry for Economic Affairs and Energy, etventure is also focusing on the topic from the perspective of the German "Mittelstand" (SMEs). Companies receive concrete support with the digitization and execution of IoT projects.

Europe. Technological standards will be defined and established and the relevant market players will be brought together. "We are very pleased that, alongside our existing EU projects through which we support for example startups in Europe, we are now also driving forward the IoT

INTERNET OF THINGS

The Internet of Things refers to the networking of objects or things (e.g. devices, houses, machines) over the Internet.

- ➡ The objects can communicate with one another independently, perform tasks and transfer sensor and status data
- ➡ A distinction is drawn between IoT concepts for industry and those for consumers

Industry
Applications for factories: machines, production facilities, sensor networks – "Industrial Internet of Things" (IIoT)

Consumers
Applications for people: household devices, consumer electronics, vehicles, electricity networks, medical devices and many more

etventure customer success story: Industry 4.0 at Klöckner and TRUMPF

Together with Klöckner's digital unit, kloeckner.i, the etventure team has implemented a real IoT solution for communication in metal processing and automated material procurement.

From mid-2016 onwards, metal processing companies which receive supplies from Klöckner and use e.g. TRUMPF machines will be able to connect their value chains simply and intelligently with one another via the Internet.

All values from storage and production planning are managed by TRUMPF's "AXOOM" platform, enabling the connected machine to procure the required materials automatically. The machine thus becomes the central element in the intelligent factory, can ensure material availability independently and place orders with Klöckner.



Klöckner & Co is one of the largest producer-independent steel and metal distributors and one of the leading steel service center companies.

AXOOM is an IT service provider for manufacturing companies and, with TRUMPF as the founder, has an in-depth understanding of the manufacturing industry. With a digital business platform and customized components along the entire value chain, AXOOM paves the way towards Industry 4.0. AXOOM is a browser-based solution and can be accessed securely anywhere from any device.

DIGITAL CHAMPIONS – ETVENTURE AND KIENBAUM PROVIDE SOLUTIONS FOR HR ISSUES RELATED TO DIGITIZATION

etventure and Kienbaum are combining their respective expertise in digital transformation and people management. The goal is to combine the startup philosophy with a traditional corporate culture to enable digital transformation in the whole company.

Goal: Digitization with the company's own resources

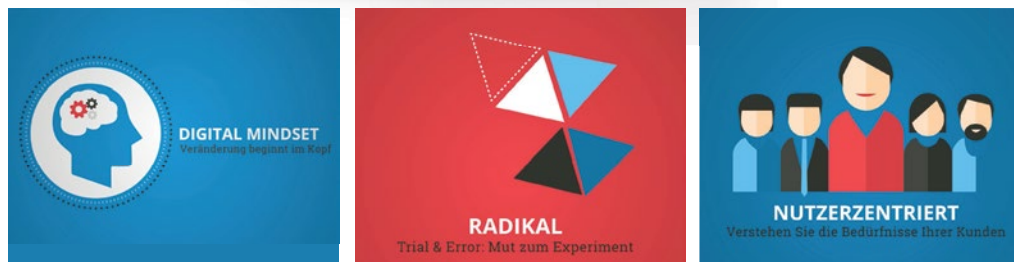
etventure assists companies in identifying and realizing digitization projects – from individual measures through to setting up digital units or startups. In the process, etventure works with innovative methods such as “lean startup” and “design thinking”. It also assumes temporary management of digital units to ensure that the digital activities start quickly and effectively. However, the goal is always to enable companies to advance their digitization strategies as quickly as possible with their own resources.

New demands on employees and organization

New technologies and innovations also require new role profiles and expertise in the personnel structure of companies. Scope for lateral thinking and audacious testing, strict customer focus and a tailored implementation methodology are among the most important prerequisites. Companies must also face the fact that the demands on management will change in the future.

Kienbaum contributes with HR expertise

The management and HR consultancy Kienbaum assists companies during this cultural change and also in building a workforce which is oriented towards their business model. Kienbaum also takes over the HR marketing, recruiting and HR diagnostics, and supports the development of existing employees to ensure that companies are



Snapshots of an etventure and Kienbaum landingpage (in German)

prepared for the digital future in terms of people and culture.

Fabian Kienbaum, Managing Shareholder of Kienbaum on the partnership with etventure: “We combine etventure’s digitization know-how with our extensive HR and organizational expertise. Besides the fundamental change in business models and entire industry sectors, digitization brings far-reaching changes in the type and form of the work and management.”

Joint venture for recruiting and training digital managers

It is very difficult for many companies

to find suitable managers who can successfully deal with all the challenges of the digital transformation. This type of manager is few and far between or has in part not even been available on the market until now. Together in a joint venture, etventure and Kienbaum are making it their task to make these managers available to companies, to support them in their new remit, and to ensure that the necessary foundations exist for their success in the company.

Joint presentation at the TDI 2015

At the beginning of November, strategies and options of



Ulrich Grillo, President of the Federation of German Industries, with Fabian Kienbaum, Jochen Kienbaum and Philipp Depiereux (l. to r.) at the TDI

digitization and industry 4.0 were presented at the „Tag der Deutschen Industrie 2015“ (TDI), a conference of the Federation of German Industries (BDI). Federal Chancellor Angela Merkel (from the Christian Democratic Union party) and the Federal Minister of Economic Affairs and Energy Sigmar Gabriel (from the Social Democratic Party) were among those who accepted the invitation of the Federation of German Industries (BDI) and its President Ulrich Grillo. The guest of honor was the British Chancellor of the Exchequer, George Osborne. Representatives of the Alliance 90/ the Greens as well as Christian Lindner, Federal Chairman of the

FDP, were also present and spoke in front of the 1,200 eminent guests from business, associations and politics on the topic of “Germany 2030.”

Fabian Kienbaum, Managing Shareholder of Kienbaum, and Philipp Depiereux, Founder and Managing Director of etventure, gave exclusive insights into the success factors, approaches and methods of their highly successful partnership.

One of the key factors – speed – was illustrated at the stand with a virtual reality video, in which Kienbaum and etventure team members filmed their rollercoaster trip as a 360-degree video.

The participants’ great interest in the event is clear evidence of the effectiveness of Kienbaum and etventure’s common approach. Digital leadership has become a strategic success factor. “With expertise from numerous digitization projects on the one hand as well as change and cultural change processes on the other, we have succeeded in creating working environments which sustainably combine the advantages of startup thinking and working methods with traditional ones,” explain Fabian Kienbaum and Philipp Depiereux at the TDI.



Fabian Kienbaum, Christian Lindner, Federal Chairman of the FDP, und Philipp Depiereux (f.l.)

Ulrich Grillo, President of the Federation of German Industries, in the “rollercoaster”

Burkhard Dahmen, CEO SMS group, (right) with Philipp Depiereux (left)

SUCCESS STORIES OF THE STARTUPS OF THE EVENTURE-MANAGED ACCELERATOR EUROPEANPIONEERS

★ ★ ★ EUROPEANPIONEERS

The EU accelerator “European Pioneers”, managed by etventure, started with six million euros of funding in summer 2014. In the meantime, the first round, in which twelve startups were accepted into the support program, has concluded and the second round, involving a further 13 startups, has started. The startups of the accelerator have already written impressive success stories.

EuropeanPioneers celebrates the successes of the first round at “Demo Day”

The “Demo Day” on 8 July 2015 marked the end of the first round of the accelerator program. The twelve startups supported in the first round presented their achievements in the Berlin location “Factory” in front of 300 international guests, who included investors, representatives of the European Commission as well as Peter Fatelnig, Deputy Head of Net



Peter Fatelnig, Deputy Head of Net Innovation at the European Commission, at the EuropeanPioneers Demo Days in Berlin

Innovation of the European Commission and Christoph Maire, CEO at Atlantic Labs.

The highlights included the announcement of the startup Livecoding.tv, a platform on which developers can stream their work live, to be accepted into the program of the renowned accelerator “Y Combinator”. Companies such as Dropbox and Airbnb have been able

to benefit from its network to date.

PeopleGraph, which has revolutionized HR searches in the Internet, was integrated by Google as Chrome Extension. TobyRich, which manufactures technological toys, was the first German startup that successfully started a kickstart campaign, and appeared in the “Höhle der Löwen” – the founding show at German TV station VOX.

13 startups chosen from over 600 applications for the second round

EuropeanPioneers only started its second round of financing in August. 13 startups received funding of almost EUR 2.3 million. As it involves public support monies from the European Union, the sums do not have to be paid back nor do company shares have to be surrendered.

The program participants prevailed against a total of over 660 applicants from 45 countries and together with 40 selected startups had to prove themselves in front of a jury.

The support program is running for a further eight months. Besides financial support, the startups are trained in relevant innovation methods and receive coaching in concept and business model development, milestone planning, user testing, team building, marketing and funding.

Training Days in Berlin, Tel Aviv and London

During the three-day Welcome Days in Berlin, the startups were given an introduction to lean startup and design thinking methods and got to



Jan Ihmels, founder of Lingua.ly presents his learning platform for foreign languages which combines real time learning sessions with automatic adjustable and adaptive tools

know their mentors and coaches.

The Tel Aviv Training Days took place in October and focused on Growth Hacking & Community Building, accompanied by expert lectures and a pitch in front of leading venture capitalists as well as 20 further investors. Further training days in London as well as in Berlin lie ahead later in the Accelerator program.

The startups include INFARM, a Berlin company with innovative “CityFarming” technology which has

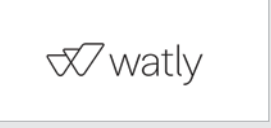
already been implemented with clients such as the METRO Group, Mercedes-Benz and Airbnb, and watly, which has recently been nominated for the Ecodesign Award 2015 for its cutting-edge solar water treatment plant.

More information at www.europeanpioneers.eu



Startup teams of the 1st round

Startup teams of the 2nd round



BERLIN SCHOOL OF DIGITAL BUSINESS: DIGITAL LEADERSHIP FOR EXECUTIVES

The Berlin School of Digital Business (BSDB), a subsidiary of etventure, recorded a strong increase in enquiries in the second half of 2015, in particular for individualized programs for corporates.

On the basis of the experience that etventure, the parent company of the BSDB, has been able to gain from the development and implementation of business models, the team around Dr. Birte Gall, CEO of the BSDB, designs individualized executive programs for every client, primarily focusing on finding creative ideas but also the use of digital technologies.

Design thinking workshop with Klöckner & Co

This is how the employees of Klöckner & Co developed specific ideas for digital products and services during two intensive workshop days which will be pursued in the company. The steel group has decided to conduct further workshops with the BSDB in 2016 to sustainably train its employees' creativity.

Trendscouting in Silicon Valley

In November, Birte Gall was on the road for a week in Silicon Valley to find out the newest trends.

Her stops included major digital players such as Apple, Google or SAP, but also startups such as MobileIron, Inkling, Ghostery, FireEye, Wandera, Zscaler.

In the process, Birte Gall gained insights into the design thinking methods at some of the most successful digital companies. When asked which business case was behind the Apple watch, Apple simply replied: "We aren't so sure." Frederik Pferdt, who heads the Innovation & Creativity Program at Google, explains that design thinking methods are transmitted to the Google teams on a systematic basis. Google has built up a division with approx. 300 trained design thinking coaches for this purpose.

Last but not least, besides many inspiring new developments in the digital sector, Birte Gall also experienced a completely analogous component of the working

relationship in Silicon Valley: the one-on-one discussion and open exchange of ideas. She reports: "It's very easy to get an appointment with important contacts in the Valley. The prevailing communication culture is down-to-earth and extremely open. New ideas are not discussed in top-secret meetings in one's own company, full of worry that another company could steal the good idea. More so, new ideas are openly discussed as it is only in discussion with many others that there is input to further improve the ideas. We could definitely learn from this attitude."

More information at www.berlin-sdb.de



WEALTH MANAGEMENT 2020 – ORGANIZED BY THE BSDB AND FINTECHSTARS

Innovative FinTechs are conquering the financial market – and shaking it to its core. The deciding factor for banks and financial service providers will be how well they are able to adapt to and meet the changing needs of their customers. The expectations of the customers are increasingly oriented towards new digital solutions which enable direct access to banking systems as well as communication with the advisor or customer network.

The FinTech Conference, organized by the etventure subsidiaries

FintechStars and Berlin School of Digital Business, offered banks and FinTechs a platform for constructive exchange and dialog on the topic of Wealth Management.

Banks such as UBS, Consorsbank and HypoVereinsbank as well as FinTechs such as quirion, vaamo and wikifolio initially competed against each other in the "FinSlam", and gave five minute pitches on how well their digital solutions already fulfill the needs of today's digitally-minded generation of customers. The auditorium, consisting

FINTECHSTARS AND FINANCE BASE AG FOUND INCUBATOR FINTECHCUBE UNDER THE AUSPICES OF ETVENTURE

One year after founding FintechStars as a central etventure unit, which bundles activities in the FinTech area, FintechStars founded the FinTech incubator FinTechCube together with the data and software provider Finance Base AG.

Radical upheaval in the financial market

The financial market is undergoing radical upheaval: Digital players and startups from outside the sector are making forays into the market and attacking traditional houses in their expertise and their business model. This affords the opportunity to win clients with digital, client-oriented solutions for banking and financial services.

FinTechCube is starting here. It is the first full-service provider in the FinTech incubator segment and combines financial expertise, technology and data know-how. It also has an asset manager license (Section 32 of the German Banking Act [KWG]) and access to risk capital.

etventure brings company building expertise

Over 200 specialists in the financial industry and from the digitization sector are assisting the team with the development of user-focused FinTech business models. In the process, etventure contributes with its longstanding experience as a company builder. As in the case of etventure's own startups and digital businesses for corporates, FinTechCube also applies the latest innovation methods, such as lean startup and design thinking, to identify, develop and implement new ideas in the shortest possible time, and also to scale the business model globally.

FintechStars has been active in other areas as well: The team has supported numerous corporate consulting activities of etventure with its know-how. The expertise

flowed, among others, into the consultancy work for Wüstenrot & Württembergische. FintechStars also organized the first FinTech Conference together with the Berlin School of Digital Business (see left box).

Personal finance management revolutionizes digital banking

The second FintechStars Report entitled "Personal Finance Management (PFM) is revolutionizing digital banking" was also published at the end of October. The report provides an overview of the advantages of PFM tools both from the client's as well as the bank's perspective and uses examples to show which business models are active in this sector of the market. The report also gives an insight into how the PFM tools can be further developed from a tool for private clients to a marketing tool for banks, with whose help client profitability can be noticeably increased.

An extract can be found at www.fintechstars.com



Creative work at the FinTech Conference "Wealth Management 2020"



Gisbert Rühl, CEO of Klöckner & Co at a BSDB workshop

POSPULSE CONTINUES TO GROW



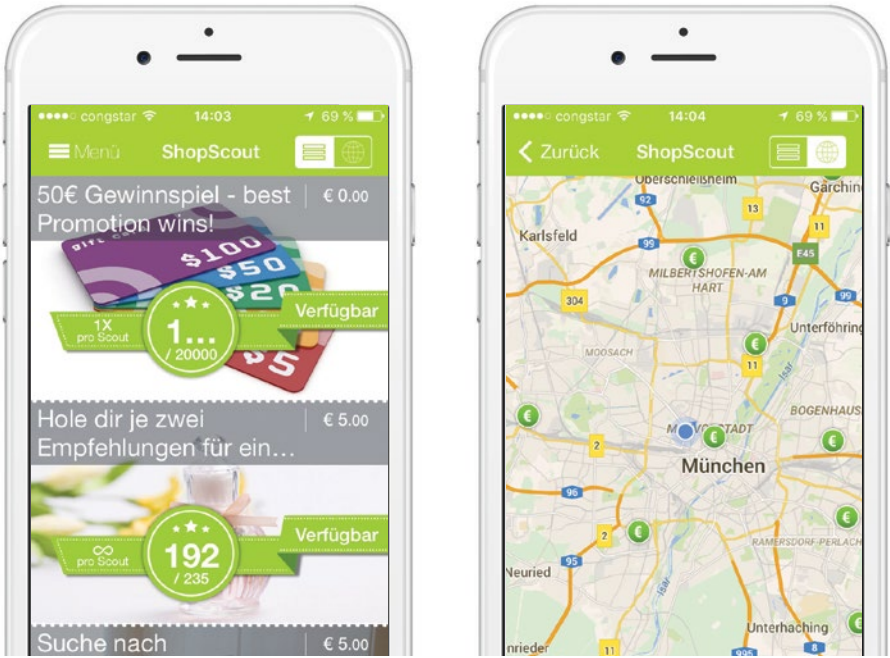
The etventure startup POSpulse, a retail analytics provider that records all data in real time at the point of sale (POS) and makes it available in usable form in a dashboard to the client company, continues to grow through the second half of 2015.

New sales orders

Today, in addition to its customers in the consumer goods and food retailing sectors – such as Procter & Gamble, Beiersdorf, Coca-Cola, tegut or Metro – POSpulse also serves companies in other industries who also operate brick and mortar businesses – for example, the automotive company Daimler.

Scout network grows to 30,000 consumers

Up to September 2015, POSpulse had expanded its scout network – consumers who actively transmit data to POSpulse via the smartphone app “ShopScout” while they shop – to over 30,000 scouts in the D-A-CH region. These consumers have so far transmitted data from over 14,000 POS.



New app features of the ShopScout app (in German)

Market research 3.0 – Dominic Blank at ECR Day

POSpulse Founder and Managing Director, Dominic Blank, was invited to speak on “shopper insights” at this year’s ECR Day at the end of September in Bonn. This is the leading forum for the consumer goods industry in Germany. Under the heading “Market Research 3.0”, he spoke about how crowdsourcing is leading to more transparency at the POS and enabling increased revenues.

New app version released

POSpulse has also just completed the relaunch of its “ShopScout” app with which consumers can accept orders and transmit data to POSpulse. The new app version offers improved functionality for consumers.

For more information, see www.pospulse.com



Jörg Pretzel, Managing Director of GS1 Germany, and Dominic Blank (r.), founder of POSpulse, talking to the German magazine Business Handel



The POSpulse team

NEW STARTUP IN THE ETVENTURE PORTFOLIO: SOCIALWAVE



The new startup in the etventure portfolio: Socialwave

With Socialwave, etventure has integrated a new company in its startup portfolio. Socialwave provides customer WIFI for retail stores, gastronomy and hotel operations.

With this investment, etventure now has a stake in the Munich-based startup. Socialwave’s founders, Mario Schilling and Felix Schönfelder, have moved their team into etventure’s Munich office. “We’re delighted to add this startup to our portfolio and look forward to supporting them to continued success,” says Andreas Sujata who, in his role as Chief Sales Officer at etventure, focuses primarily on B2B startups.

Mario Schilling, Founder and Managing Director of Socialwave, shares this enthusiasm: “We not only benefit from etventure’s know-how in digitization, implementation and marketing, but also from their excellent business network. Apart from that, our team is in good hands here and we’re happy to be part of the etventure family.”

First major customers

Socialwave is already in use at some big-name customers. Edeka, Rewe and Jet stores are already on board. The feedback from the corporate customers is very positive.

“The installation is really easy and the support is excellent whenever questions arise! Our customers like using the service and login is quite straightforward. We’re very happy with the Socialwave solution for our hotspot,” says Jonas Vorbohle, of Dean&David in Bielefeld. Socialwave is already in use in more than 15 Dean&David restaurants throughout Germany.

Marketing & analyses

In addition to easy login for the customers, security is also a key issue. For those companies who offer WIFI to their customers, Socialwave provides a legally secure solution with no liability risk. However, Socialwave’s key strength lies in its marketing tools and customer analyses. You can, for

example, generate “likes” and status messages via Facebook and this way, obtain fully automatic advertising free of charge. The company also obtains analyses via dashboard of the usage behavior of the hotspot users.

“Thanks to the Socialwave hotspot, our customer satisfaction has soared. Finally, our members can use fitness apps and stream music from the Internet. They also promote our studio among their friends via Facebook and it doesn’t cost us a penny,” says Mr. Eibel from Fit-Plus in Landshut.

For more information, see wifi.socialwave.de



Team members with founders Mario Schilling (2nd from left) and Felix Schönfelder (3rd from left)

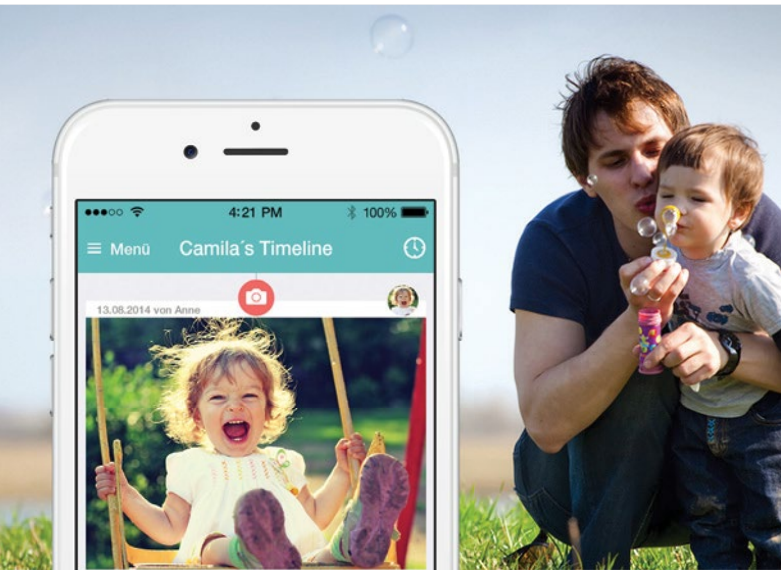
BRIEF UPDATES ON OTHER ETVENTURE STARTUPS



360report
360report benefits from reporting requirements in the field of energy
By December 5, 2015, all companies with more than 250 employees must have carried out an energy audit.

360report, in cooperation with TÜV Rheinland, has developed a purpose-built solution for easy creation of these reports. This situation has led to 360report gaining numerous new customers – among both companies and auditors. Since it is likely that many of the almost 100,000 affected companies in Germany will not meet the reporting deadline, the sales potential for 360report will remain high during the first half of 2016.

www.360report.org



lovli
lovli creates new app release
The family network lovli, which now provides apps for both iOS and Android, is currently working on a new app release. The objective is to make the functions even more user-friendly. This should help to generate additional user data which will, in turn, shed new light on usage behavior.

lovli is available in English, German, Spanish and Portuguese and has achieved promising results in international marketing tests, in particular in Europe and Latin America.

www.lovliapp.com



CampusScout
CampusScout captures new market segment
CampusScout has a new target group: In the first few months since its foundation, the portal has already placed thousands of students in third-level colleges and, in the process, has acquired the five largest operators of private universities in Germany as clients.

Founder and Managing Director Holger Jelic has extended his service portfolio to appeal to companies and now assists school leavers with the selection of an apprenticeship trade. The first customer in this segment is a large German pharmaceutical corporation.

www.campuscout.com

MÜLLER MEDIEN INVESTS IN MOBILEJOB



mobileJob at the Haniel Group Conference 2015

To add to the follow-on funding provided by High-Tech Gründerfonds (HTGF) in December 2014, mobileJob announced additional funding in August 2015. The new investor is Müller Medien and the funding total now exceeds €1m.

Finally a recruiting alternative that works
“mobileJob has entered the market with an excellent concept. They have come up with a solution which, for the first time, is a genuine and workable recruiting alternative for the industrial labor market. The target market is the right one and the mobile approach is forward-looking in a market that is otherwise outdated,” explains Michael Amtmann, Head of New Business at Müller Medien.

The new funding is to be invested in the expansion of sales and operations and in a stronger market presence.

Accelerating customer growth
mobileJob is appealing to more and more employers for whom the conventional job forums are not working. These companies are looking for staff in vocational and commercial areas – for example, care and service providers, retail salespeople, warehouse clerks or call-

center agents. Already, more than 200 companies rely on mobileJob to find new employees. Deutsche Bahn is among the companies who are now using the service.

“Best HR Startup” and “Startup of the Week” in WirtschaftsWoche
At this year's Social Recruiting Days, mobileJob was honored as the best HR startup. 300 HR representatives cast their vote.

In addition, in October, mobileJob was featured as “Startup of the Week” in WirtschaftsWoche, a German business magazine. These

awards followed on the heels of a top placing at this year's IT Innovation Prize for the SME initiative.

New office accommodations opened
Due to their continued growth, the mobileJob team decided to move from the premises they shared with etventure to a new location in Oranienburger Straße, just a stone's throw away.

For more information, see www.mobilejob.com



mobileJob as “Startup of the Week” in the German business magazine “WirtschaftsWoche”

NEW BRANCH OFFICES IN PARIS AND LONDON, EXPANSION OF ACTIVITIES IN NEW YORK

Following the successful opening of the new etventure location in New York in March 2015, the second half-year saw two further international openings: Paris and London.

etventure is already a market leader in the digital transformation field in the German-speaking countries. Now the digital consultant and company builder seeks to meet the need for development and implementation of digital business models in the rest of Europe.

New location at “Place de la Bastille”

The etventure branch in the French capital is based in “Le Tank”, a shared office space just around the corner from Place de la Bastille.



Creativity at Tower Bridge

The London office is situated in the Rainmaking Loft, right in the heart of the city within the marina of St. Katharine’s Docks near the Tower Bridge. Here by the Thames, the team can unleash its creativity in new customer projects.



Expansion of US activities

Following the opening of its New York office close to One World Trade Center in March 2015, the etventure approach quickly found a home – as did some other specialties such as “Original German Cookies.”

Due to the increasing demand and larger project volumes in the USA, etventure will expand its team in New York during 2016 and will carry out larger projects on site.

These new offices bring to seven the number of etventure locations: Berlin, Hamburg, Munich, Zurich, New York, Paris and London.

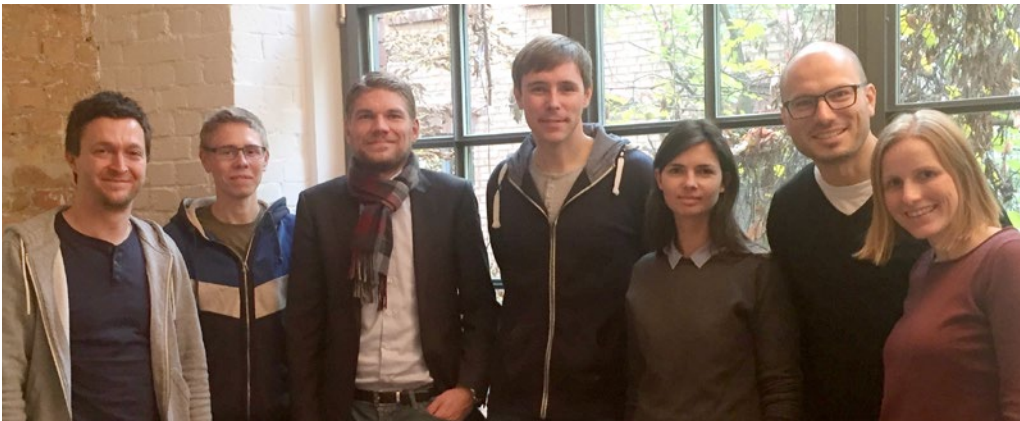


WHERE IT’S ALL HAPPENING: IMPRESSIONS OF NEWER AND OLDER EMPLOYEES

In October 2015 some of etventure’s recent hires and some of longer-serving staff members, all from different areas, met up to discuss their experiences. The result was many new impressions and some older anecdotes.

Simon was a member of the team before etventure even existed. Together with the etventure founders Philipp Depiereux and Philipp Herrmann, he developed a sustainability portal in August 2010 and was subsequently part of the founding team of 360report. Tobias, Senior Product Manager and the very first direct etventure employee, has been with the company for exactly five years. Both remember well the legendary Christmas party at Philipp Depiereux’s house – with seven people seated around the table. They are delighted to hear Nicole – who has just joined the team as Junior Project manager for customer projects in the corporate consulting area – say that her first impressions were still those of a startup atmosphere, even though the small group of five years ago has now become a team of over 150 digital specialists and entrepreneurs.

Wibke, a veteran of four years – who initially worked out of Buenos Aires but is now back in Munich and has been Chief Marketing Officer at etventure since 2013, says that retaining the etventure spirit was and



etventure press officer Christian van Alphen (2nd from right) chatted to some new and some longer-serving etventure employees

remains one of the key goals of the leadership team. You can definitely feel the company growth however: Tobias, who took six months off to tour the world, had to introduce himself to the team on his return because half of the people had joined in his absence.

What has not changed: For all of the group, it was hands-on from the start. In the beginning: Tobias and Simon began constructing websites immediately, Wibke looked after the first corporate customers and began to market the first startups. Today: Nicole jumped right into the current corporate projects. Jens – the newest of the group who has just joined the sales team – is already busy with sales activities from his temporary office, even though his telephone system has yet to be installed. No waiting around:

Jens has already closed some deals for one of the etventure startups and others even speak of the “serial highlights” they encounter working at etventure.

All look forward to the future with etventure and the diverse challenges it will bring. When applicants ask about the career perspectives at etventure, Wibke replies that “in two years we will probably have jobs that don’t even exist today” and she refers to the examples of the Berlin School of Digital Business or the European Innovation Hub which were both established in the summer of 2014.

“It won’t be boring” is the unanimous assessment. The teams expect to keep on working on exciting projects and they’re sure of another thing: “We’re going to continue having a lot of fun.”

PROJECT WITH THE CHALMERS UNIVERSITY OF TECHNOLOGY



Fast, efficient and entrepreneurial execution in business building and digital transformation consulting does not exclude to appreciate scientific and academic advances. On the contrary, we believe in a


strong mutual benefit to cooperate closely with academia why etventure has entered a collaboration with a research project with the Center for Business Innovation at Chalmers, Sweden. The project aims to make a significant contribution to management research and focuses on the development of innovation capabilities in large organizations. Research emphasis lies on the following topics: Which organizational characteristics hinder

or foster innovation? Which different approaches to change the organization and to cultivate innovation exist? Which procedural aspects for the implementation of digital transformation lead most likely to success and how to integrate digital transformation strategies into corporate structures? The project is led by Björn Wettergren, Partner at etventure, and Prof. Sofia Börjesson from the Chalmers University of Technology.

ETVENTURE IN PICTURES



YOUR CONTACT FOR ...



Corporates

Philipp Depiereux
Founder and Managing Director

✉ corporates@etventure.com



Public Private Partnerships

Laura Kohler
Managing Director, European Innovation Hub GmbH

✉ ppp@etventure.com



Berlin School of Digital Business

Birte Gall
Geschäftsführerin Berlin School of Digital Business GmbH

✉ school@etventure.com



Startup Business

Andreas Sujata
Chief Sales Officer

✉ investors@etventure.com



FinTech Projects

Gregor Puchalla
Managing Director FintechStars GmbH

✉ fintech@etventure.com



US Business

Alexander Franke
Managing Director & Partner, etventure business ignition


✉ us@etventure.com



Cooperation and Marketing

Wibke Lies
Chief Marketing Officer

✉ marketing@etventure.com



Journalists

Christian van Alphen
Head of PR


✉ presse@etventure.com



Product Management & IT Partners

Gregor Ilg
Head of Product

✉ productandit@etventure.com



Finance & Controlling

Viviana Goetzke
Chief Financial Officer


✉ finance@etventure.com

GET IN TOUCH WITH US!

ETVENTURE IN THE MEDIA (IN GERMAN)



13.11.2015 - Tagesspiegel
Digitization in the finance sector: etventure and W&W set up joint venture
bit.ly/tagesspiegel-etventure-wundw




20.10.2015 - manager Magazin
How Fintechs are upsetting the banks
bit.ly/manager-magazin-fintechs




31.07.2015 - Berlin Valley News
Old meets new: Klöckner reinvents the steel market
bit.ly/kloeckner-etventure



13.07.2015 - Capital
7 rules of digitization
bit.ly/capital-etventure-digitalisierung




14.07.2015 - Süddeutsche Zeitung
Fit for the Internet
bit.ly/sz-fitmacher-etventure



03.09.2015 - Business Handel
Must have!
bit.ly/business-handel-pospulse



27.05.2015 - The Hundert
etventure + Klöckner & Co
bit.ly/hundert-kloeckner-etventure



03.07.2015 - Markt und Mittelstand
The new board member
bit.ly/marktumittelstand-etventure



18.08.2015 - deutsche-startups
EuropeanPioneers pushing 13 startups from 5 countries
bit.ly/deutschestartups-european-pioneers



You can find much more news on our blog
bit.ly/etventure-blog

Impressum

Berlin Office

Ackerhöfe
Ackerstr. 14/15
10115 Berlin
Germany

Hamburg Office

Blücherstr. 11
22767 Hamburg
Germany

Munich Office

Nymphenburger Höfe
Nymphenburger Str. 4
80335 Munich
Germany

London Office

International House
1 St Katharine's Way
London E1W 1UN
United Kingdom

New York Office

222 Broadway
New York, NY 10038
USA

Paris Office

Le Tank
22 bis Rue des Taillandiers
75011 Paris
France

Zurich Office

Bellerivestr. 49
8008 Zurich
Switzerland

+49 30 28 04 17 47 contact@etventure.com /etventure /etventure

Person responsible for content: Philipp Depiereux

WE  STARTUPS

5 YEARS

etventure

Anniversary video



www.etventure.com/5years

www.etventure.com

Berlin • Hamburg • Munich • London • New York • Paris • Zurich