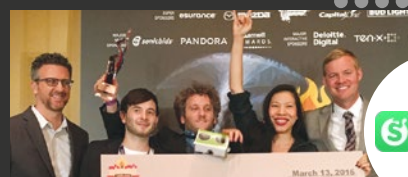




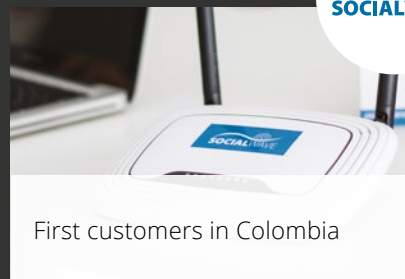
Digital projects in the USA for kloeckner.i

kloeckner.i



Splash wins coveted SXSW Accelerator Award in Texas

splash



First customers in Colombia

SOCIALWAVE



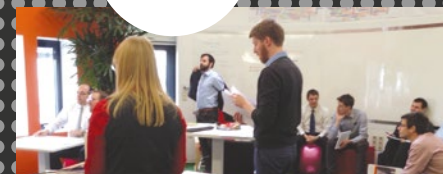
EuropeanPioneers DemoDays in London

EUROPEAN PIONEERS



European Innovation Hub at the Mobile World Congress in Barcelona

EUROPEAN INNOVATION HUB



Innovation projects for Paul Wurth in Luxembourg and Italy

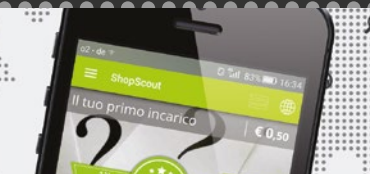
PAUL WURTH

EUROPEAN PIONEERS



EuropeanPioneers Training Days in Tel Aviv

EUROPEAN PIONEERS



Retail analytics projects in Italy and the Czech Republic

POSpulse

Daimler Financial Services

Digital innovations for Daimler Financial Services in Scandinavia



User-centered idea generation for the SMS group in Asia

SMS group

lovli.



Fast growth in app downloads continues in Brazil and Mexico



Digital projects with Röhlig Logistics in Australia

Röhlig LOGISTICS

WE ♥ STARTUPS

Issue 10

Highlights

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ETVENTURE – BECOMING INTERNATIONAL!

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ETVENTURE FACTS Q2/2016

-  180+ digital experts and entrepreneurs
-  9 locations
-  50+ startups and corporate businesses



A WELCOME FROM THE FOUNDERS

Dear Partners and Friends,

At the beginning of 2015, etventure opened its first location outside of Germany. Today, just one-and-a-half years later, what we see before us is an international network of locations and projects. The etventure flag is now flying at our international addresses in London, New York, Paris, Zurich and Sydney. Our employees are active in many other countries within the scope of corporate projects as well and our startups are also becoming established in new markets outside of Germany. The growth etventure has seen in recent years is continuing vigorously. New joint venture companies, such as Unternehmer-Schmiede and Friendsfactory, new business divisions and startup ideas, new corporate clients from a range of sectors and several new members of staff – all these factors make etventure a unique driving force for digitizing corporations, developing startups and creating an economically sustainable network of connections between corporations and startups.

At etventure, our recipe for success and what defines us is the combination of the right people, processes and networks, as well as the entrepreneurial way we approach working with our clients to develop new digital businesses. In

April this year, we refined our tagline accordingly: “Only true entrepreneurs drive digital business.” This neatly summarizes our self-image and our philosophy. As part of this process, we also launched a comprehensive marketing campaign using a variety of national media channels, such as the Handelsblatt and the Manager Magazin business publications.

This year, with the assistance of the GfK market research institute, we also published our first large-scale study. Its release was well-timed to correspond with the CeBIT trade fair. As part of the survey, 2,000 large companies in Germany with an annual turnover of at least 250 million euros were asked questions about the topic of digital transformation. The key finding was that the largest obstacle to digitization is the defense of existing structures within companies. The study reveals that many companies, sometimes contrary to their own assessment, are not yet adequately prepared for digitization (p. 8).

Our subsidiaries and startups are also celebrating great successes. Together with Kienbaum, a management and HR consultancy, we have developed a training ground for digital entrepreneurs called the “Unternehmer-Schmiede.” This training ground

solves the crucial problem faced by corporations: finding the right, entrepreneurially-minded employees who have digital expertise (p. 12). Another of our newly-founded businesses is Friendsfactory, which develops the necessary “space” for working innovatively (p. 14). What’s more, the European Innovation Hub has taken on an important role as an agent and bridge builder between companies and startups with the “Corporate meets Startup” program (p. 16).

Last but not least, it is worth noting that etventure is not only becoming more international – it is also becoming more regional at the same time. With our new offices, we want to drive the economy and the startup scene beyond Berlin. The offices are in Stuttgart and Essen, which is where we supported Franz Haniel & Cie. with the formation of the Schacht One digital unit on the premises of the Zollverein Coal Mine Industrial Complex (a World Heritage Site). At the same time, we opened a new office with an area of over 1,000 m² over two floors, located in the heart of Munich.

Enjoy reading this issue!

Philipp Depiereux, Philipp Herrmann, Christian Lüdtkke, Björn Wettergren



NEW MARKETS, NEW LOCATIONS, NEW CUSTOMERS – ETVENTURE IS ONCE AGAIN ON COURSE TO MAKE THIS THE MOST SUCCESSFUL YEAR IN THE COMPANY'S HISTORY

The growth engine at etventure is running at full blast. For the sixth year in a row, etventure is on course for a record annual performance. All divisions are affected by this growth. There are new locations in Germany as well as around the world, newly-founded companies and joint ventures, new business divisions and new startup ideas, new customers from a range of sectors and, once again, several new employees have joined and strengthened the etventure team.

etventure is becoming more international and more regional at the same time

The etventure flag is now flying at our international addresses in London, New York, Paris, Zurich and Sydney. But more than that, etventure is also executing business in these locations for new customers and pilot projects. There are new addresses in Germany as well – regional offices in Stuttgart and Essen have been opening, in addition to the existing locations in Berlin, Hamburg and Munich. Continued growth has also led to etventure moving into a new, larger office in Munich – the second such move in two years. At the beginning of 2017, etventure will also be moving into a second office in Berlin, where its headquarters are located. Following mobileJob, the etventure startup POSpulse also moved into its own office in Berlin early this year, along with its team, which now consists of 30 employees.

From Australia to Colombia – etventure's activity around the globe

Through its work with international logistics corporation Röhlig Logistics, etventure is now up and running down under. The long-established company has been trading for 160 years. It wants to partner with etventure in Sydney to develop digital solutions that allow the company to offer new, innovative



At the project launch (left to right): Michael Hensing, Global IT Manager at Röhlig, Alexander Franke, Partner at etventure, Philip W. Herwig, Managing Partner at Röhlig, Wibke Ellinghaus, Project Lead at etventure, Hans-Ludger Körner, Chief Financial Officer at Röhlig

services to its customers. Röhlig has recognized that digitization also poses huge challenges to the logistics sector – not least due to the increased competition in the form of aggressive digital competitors putting increased pressure on the market. Australia is initially serving as a test market, a starting point from which the newly developed and tested solutions can be rolled out. In 2015, kloekner metals (the US branch of steel trader Klöckner) became etventure's first customer on the American market. Further cooperation agreements and partnerships are currently in the making. We are also continuing to increase our staffing – discussions are currently underway with potential candidates for the role of Managing Director for the USA. Once again, this will further stimulate the continued growth of etventure's Corporate Innovation business division on the US market.

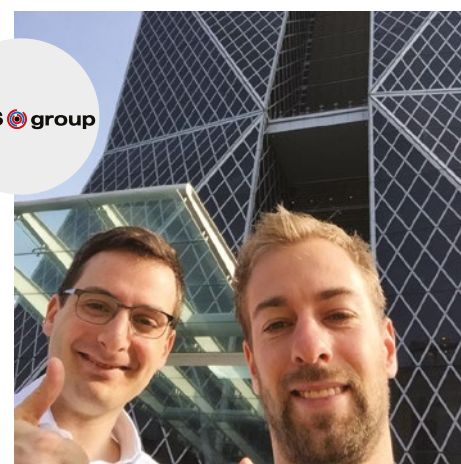
Digital projects in Sweden, Italy, Luxembourg & Taiwan

Furthermore, there are additional countries that are extremely important to existing etventure customers – either because they are key growth markets or because they provide good test environments. etventure

has therefore launched new projects in Sweden, Italy and Luxembourg this year on behalf of its clients. A vital element of this work is user testing. As part of its work for the SMS group, the etventure team travelled to Taiwan with the plant engineering company's own staff in order to carry out interviews.

As well as presenting ready-developed, innovative products relating to the SMS group's electronics and automation divisions, the etventure team was also able to validate scribbled prototype ideas with Taiwan-based customers. Since this visit, we are now in touch with three Taiwanese producers who are close partners for validation and collaboration.

With the SMS group in Taiwan



4YFN startup conference in Barcelona

EuropeanPioneers Training Days in Tel Aviv, London, Berlin & Mobile World Congress in Barcelona

The EU accelerator "EuropeanPioneers" is managed by etventure and, as part of the second round of funding, it organized its first Training Days in London and Tel Aviv. These events made it possible for participating startups to access the networks in these startup hubs, in addition to the hub in Berlin.

In Tel Aviv, the program featured expert lectures as well as pitches to leading venture capitalists. In London, the highlight was an exclusive showcase pitch to media enterprise Bloomberg. The pitch was exclusively organized for the EuropeanPioneers accelerator.

Laura Kohler, Managing Director of the European Innovation Hub, at the MWC



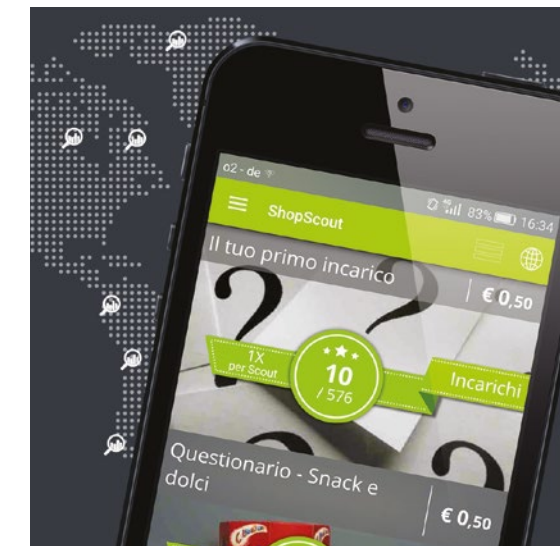
In April, the European Innovation Hub, together with a delegation from the European Commission, visited the Mobile World Congress (MWC), as well as the 4 Years From Now (4YFN) startup conference in Barcelona. In February, the latter attracted over 100,000 IT experts, founders, investors and media representatives. Alongside mobile trends, the focus of this year's exhibition and congress was the topic of the "Internet of Things" (IoT).

etventure startup stories from Colombia, Italy, the Czech Republic and the USA

Socialwave, an etventure startup, founded a local joint venture with a Colombian partner and is starting to take the Colombian market by storm. Socialwave offers a legally secure hotspot solution for public places, commercial businesses and restaurants (see page 24). One special feature is the ability to login via Facebook, which allows network access with just one click. There is huge demand for this solution in Colombia.

POSpulse, a market research startup from etventure, is also rolling out its product internationally. As of April, POSpulse now has a market presence outside of the German-speaking markets – in Italy and the Czech Republic (more details on page 24).

The ShopScout app on the Italian market



Another international startup highlight is Splash, which came out of the EuropeanPioneers program. It recently caused a stir when its Berlin-based founders won the esteemed Accelerator Award for the "Virtual Reality" category at the SXSW (South by Southwest) Interactive Festival in Austin, Texas (see page 21). The German media – ranging from the Gründerszene website to the Handelsblatt magazine – has also written about Splash. As the Horizont website put it: "Anything that generates hype at Austin has got what it takes to be the next big thing."



NEW MARKETS, NEW LOCATIONS, NEW CUSTOMERS – ETVENTURE IS ONCE AGAIN ON COURSE TO MAKE THIS THE MOST SUCCESSFUL YEAR IN THE COMPANY'S HISTORY (CONTINUED)



The Schacht One team at the launch celebration in Essen

Schacht One – a digital lab founded by etventure and Haniel

“Digitization presents enormous value creation opportunities for the future. Haniel is making the most of these opportunities by founding the Schacht One digital unit with the support of etventure,” announced the Chairman of the Haniel Management Board Stephan Gemkow at the financial statement press conference on April 11, 2016. On April 22, the Duisburg-based family equity company Franz Haniel & Cie. and etventure celebrated the launch of Schacht One GmbH, a digital lab. Garrelt Duin, Minister for Economic Affairs in the state of North Rhine-Westphalia, officially launched the digital unit together with Stephan Gemkow and Dirk Müller, Managing Director of Schacht One, as well as Philipp Herrmann, Founder and Managing Director of etventure.

The Zollverein Coal Mine Industrial Complex, an UNESCO World Heritage Site, which used to be a working coal mine, is where Schacht One will now be providing ideas to fuel future growth. The goal of this digital lab is to actively support Haniel's various business divisions by using cutting-edge innovation methods to ensure that the digital transformation of each division's core operations becomes a reality. By founding

this innovation center, etventure is launching its first location in North Rhine-Westphalia.

Entrepreneurial and digital enthusiasm in Baden-Württemberg – a new location in Stuttgart

As of the beginning of March, etventure now has its own location in Baden-Württemberg as well. At the offices of Accelerate Stuttgart, in which etventure now holds a majority stake (see page 17), office space is being leased for etventure employees and the team from W&W Digital GmbH. The offices are in the

The new etventure office at Friendsfactory's facility in the historical center of Munich



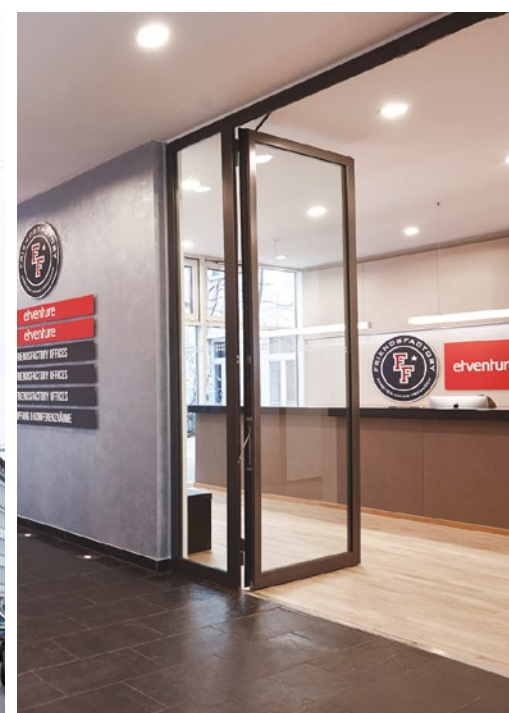
heart of Stuttgart, right next to the Feuersee. The new office will enhance the geographical proximity to existing customers in the Stuttgart region and boost etventure's presence in Baden-Württemberg.

Historical flair in Munich – sharing a new location with Friendsfactory

The same city but a new, bigger office – Friendsfactory has provided etventure with a new home in the historical center of Munich. A total area of more than 1,000 m² over two floors has been leased in a prestigious building on Prannerstrasse, which is directly opposite the Bayerischer Hof hotel and within sight of the Frauenkirche. At the same time, etventure is partnering with Friendsfactory so that the topic of “Space for Innovation” can grow and become its own business division (see page 14).

Plans for a second office in Berlin

In addition to the current location in Berlin's Ackerhöfe, a second office in Germany's capital city is also in the pipeline. This will mean that Berlin remains the etventure Group's largest location.



New digital consultancy customers – Röhlig Logistics, Daimler Financial Services and HUK-COBURG

Successfully executed digital projects for existing customers – they are the best kind of recommendation. Many new customers have heard about etventure through references from existing customers. What attracts them is etventure's entrepreneurial approach.

Alongside Röhlig Logistics, additional new customers in etventure's portfolio include Paul Wurth, Daimler Financial Services (DFS) and insurance group HUK-COBURG.

Daimler Financial Services

etventure works with DFS on a diverse range of subject areas, from automotive-related financial services right through to innovative mobility services.



HUK-COBURG
Aus Tradition günstig

With over 11 million customers, the HUK-COBURG insurance group is a major private household insurer in Germany. The HUK-COBURG group understands digitization. “We digitize



The DFS team in Malmö, Sweden

anything that can be digitized,” explains Wolfgang Weiler, Chairman of the Managing Board at HUK-COBURG.

The etventure team continues to grow

It's not just the number of locations and customer that keeps growing at etventure. The team is growing as well – nearly on a daily basis. There are now more than 180 digital experts and entrepreneurs working at etventure's locations in Germany and around the world. This figure means that the team has grown by around 100 employees in the last twelve months.

One of etventure's biggest priorities



– to create an ecosystem where employees feel extremely comfortable and have fun at work – has clearly been very successfully implemented. Although etventure is growing quickly, this growth is not at the expense of the team or the working atmosphere. This is evidenced not least by the very low turnover rate and the ratings on the “kununu” employer review platform. The areas with the highest scores include the working atmosphere, the working relationships with other members of staff, equality, the conduct of our managers as well as work-life balance. In this area, our mission remains the same: ensuring that etventure unites and consolidates the best team, the best atmosphere and the most exciting products and business ideas.



DEFENSE OF EXISTING STRUCTURES IS AN OBSTACLE TO DIGITAL TRANSFORMATION IN LARGE COMPANIES



Everyone is talking about digital transformation. But according to the study etventure recently conducted with the assistance of the GfK market research institute in Nuremberg, Germany is currently missing out on these radical developments. Those included in the survey were the directors and managers of 2,000 large companies in Germany with an annual turnover of at least 250 million euros.

THE FIVE STEPS TO DIGITIZATION

A digital unit, liberated from the company's structures, provides the necessary freedom for innovative thinking, agile testing, direct execution and achieving rapid market success.



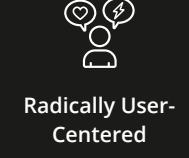
Protected Space/
Digital Unit



Lean Startup
Approach

The Lean Startup approach follows the mantra, "fail fast, fail cheap." As a result, whether or not a business model has potential becomes evident from early on.

Who am I really targeting and what do they really need? Design thinking methods result in product innovations and business models that are radically customer-focused.



Radically User-
Centered



Employees With
Startup DNA

Successful employees with business-savvy digital expertise tend to work in a much more entrepreneurial manner. They have a startup mentality, an entrepreneurial mindset and new, disruptive methodologies that drive digital transformation.



Digitization
Requires CEO
Involvement

Digitization means wrestling with the core business – if the board of directors is not the driving force behind the innovation process, the digital transformation will not be successful.

With digitization, speed is the key to success. But Germany is currently missing out on the radical developments of digital transformation. This is verified by the digital transformation survey, which was undertaken by etventure with the assistance of the GfK in Nuremberg and was released in March 2016. Those included in the survey were directors and managers from 2,000 large companies in Germany that have an annual

turnover of at least 250 million euros.

For the most part, digitization is not yet a priority

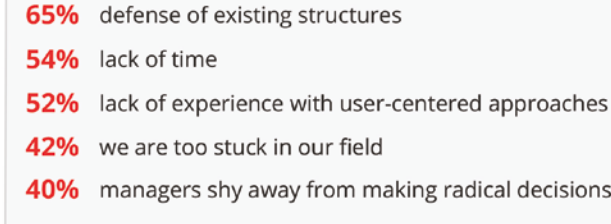
According to the study, digital transformation is only the most important topic at the moment for six percent of the companies surveyed. Digitization only features in the top three topics for another 35 percent of respondents. Although one in four companies indicated

that digital transformation vastly increased in importance over the last twelve months, only 14 percent of companies postponed other investments for this reason.

The largest obstacle: "defense of existing structures"

Companies need to overcome a range of obstacles in order to press ahead with the process of digitization.

⊕ The "defense of existing structures in the company" is by far the obstacle most frequently mentioned. (multiple selection possible)



The "defense of existing structures" is by far the most frequently-cited obstacle for digitization, with 65 percent of respondents citing this reason. Yet insufficient time (54 percent) and lack of experience (52 percent) are also problematic for companies. Additionally, 40 percent of respondents indicated that "managers shy away from making the radical and far-reaching decisions that are necessary."

Time for management to step up

On the whole, the study shows that there is often a lack of consistent leadership in executing the digitization process. The process of digital transformation is headed up by members of the board of directors or the management board in less than half of the companies surveyed (48 percent). Philipp Depiereux, Founder and Managing Director of etventure, makes the following comment about this finding: "Digital transformation intervenes in every business process and the company's culture. Changes as broad as these can only be pushed through by the company's management team. Digitization cannot function without the full backing of management."

Looking to the future with optimism

Digitization is changing the world of work. The majority of companies (92 percent) are aware of this and believe that the future will bring changes to requirement profiles and working methods. Yet most businesses are optimistic about this – only 18 percent share the opinion that digital transformation will lead to a loss of jobs. 59 percent expect steady employment figures and 23 percent even expect an increase in the number of jobs.

Partnering with startups leads to success for companies

The second section of the study focused specifically on forms of cooperation between companies and startups. The majority (56 percent) of the companies surveyed think that partnering with startups is beneficial. One in three companies (31 percent) is already working together with startups and an additional nine percent are planning to begin this kind of partnership. The results of the survey indicate that those companies already working together with startups are twice as likely to

assess themselves as being "very well" prepared for digital transformation compared to those without such a partnership.

The main things that large companies find interesting about partnering with startups are the improved access to new technology (87 percent), faster and increased innovation (85 percent) and learning startup methods (81 percent). The main aspects cited as being potentially problematic for cooperation arrangements are a lack of understanding of processes in large companies (74 percent), security requirements being too dissimilar (72 percent), and too many differences in corporate culture (66 percent).

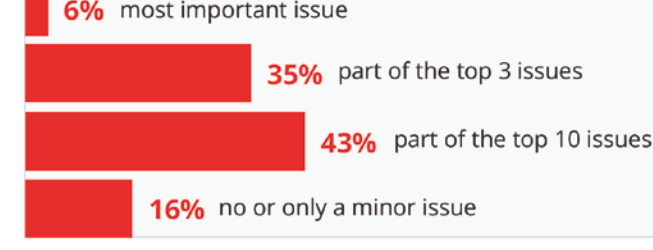
You can request a full electronic copy of the study (in German) via the etventure website:

www.etventure.de/deutschlandstudie

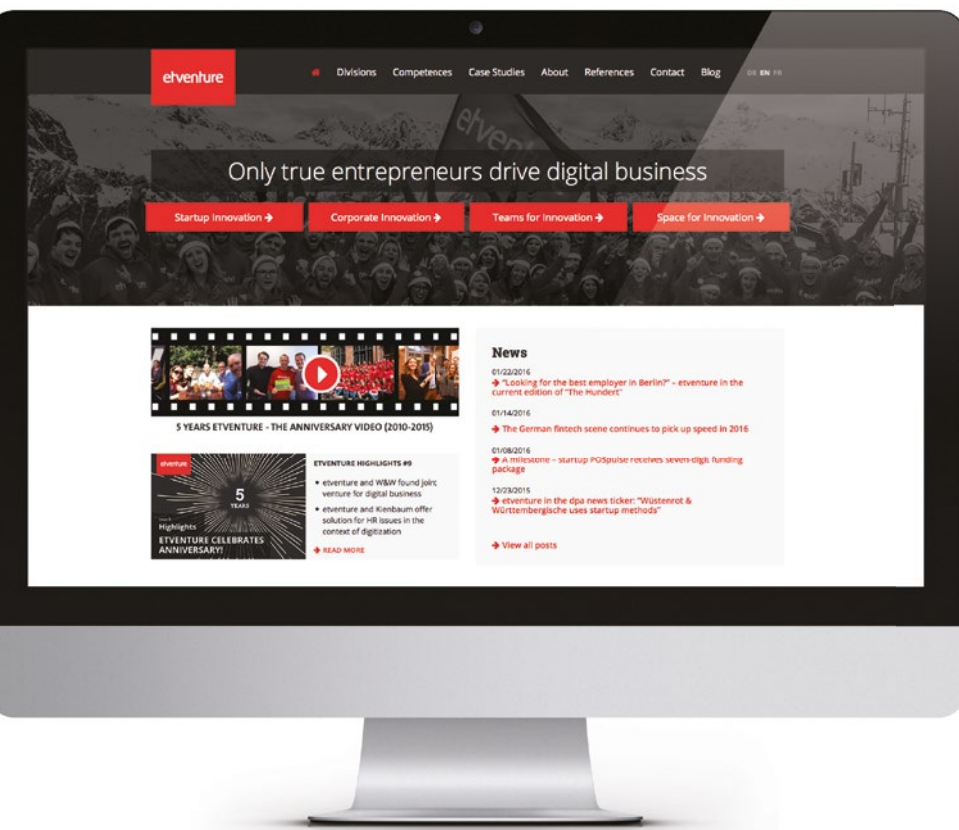
German media reports about etventure's survey



⊕ In only 6 percent of German large-scale companies digital transformation is the no. 1 issue.



ETVENTURE IS CHARACTERIZED BY ENTREPRENEURSHIP AND EXECUTION



Customers and partners who work together with etventure particularly value the consistent, entrepreneurial approach and the quick, targeted and effective execution. Both with its own startups and with the new digital businesses it has founded on behalf of medium-sized enterprises and large corporations, etventure now has a substantial track record and it can point to concrete examples of commercial success. The recipe

for this success is a combination of the right people, processes and networks. Startup builder and digital consultant etventure brings with it the right team of digital experts and entrepreneurs. It uses a structured business-building process and cutting-edge innovation methods. Last but not least, etventure has access to an enormous ecosystem of startups, corporations and public sector partners.

Production of the wheel chart flyers in partnership with Thorsten Schmidt, Managing Director of WB+V GmbH



Only true entrepreneurs drive digital business

In light of these strengths and the feedback received from customers and partners, a new company slogan has been in use since the beginning of 2016: “Only true entrepreneurs drive digital business.”

With this central positioning, etventure continues to successfully distinguish itself from digital agencies, businesses acting solely as incubators or accelerators, and from traditional management consultancies. The clear focus on the entrepreneurial approach and the “can-do” mentality is what makes etventure distinctive in all of its business activities.

Digitization does not need consultants, it needs entrepreneurs

In the same vein, etventure launched its first large-scale advertising campaign in the spring of 2016. The far-reaching image campaign serves to boost brand awareness and show the clear differences between etventure and traditional consultancies. The fundamental differences between etventure and traditional consultancies are explained in a playful manner by way of a flyer with a wheel chart function, which was planned and designed



Large poster advertisement and a magazine ad with a glued-in campaign insert

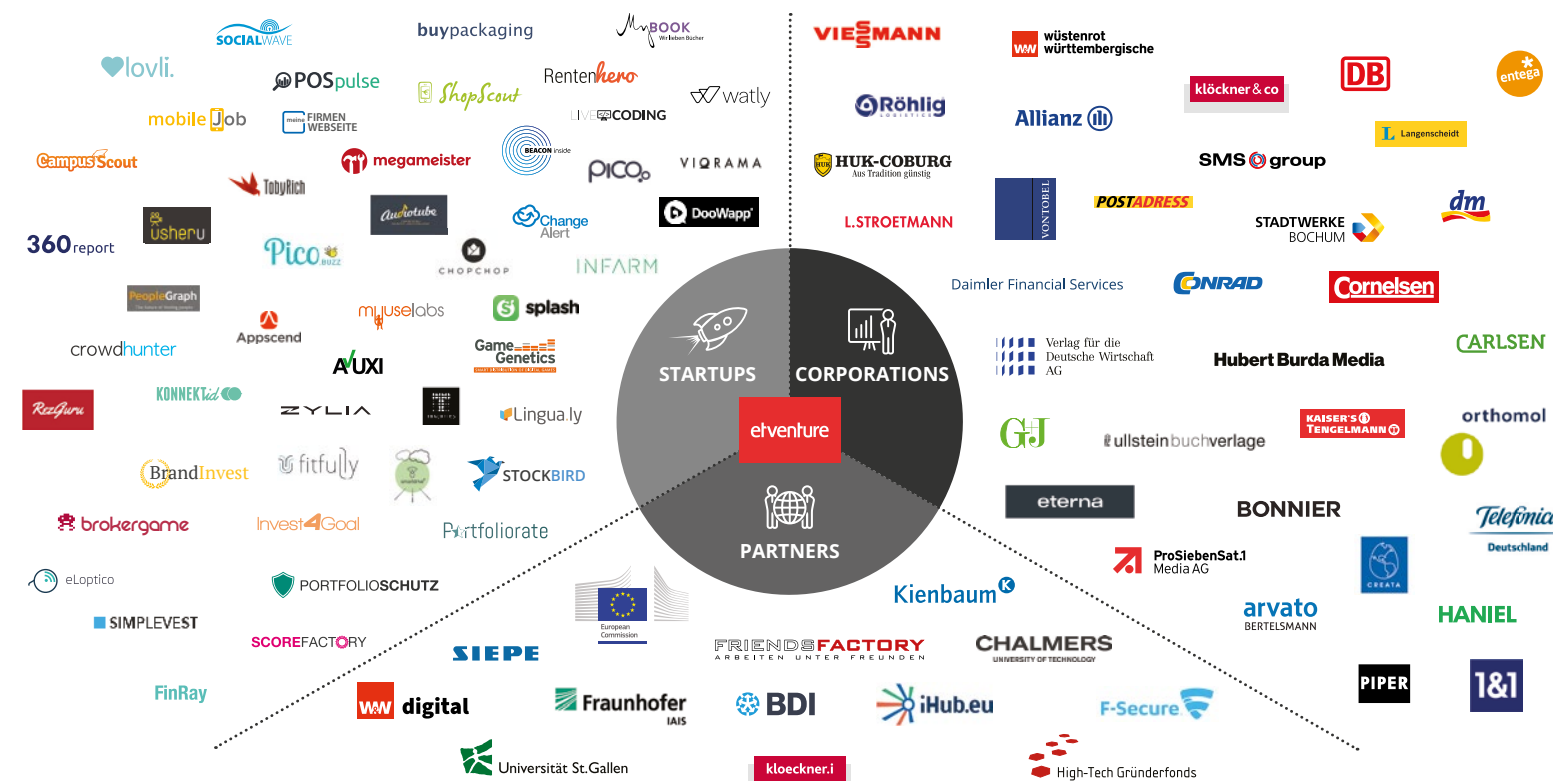
in-house. While traditional consultants tend to deliver long slide shows and purely theoretical strategic papers as project results, etventure has a truly entrepreneurial mentality and delivers practical project execution and quick, real-life results – live in the marketplace.

As well as advertising on numerous large out-of-home spaces, advertisements with inserts also appeared in the well-known German business publications Handelsblatt, Manager Magazin and brandeins. Furthermore, the wheel chart flyers were placed in the first class carriages of Deutsche Bahn trains throughout

the month of May.

The campaign is accompanied by online content at www.etventure.com/unternehmer (in German) – including a digital version of the playful marketing campaign. Users who have “got into the spin of things” also have the chance to win an “etventure startup HackDay” worth 17,000 euros for a team of up to 20 people (last entries accepted: June 30, 2016). The HackDay consists of interactive workshops and discussion groups that are led in partnership with digital experts from etventure. There will be the opportunity to experience innovation culture,

The etventure ecosystem: access to startups, corporations and other partners



find out about the experiences of successful and unsuccessful digital projects, and learn about real-world best practices.

Four pillars of innovation

As well as focusing on its entrepreneurial approach, etventure has also restructured its business divisions, which are now presented on the company website.

The “Startup Innovation” and “Corporate Innovation” divisions can now be even more effective, whether in their active development and support of successful startups, or in the way they execute digitization at large corporations and medium-sized enterprises. From now on, these divisions pull together all of the etventure group’s startup-related and corporate activities.

The two newly created business divisions represent an expansion of etventure's core competencies and take advantage of the existing synergy within the etventure portfolio. They will address the task of successfully training and developing management staff and digital teams ("Teams for Innovation") and the task of establishing space for innovative working ("Space for Innovation").

DIGITAL ENTREPRENEURS FOR CORPORATES – ETVENTURE AND KIENBAUM FOUND “UNTERNEHMER-SCHMIEDE”



The core team at the “Unternehmer-Schmiede”, a joint venture by Kienbaum and etventure

In the digital age, while small startups are bursting with innovative ideas, large corporations are often faced with the difficult task of partnering with the right digital entrepreneurs to gear their well-established processes towards digitization. The joint venture “Unternehmer-Schmiede” is now training digital decision-makers in its powerhouse for management staff and specialists. Together with HR and management consultancy Kienbaum, etventure has launched this joint enterprise, which aims to train and develop management staff who are capable of pressing ahead with advancing digital business and transforming entire organizations, even in traditional industries.

Wanted: a new skills profile

Digitization brings far-reaching changes in the ways that companies are organized. In order to overcome the challenges of digital transformation, companies need new kinds of managers and employees to be digital entrepreneurs and to form digital teams. They are characterized by their digital skills, their entrepreneurial mindset and their startup mentality. They bring with them a specific skills profile that is very rare on the market.

Development program for training digital entrepreneurs

The joint venture comes into play here: The “Unternehmer-Schmiede” team is led by Managing Director Louis von Beaulieu, who has many years of experience in HR and headhunting as well as digital experience. In addition to identifying and recruiting the right management staff and employees for companies, his team also delivers a unique, personalized on-the-job training program. This equips them to be digital entrepreneurs who have all the competencies and experience needed to ensure that the company's digital transformation is a success. Numerous experienced mentors are making themselves available for this process, all of whom have extensive entrepreneurial experience and digital expertise – both in developing

their own startups and in executing digital projects for companies.

Disruption on the recruitment market

This is where the “Unternehmer-Schmiede” is fundamentally different to traditional recruitment services. Rather than being purely focused on looking for personnel, the main focus of the business model is on providing effective training for candidates in the context of real-life digitization projects. The pricing model is also completely different to the rest of the market. Instead of a single payment being made once a position has been successfully filled, the “Unternehmer-Schmiede” fee is only due once a candidate has entered the program. Payment is then made on a monthly basis and charges cease if a candidate leaves the company during the course of the twelve-month program.

Even before the joint venture had been founded, etventure helped corporations such as Klöckner & Co, Wüstenrot & Württembergische and the SMS group with the formation of independent digital units. “Without the expertise of the specialists recruited by etventure, we would be nowhere near as far along in our digitization process as we are today,” states Gisbert Rühl, CEO of Klöckner & Co. The partnership with Kienbaum means that the scope of this service can now be expanded.

www.unternehmer-schmiede.de



DIGITIZATION AT THE SMS GROUP – A DIGITAL UNIT FROM SCRATCH

SMS group

etventure always talks about the prerequisites for a successful digitization process, about being radically user-centered, about testing and prototyping and about the protected space offered by a digital unit – but how do those things unfold in practice at a long-established, traditional company?

In April, a digital unit was founded at the SMS group in Düsseldorf. The plant engineering company faces many of the same challenges that confront medium-sized enterprises and large corporations across all sectors during the process of digitization.

Developing a digital channel to the customer

“In the context of digitization, one of the biggest dangers for the SMS group is that a digital player owns the customer interface. This is a scenario that several sectors have already experienced,” explains Burkhard Dahmen, CEO of the SMS group. The SMS group has secured support from etventure in order to develop this interface (i.e. the digital channel to customers) and thus to lay the cornerstone for digitization.

“The special thing about etventure is that we don't get air-dropped into the company from above to present strategies. We are a part of the team. We pass on our knowledge and our innovative methods and, together with our partner, we directly execute digital projects,” says Alexander Franke, Partner at etventure, neatly summarizing etventure's philosophy.

Using customer testing and feedback to deliver a digital prototype within eight weeks

The route to a digital solution must always go via the customer. To do this, the team went all the way to Taiwan to speak with SMS group



First prototype of the identification platform for replacement parts at the “wire & Tube” trade fair

customers about their “pain points” and to develop an understanding of the customers' requirements.

This approach meant that the first prototype could be presented at the “wire & Tube” trade fair after only eight weeks. The platform for identifying replacement parts takes the place of the extensive archives and collections of technical drawings for the machines at the respective plants. The digital service allows the SMS group's customers to quickly identify the machine and, more specifically, individual replacement parts.

The digital unit – an accelerator of digital transformation

“The platform really is the missing puzzle piece that will allow us to expand our maintenance and service divisions. Our task now is to develop additional services that we can link together to accelerate digital transformation,” says Burkhard Dahmen. He continues his comments about the development: “In order to further speed up this process, we will work together with etventure to establish a digital unit at the Schwanenhöfe complex in Düsseldorf.”

The digital unit has already gotten to work with its “lean” approach and is now the central organizational unit for the successful development of innovative business ideas at the SMS group.

The etventure project team in workshops with the digital team from the SMS group



NEW ETVENTURE BUSINESS DIVISION: SPACE FOR INNOVATION

Time and again, in the context of its Corporate Innovation projects and through the Berlin School of Digital Business (BSDB), etventure has a track history of providing appropriate spaces for its customers' innovation projects. This range of services is to be further expanded in the future and is in keeping with the various existing business divisions, all of which are necessary for establishing new business models.

Creative space for innovation workshops

There is an enormous demand for creative environments, whether for innovation workshops, other modern conference formats or even for a company's own board meetings. Many companies want to leave their own four walls for these occasions so that they can take inspiration from being in different surroundings. For many customers, such as Telefónica and Deutsche Bahn, the BSDB has provided the appropriate facilities for these occasions.

Setting up office space for digital units

etventure also has a successful track record of setting up office space for many customers for their companies' newly-created digital units. Whether in the startup stronghold of Berlin, at

The facilities at the Klöckner KCI digital unit



The Friendsfactory team is looking forward to the joint projects

industrial locations in North Rhine-Westphalia or in more rural locations that are close to the customers' headquarters – the etventure team finds suitable locations and establishes offices that help digital teams to work successfully and innovatively. The digital experts have proven success stories in this area, for example, with the setup of the KCI digital unit for the steel trader Klöckner & Co, the digital unit W&W Digital for insurer Wüstenrot & Württembergische and, not least, in the context of partnering with Haniel in Essen to establish the digital lab Schacht One.

Offices for working innovatively – a joint venture with Friendsfactory

In April 2016, to enable the topic of "Space for Innovation" to become its own business division and to meet the fast-growing demand in this sector, etventure founded a joint venture with Friendsfactory AG, Germany's largest office-sharing community. There are market opportunities in the real estate business – and services and products that stem from them – upon which both partners wish to capitalize. These opportunities arise from the trend towards independent, flexible approaches to work and from the corresponding services.

Firstly, the joint venture benefits from etventure's experience in the scalable design of new business models and from its excellent network of startups, corporations and investors. Secondly, it benefits from the Friendsfactory brand and from its expertise and experience in the real estate business and flexible office solutions. The range of services as a whole will be marketed using the Friendsfactory brand. With its slogan, "Arbeiten unter Freunden" ("Working among Friends"), and under the leadership of CEO Gregor Gebhardt, the team has made a name for itself



Space for working innovatively: a visual impression of some of the Friendsfactory spaces



in recent years. For over ten years, at about ten locations and with over 1,600 "friends," Friendsfactory has been offering inspiring working environments, a creative network and the opportunity to do business in a professional context. Although it is a place where many startups find their first home, it also houses well-known companies, the suppliers of large corporations, and project-based specialist companies, who all benefit from the all-inclusive offer at this inspiring and calculable workplace.

Pilot property in Munich and international prospects

The joint venture has its sights on an attractive building in Munich's Parkstadt Schwabing district. It envisions this as being its first joint pilot property.

The long-term goal is to grow the joint venture into a leading international provider of flexible office solutions. In the medium-term, it shall establish itself as a leader on the European market.

Three questions for Gregor Gebhardt

How did you get into the real estate sector?

My first enterprise in this sector emerged while I was still a student at the BAW in Munich – as the result of a spontaneous idea. The second floor of the university building, around 1,000 m², was completely empty. Initially I rented the rooms individually because I didn't have much cash at my disposal. It didn't take long until I gained my first tenants who were in a strong financial position and my idea quickly became a profitable business.

Where exactly did the idea for Friendsfactory come from?

On a personal level, team spirit has always been important to me and I love it when various different personalities come together and get along well. So maybe it is significant that I didn't have the idea for Friendsfactory when having a cup of tea at my desk – it was when I was 15 meters underwater as a diving instructor at the Robinson Club. During this time, I saw



in new ways every day just how powerful a well-functioning team can be. So in my job as a real estate agent, I decided that my passion was to create space for ideas. Today, ten years after the launch of the first Friendsfactory, I know that I am not the only one who is passionate about this. Our tenants (there are around 1,600 of them) have also discovered this: sure, working among friends is great fun, but it also pays off.

What is your vision for the joint venture with etventure?

Together with etventure, we want to provide space for working innovatively, both for startups and for companies – with a large variety of space solutions, an inspiring environment and unique networking opportunities. It's not about sitting in trendy surroundings and just working away on your own thing. In and of itself, co-working brings no added value. Our aims are to bring together a huge variety of business partners, to support and guide companies and startups and, as a result, to create new business ideas.



EUROPEAN INNOVATION HUB BRINGS TOGETHER CORPORATES AND STARTUPS



The European Innovation Hub is building bridges between corporates and startups



The European Innovation Hub (EIH) has added programs for corporations to its portfolio. As well as coordinating IoT projects on a European level and supporting startups across Europe with an EU accelerator, the EIH is now also offering a startup screening service and startup pilot programs for corporations. This allows them to tap into the needs of medium-sized enterprises and large corporations who, according to the survey undertaken by etventure and market research institute GfK, see themselves as being better prepared for digital transformation if they collaborate with startups.

Due to its previous activities – such as the formation of an EU accelerator, which is provided with six million euros of funding and supports startups from all over Europe, or the “Welcome” program, which connects up startup ecosystems in five European regions – the EIH has been able to develop an impressive network that now comprises over 2,000 startups.

Startup screening

Corporations are increasingly seeking

to work together with startups in order to improve their access to new ideas and technologies so that their business models can be digitized. Although startups represent potential collaboration partners for companies, they are also potential competitors who have a great potential for innovation. Regardless of whether they are partners or competitors, it is important that companies know about the relevant startups within their own sectors. This also enables them to anticipate the current trends and technologies and therefore the opportunities and risks on the market.

Yet companies often lack the expertise that allows them to maintain an overview of the large crowd of startups. For this reason, the EIH offers companies a professional, global startup screening service. The first step here is to list all of the startups that are relevant to the company, and to provide a qualitative evaluation of each startup's business model. The information gained contributes to the development of expertise in the company and provides a basis for

making decisions during the continued innovation process. Last but not least the EIH can promote networking between startups and corporates.

Startup pilot program

This is also where the startup pilot program comes into play. The goal of the six-month program is to build on the basis of the screening and selection of relevant startups as described above in order to establish forms of cooperation between companies and startups. This might be the collaborative formation of a new digital business, or it could be anything ranging from making use of the startups' innovative services and technology, right through to acquiring and incorporating startups into the company's own digital portfolio.

Laura Kohler, Managing Director of the EIH, explains, “The goal of our expanded range of services is to build bridges between startups and corporates. Our extensive network within the international startup scene combined with etventure's experience of executing digitization projects for medium-sized enterprises and large corporations means that we are perfectly placed to advise and mediate between established corporations and young founders.”

www.corporate-meets-startup.com



ETVENTURE IS UP AND RUNNING IN BADEN-WÜRTTEMBERG



etventure's Stuttgart team at “Accelerate Spaces” in Stuttgart



Baden-Württemberg is not only bursting with medium-sized enterprises and large corporations that are global market leaders – it also has an exciting startup scene. In February, in addition to moving into an office space at Accelerate Stuttgart, etventure also quickly intensified the partnership that was outgrowing the initial lease relationship. It now holds a majority stake in the Baden-Württemberg accelerator.

Accelerate Stuttgart helps founders, startups and corporations to systematically take advantage of the opportunities that digitization brings. Its activities range from running an accelerator program to leasing innovative office spaces; from organizing events in the region to providing services to corporations. The services offered include startup scouting, workshops and expert sessions on the topic of digitization. Customers include public partners, such as the Ministry of Economy and the WRS (Stuttgart regional economic promotion agency), as well as corporations, such as Robert Bosch GmbH and Daimler AG.

Growing the range of corporate startup events

In March, Accelerate Stuttgart organized its third “Corporate Startup Meetup.” The event focused

on conversations and networking for local intrapreneurs and pioneers who bring the spirit of a startup into their respective companies. This initiative fits perfectly with the new “Corporate meets Startup” program (see page to the left) from etventure's European Innovation Hub, and further expansion is envisaged for the future.

Accelerate Stuttgart founder moves to etventure

All of etventure's Corporate Innovation business in Baden-Württemberg will now be headed up by Johannes Ellenberg, Founder of Accelerate Stuttgart. Since 2011, he has been advancing the startup scene in Stuttgart and

he already has numerous completed projects under his belt, including projects with corporations and public sector partners within the region.

Customer successes for etventure in Baden-Württemberg

Stuttgart is an important location for etventure, not least due to its proximity to large customers in the Corporate Innovation division. With Daimler Financial Services, insurers Wüstenrot & Württembergische and a global engineering industry market leader, etventure is active across a variety of sectors and is working on a very wide range of digital projects for corporations in Baden-Württemberg.

Johannes Ellenberg (left), Principal at etventure and Founder of Accelerate Stuttgart; the etventure and W&W Digital office space (right)



W&W DIGITAL INTRODUCES ITS FIRST DIGITAL BUSINESS MODELS TO THE MARKET

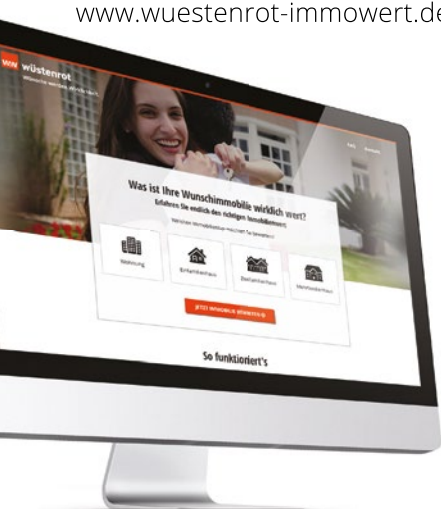


Digitization is also at the top of the agenda in the financial and insurance sectors. For that reason, etventure and Wüstenrot & Württembergische founded the joint venture W&W Digital GmbH in November 2015. After initial tests and market validation, the first business models, such as "Wüstenrot Immowert," have now been successfully launched.

The Wüstenrot Immowert service digitizes property valuing

In February, W&W Digital GmbH created the Wüstenrot Immowert digital platform, which can provide owners and potential buyers with information about the value of a property – it's quick, easy and tailored to the customer's requirements. It allows users to choose between three different models. For only 29 euros, it is possible to get an immediate valuation via a database query. The compact version ascertains the market value of the property within 48 hours. The valuation is made by an independent expert on the basis of the property details, photos and floor plans. Immowert can also provide surveys for legal purposes, which involve an on-site assessment of the property. In this way, Immowert combines a wide variety of customer requirements, all on one digital platform.

www.wuestenrot-immowert.de



Digital innovation for retirement provision: rentenhero

For many people, the topic of their own retirement provision is just as complex as that of real estate. Faced with an incredible range of options and offers, it is nearly impossible to maintain an overview. That's why W&W Digital created "rentenhero," an innovative solution to this problem. After entering data about their individual living situation, income and assets, customers receive independent advice and a clear, comprehensible overview of their options regarding pension schemes.

www.rentenhero.de



Successful model for craftsmen: Megameister

The Megameister quality network links up customers with craftsmen and ensures that they fulfil customer requests reliably and to a high standard of quality. The portal is the first business model to focus on the users' requirements: quality, security, automation and transparency. Megameister works with exclusive

partners in various regions and automates the process of generating quotations and invoices.

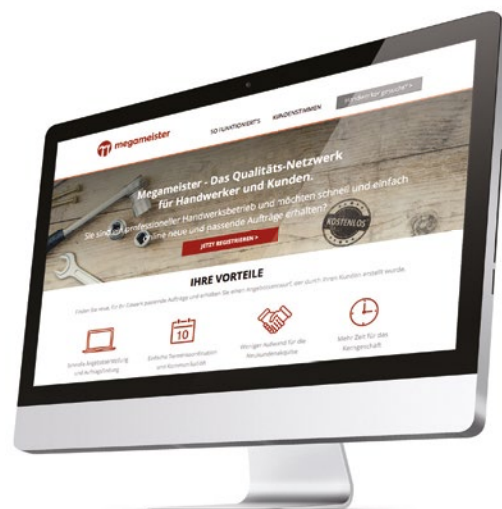
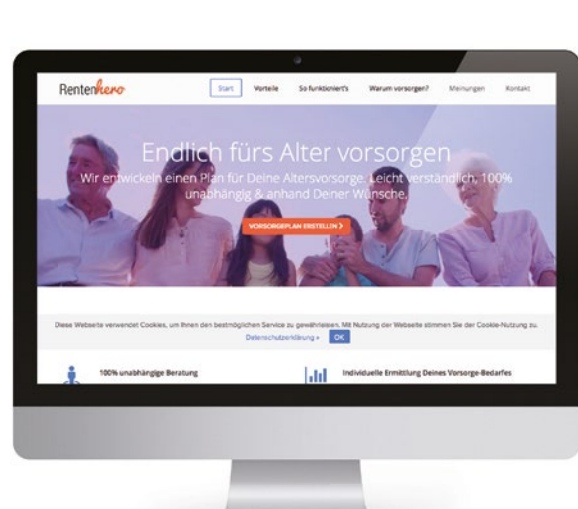
www.megameister.de

More business ideas are being tested

But that's not all. Alongside the prototypes that have already been launched on the market, W&W Digital has already begun a new phase of generating and validating ideas. Focusing on the users' perspective, this time the spotlight is on the key areas of health, risk coverage and – once again – real estate.

The team is growing at two locations

W&W Digital has started to build a team specifically for this work. The first specialist members of staff for important areas, such as project management and online marketing, are now already on board. The team also continues to work in close partnership with the etventure digitization experts. The next step for W&W Digital is to recruit entrepreneurs to continue this development and to scale up those business models that have been successfully validated. In addition to its office in Berlin, W&W Digital can also be found in Stuttgart. It has moved into a new office at Accelerate Spaces, beside the Feuersee in Stuttgart.



FINTECHCUBE CREATES A NEW ECOSYSTEM FOR FINANCIAL INVESTMENTS IN THE DIGITAL ERA



FinTechCube, the full service provider for the fintech market, is launching its first business models. Since it was founded at the end of 2015, two fintech prototypes have been developed from the two business ideas SimpleVest and Portfolio-Butler. Further to this, however, a whole fintech ecosystem with a total of ten business models has also been created for private end customers as well as for corporates and institutional investors.

Now that this as yet unique combination of various fintech models and offers is on one platform, FinTechCube has begun to approach early stage investors.

On the one hand, the joint venture between etventure, its 100% subsidiary FintechStars and the Munich-based data and software provider FINANCE BASE AG operates as a company builder for the fintech market. It offers fintech startups a unique framework with award-winning IT solutions, comprehensive expertise on the financial market and many years of start-up experience, as well as the relevant licenses for investment and asset management. On the other hand, FinTechCube also supports established financial service providers with the digitization of their business

models.

All of the newly-developed business models are based on a technical platform for financial products that has multi-banking capability and that operates independently of individual financial service providers.

Innovative business models for digital wealth management

FinTechCube's individual business ideas include business models such as BrandInvest that combine the topic of investment with brand preferences and gamification approaches.

FinRay selects investment products in accordance with the investor's personal criteria and prepares the products to be presented to the investor in a clear manner.

Invest4Goal, on the other hand, combines lifestyle and financial investments and uses clear savings plans to help users reach their goals.

Other models combine aspects such as digital asset management with social trading, offering

appropriate hedging opportunities for portfolios and investments, and offering support with buying and selling shares.

Showcase business ideas: SimpleVest and Portfolio-Butler

With the SimpleVest and Portfolio-Butler models, FinTechCube is already demonstrating its innovative strength. These two showcase business ideas have already been pre-validated with real-life user testing and are currently undergoing live online testing. SimpleVest offers a digital platform for savings accounts. Portfolio-Butler, on the other hand, is a modern, online-based private wealth management system. Users receive individually tailored investment suggestions and support with managing their investments. At the same time, they are provided with an overview of their bank accounts and securities accounts.

"With FinTechCube, we are offering early-stage investors business models that are internationally scalable, that have enormous prospects in terms of profit due to being focused on profitable niche markets, and that have already been validated – in line with etventure's business building process. At the same time, our portfolio approach means we are able to offer a high spread of risk when investing," explains Gregor Puchalla, Managing Director of FinTechCube and of FintechStars.

www.fintechcube.com

The two managing directors of FinTechCube, Florian Oswald from Finance Base (left) and Gregor Puchalla from FintechStars (right)



13 STARTUPS SUCCESSFULLY GRADUATE FROM THE EUROPEANPIONEERS ACCELERATOR PROGRAM



The founders and the EuropeanPioneers team at the DemoDay in Berlin

Eight months, 13 European startups, 2.3 million euros of funding, collaborations with established corporations, such as Samsung, Adidas and the Metro Group, as well as an extensive program of mentoring and coaching – the DemoDay in April concluded the second round of funding as part of the EuropeanPioneers EU accelerator. At the “Ahoy!” co-working and event space in Berlin, the 13 founding teams presented their startups to more than 250 guests, among whom were investors, founders, mentors and media representatives. The success of the various founding teams is evident. EuropeanPioneers is an EU-financed accelerator that is managed by etventure. Since 2014 and over the course of two rounds of funding, EuropeanPioneers has provided guidance to 25 startups from eleven countries and supported them with a total of around 6 million euros of funding.

Startups from various sectors – from agricultural technology to virtual reality

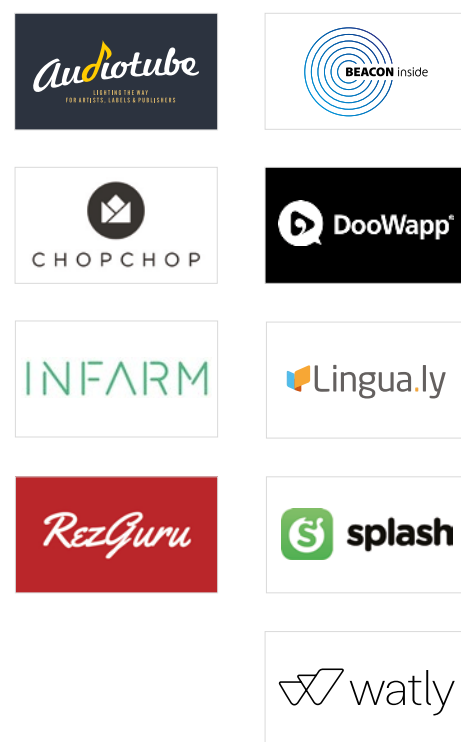
A quick look back: In August 2015, the

EuropeanPioneers began its second round of funding. Out of around 660 applications from 45 countries, 13 founding teams managed to push through with their ideas and were accepted onto the accelerator program. The startups are from Berlin, London, Esbjerg in Denmark, Barcelona and Tel Aviv. Their ideas represent a very broad range of sectors, including agricultural technology, food, energy, smart cities, the Internet of Things (IoT), media & content and EdTech.

Over the course of the EuropeanPioneers program, they received not only funding but also extensive professional support. This meant that the founding teams were able to use FIWARE technology free of charge and they received extensive coaching and guidance from international startup experts – ranging from developing the business model and performing user testing right through to marketing the business idea.

Impressive balance sheets at the DemoDay

At the DemoDay, a particularly strong interest was shown in the Berlin-



The 13 startups in the second round of funding

based startup Splash, which won the esteemed Accelerator Award for the “Virtual Reality” category at the SXSW Interactive Festival in Austin, Texas in March (see info box). But the other startups have also achieved great levels of success.

The INFARM team, who developed a modular, vertical, in-house farming device, have found a prominent customer and partner in the Metro Group. Partnerships with well-known brands were also established between the music messaging service DooWapp and Sony, as well as between the virtual “fit-as-a-service” platform fitfully and Adidas.

BEACONInside, a manufacturer-independent platform for managing iBeacons and Eddystone Beacons, worked together with Google on the latest Eddystone specification, which was launched just in time for the DemoDay.

Furthermore, numerous teams, such as CHOPCHOP, Pico and Tracktics, were able to successfully secure additional funding.



Startup pitches at a great location – the Ahoy! co-working space in Berlin



Laura Kohler, Managing Director of the European Innovation Hub and Director of EuropeanPioneers, says, “We are extremely proud of our startups and the way they have developed in the last eight months. The 13 founding teams are proof of how much can be achieved if you have a good idea, are passionate and work very hard.”

With the conclusion of the second round of funding, the EuropeanPioneers program has ended for the time being. Under the banner of the European Innovation Hub, however, etventure will continue to work on developing public-private partnerships. Indeed, alongside its involvement in a range of other initiatives, the European Innovation Hub is leading the European Commission's program to drive forward the development of common technology standards in the IoT (Internet of Things) sector. The funding for this program totals 50 million euros.

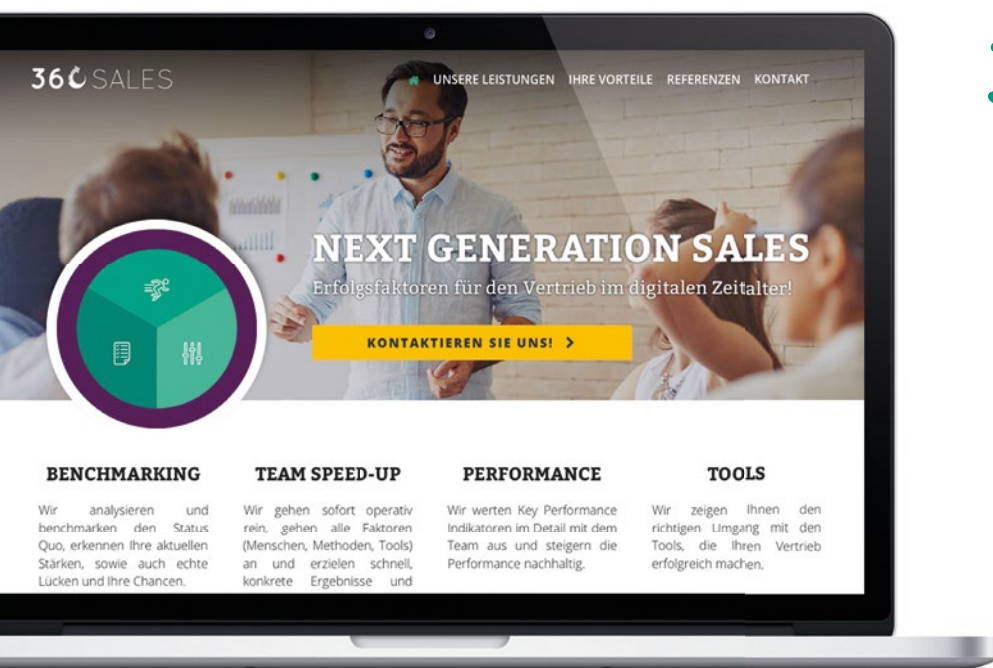
www.europeanpioneers.eu



Berlin-based startup Splash has developed a virtual reality app that makes it very simple to record 360° videos using a smartphone and to share them on social networks. This technology enabled Splash to win the esteemed Accelerator Award at the SXSW (South by Southwest) Interactive Festival in Austin, Texas for the “Virtual Reality” category. Splash's founding team, which consists of German engineers Maximilian Schneider and Stefan Marx as well as Israeli theater director Michael Ronen, was supported by the EuropeanPioneers accelerator during the development and market launch of the app.



NEXT GENERATION SALES – ETVENTURE FOUNDS A SUBSIDIARY FOR SALES IN THE DIGITAL ERA



etventure is further expanding its own portfolio. In the spring of this year it founded 360sales, a new subsidiary focusing on the digital transformation of sales. The tagline for 360sales is "Next Generation Sales" and the company combines analysis and benchmarking with operative and KPI-driven performance management – all supported by cutting-edge sales tools. Andreas Sujata, Chief Sales Officer at etventure and Managing Director at 360sales, has many years of experience and had already taken large industrial corporations and startups to the next level prior to this company being officially founded.

Sales success in just twelve weeks

Nowadays, sales divisions often work in a very isolated and conventional way, following policies based purely on distribution. This approach often limits their exposure

to innovation and new opportunities within sales. Yet the demands placed on modern, digital sales processes are very different. This is where the 360sales business model comes in. Its operational approach means that 360sales can modernize its customers' sales divisions and achieve real-life performance improvements – all within twelve weeks.

Together with the customer, 360sales starts off with a benchmarking process using an analysis of the existing status to establish goals and KPIs and hones the sales story. The relevant sales team also receives intensive training in how to use digital tools and apply sales techniques.

The third pillar of the concept consists of optimizing the way the sales funnel and campaigns are managed, as well as consistently controlling the KPIs.

360SALES

Optimizing sales – both for large companies and for startups

Even before it was officially founded, 360sales had brought about consistent, sustainable optimization at well-known corporations as well as at startups. With these examples, it succeeded in improving the activity management and the sales funnel, reducing the sales cycle and maximizing customer acquisition within a very short time period. Customers include startups, such as the retail analytics provider POSpulse, which saw a 300% increase in turnover, and etventure's corporate customers, such as Viessmann.

Andreas Sujata says, "The way we approached sales with etventure's own startups meant that we gained extensive experience and saw huge successes. With 360sales, the scope for this success is even broader. At 360sales, we continue



to rely on the success factors of etventure's business building process: a 100-percent focus on execution, entrepreneurial thinking, testing and validating new approaches in a protected space, right through to working together with customers for a structured rollout."

www.360sales.de

BERLIN SCHOOL OF DIGITAL BUSINESS SETS THE COURSE FOR THE FUTURE WITH A NEW ADVISORY BOARD

BERLIN SCHOOL of Digital Business

The Berlin School of Digital Business (BSDB) continues to establish itself as a digital academy in the field of executive education. With its newly founded advisory board, the BSDB now has access to a top-class panel of experts. This will enable it to further fine-tune the BSDB's profile and what it offers, and to prepare to meet future needs. Board members include Dr. Karl Pall, Country Manager at Google Germany, Stefanie Waehlert, former CDO at TUI, and Dr. Hans-Peter Kleebinder, Social Media Strategy at Audi AG. etventure is also represented on the advisory board by Dr. Christian Lüdtkke, Founder and Managing Director.



"I am extremely glad that we were able to recruit such prominent personalities for the advisory board. Our next step will be to specifically fine-tune the profile of the Berlin School by developing new training formats," says Dr. Birte Gall, Managing Director of the BSDB.

Case study: program for managers at Deutsche Bahn

The goal of the program for managers at Deutsche Bahn, which the Berlin

Snapshots from the Berlin Startup Safari



The newly founded advisory board for the Berlin School of Digital Business

School of Digital Business has now run four times for the mobility provider, is to draw attention to the changes taking place as a result of increasing digitization, and to consider what the resulting challenges might be in regard to the managers' own leadership behavior. In this way, managerial staff are prepared for their role and the changing requirements within the scope of their company's digital transformation.

Berlin Startup Safari

On this safari tour of startups in Berlin, participants in the program can see for themselves what work and leadership look like at startups. This is because the winning formula at startups is based on reacting quickly and making the most of the potential of every available member of staff.

The stops on the tour included e-mio, a sharing service for electric scooters, car sharing provider CarJump and Axel Springer's own incubator, which is called Plug and Play.

Additionally, participants were able to try out for themselves innovation methods such as design thinking and new technologies such as drones, which they flew in the courtyards of etventure's Ackerhöfe buildings.

www.berlin-sdb.de



NEW MILESTONES FOR ETVENTURE'S STARTUPS – IN SALES, FUNDING AND INTERNATIONALIZATION



Socialwave connects the analog shopping experience to the online world

More and more people want to have free internet access in public spaces – whether they are in a restaurant, at the gym or doing their daily grocery shopping. Studies show that Wi-Fi is now the most requested additional digital service. Yet many retailers and restaurant owners are still refraining from offering Wi-Fi to their customers. A major reason for this in Germany is the complicated situation regarding liability for those operating public hotspots. But it is clear that retailers and restaurant owners will not be able to ignore their customers' needs for much longer, especially because Wi-Fi is the essential prerequisite for the use of other digital services.

Socialwave has developed a professional hotspot solution for the retail industry. It offers legal certainty and at the same time provides the business with a way of reaching its customers digitally, as well as offering an extensive range of marketing and analytical opportunities.

Funding success: Socialwave receives a high six-digit investment

Its versatile solution has enabled the Munich-based startup to secure a prestigious investor from the business angel club "Angel Gate." Angel Gate, along with other financial backers, invested a high six-digit figure in total during the first quarter.

Offline analytics technology fills the gap between the business and the customer

Among other areas, the new financing will be used for the development of Socialwave's analytics tools. An innovative add-on for the hotspot's Wi-Fi router allows the router to recognize customer behavior at the POS by collecting anonymous information from all smartphones in the surroundings, without any active contribution on the part of the customer. Using this method, Socialwave can compile exact visitor statistics about the POS and can offer a wide range of options for evaluating and analyzing this data, such as the number and the duration of customer visits, the rate of returning visitors and the customer's exact positioning within the store. This provides retailers with profound insights about customer behavior that has previously only been possible within e-commerce. It also allows them to adapt their own offer at the POS on the basis of the data, which is available in real time.

International sales

At the same time, Socialwave has been able to substantially grow its customer base. 1,000 companies are now using the hotspot solution. These companies include franchises of Segafredo, the Enchilada group (dean&david) and well-known retailers Rewe and Edeka. But Germany is not the only country where demand for Socialwave's technology is growing. Socialwave is continuing to grow its international sales in the Netherlands and in Latin America. In Colombia, the hotspot solution is already being used by a client in the gastronomy sector.

wifi.socialwave.de



POSpulse: digital market research and technology-based consultancy

POSpulse is another example of how big the demand is for new technology in the retail industry. The etventure startup uses app-based market research to provide retailers and manufacturers with shopper insights and ways of optimizing the point of sale – nationwide, in real-time and tailored to the company's individual research questions. POSpulse's concept is winning over not only numerous customers but also investors and partners.



Seven-digit Series A funding and international sales

At the beginning of 2016, POSpulse successfully secured investment from Medien Union GmbH – one of Germany's leading media corporations – as well as telecommunications provider Drillisch AG and additional business angels. In the course of this Series A round of funding, the Berlin-based market research startup attracted a seven-digit figure in total. The fresh capital enabled the business to further develop its own technology for market research and analysis. The funding will also help to further advance the internationalization of the startup. POSpulse is now also represented in the Czech Republic

and Italy, its first markets outside the core DACH region. Sales experts for the relevant regions will be employed for the international product launches. POSpulse is also being supported by a partner agency for its operations in the Czech Republic.

Significant growth in terms of customers, turnover and staff team

This internationalization is in keeping with a significant growth trajectory. Compared to the previous year, POSpulse recorded a 300-percent increase in turnover and secured additional prestigious customers: Hilcona, Bel Deutschland, Red Bull Media and Mars Petcare. Additionally, the POSpulse team has now grown from ten to 30 members of staff and has moved into its own office in Berlin. The ShopScout panel has also grown and now consists of 40,000 mobile market researchers.

www.pospulse.com



mobileJob revolutionizes recruitment and job-hunting

With its digital business model, etventure startup mobileJob has developed the first functional recruitment solution for the blue-collar labor market. mobileJob is continuing to pick up speed as more and more companies are choosing to use the app to recruit employees – from Kentucky Fried Chicken (KFC) and arvato right through to branches of the supermarket chain EDEKA. mobileJob now has a customer base of over 300 companies, which exclusively use mobile devices for their entire recruitment process. Additionally, mobileJob has recently engaged in a partnership with BASF Coatings. The many hundreds of companies who are members of the BASF Coatings "Color Motion"

partner network will now be able to use mobileJob to recruit employees digitally.



Electrolux case study: a new employee within just seven days

Electrolux is an impressive example that shows how quickly an employee can be found and placed using mobileJob. It took only seven days to fill a post at the household and kitchen appliance manufacturer – from the post being advertised to the contract being signed. For the sake of comparison, this process usually takes up to 50 days, even in the blue-collar sector. Anja Ullrich, a recruitment specialist at Electrolux, is convinced: "This method is revolutionizing the way people find new jobs."

www.mobilejob.com

360report

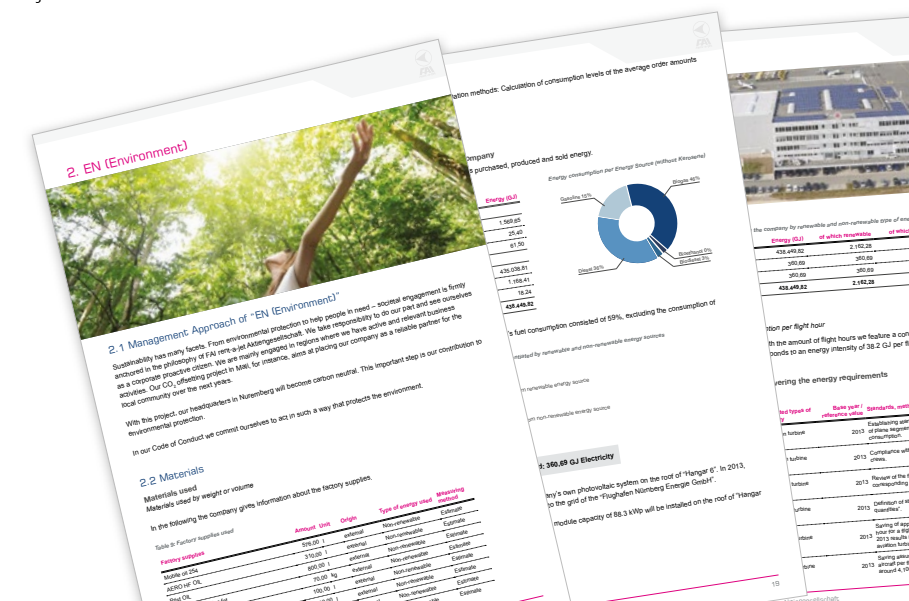
360report – new law makes sustainability reporting mandatory

Writing a sustainability report is currently only mandatory for a few companies in Germany. But this will change when the new EU directive is implemented into German national law at the end of 2016.

Commencing in 2017, all "public-interest entities" – i.e. all listed companies, credit institutions and insurance companies with more than 500 employees – will be required to report on their sustainability performance.

The new law represents an enormous growth opportunity for etventure startup 360report. 360report offers an innovative software solution that helps to make this kind of reporting easy, quick and cost-effective, as well as ensuring that the report it is in line with the national and international standards for CSR reporting. 360report's customers include E.ON, Bilfinger Berger, Lufthansa and MLP.

www.360report.org



NEW MILESTONES FOR ETVENTURE'S STARTUPS – IN SALES, FUNDING AND INTERNATIONALIZATION

CampusScout

LET US HELP YOU TO FIND THE RIGHT CANDIDATES!
Digital recruitment for apprentices and integrated degree program participants

CAMPUSSCOUT QUESTIONNAIRE
SUITABLE CANDIDATES
TAILORING YOUR IMAGE TO THE TARGET GROUP

CampusScout expands its activities in the corporate sector

CampusScout has expanded its activities in the corporate sector. As of April, a German regional bank and an internationally active “hidden champion” are now customers of this startup. CampusScout helps both of these clients to recruit participants for their integrated degree programs. “Companies are realizing how much they now need to compete for young people. As well as demographic changes, another reason for this is sure to be the trend toward academization,” explains Holger Jelich, Founder of CampusScout.

In the coming months, CampusScout will utilize the funding it recently secured in order to further develop its technology so that it can keep up with the increasing volume of customers and users. The aim is then to gain additional market share.

Founder Holger Jelich explains, “In our conversations with companies, there was a recurring request: to recruit graduates and young professionals as well as apprentices and participants in integrated degree programs. We therefore want to address this target audience more specifically in future.” There are also plans for phased internationalization by entering the education market in America, as well as for another offensive with corporate customers in time for the start of apprenticeship schemes in 2017. CampusScout wants its idea to grow and grow: “We want to become the Booking.com for the education market.”

www.campuscout.com

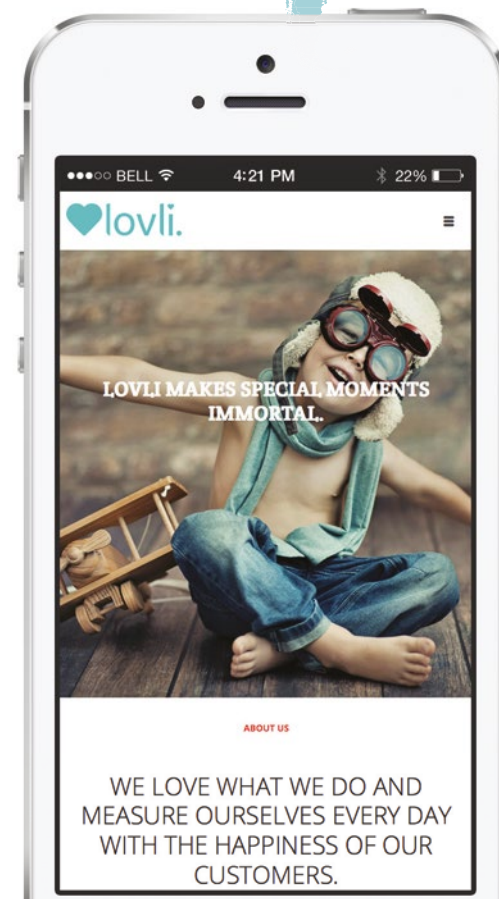
lovli.

lovli conquers the Latin American market

The family network “lovli” recently celebrated the launch of its new app. The new version of lovli offers its users numerous improved functions. These include a full-screen mode, a new activity indicator and an improved notification function. It makes it even easier to share photos with your circle of family and friends. The app for iOS and Android devices is available for download.

At the same time, lovli is achieving an impressive number of downloads, particularly in Latin America. There are now more than double the number of users there than in Europe. All in all, lovli is being used in 45 countries around the world.

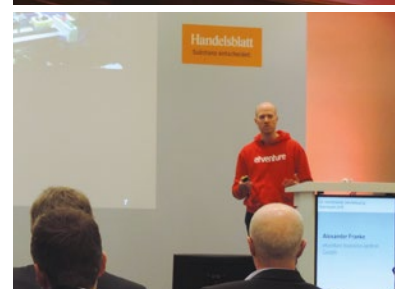
www.lovliapp.com



ETVENTURE ON TOUR

Looking back at the event highlights so far

The founders and managing directors, as well as the managing directors of etventure's subsidiaries, are sought-after speakers and experts who are invited to congresses, industry events and internal corporate events related to the topic of digital transformation in companies and in society. The highlights from the first half of the year included the following events:



- ⊕ Alexander Franke at the Corporate Incubation and Acceleration Summit in Berlin
- ⊕ Philipp Herrmann at the Corporate Startup Meetup in Stuttgart
- ⊕ Carolin Kröger and Joern Soyke at the WHU Founders Career Day in 2015
- ⊕ Laura Kohler at the Mobile World Congress (MWC) and the 4 Years from Now (4YFN) startup conference in Barcelona
- ⊕ Philipp Depiereux and Alexander Franke at the Handelsblatt Stahlmarkt 2016 steel conference in Düsseldorf
- ⊕ Philipp Depiereux at the Digisurance conference in Munich
- ⊕ Philipp Depiereux as guest of honor at the BMW (SME association) annual reception in Berlin
- ⊕ Alexander Franke at the 16th VDA (German Association of the Automotive Industry) SME day in Frankfurt
- ⊕ Philipp Depiereux at the European Printing Ink Association (EuPIA) in Breslau
- ⊕ Philipp Depiereux and Louis von Beaulieu at the 15th Kienbaum annual conference in Ehreshoven

You can read more about these events on our blog: www.etventure.de/blog

Coming up: C-Suite at the Schlosshotel, Berlin Grunewald, July 6-7, 2016

The Handelsblatt magazine is organizing the “C-Suite: Next Level Leadership” event on July 6 and 7. The headline for the event is “Our Mission for 2016: The Art of Digital Transformation.” The “C-Suite” describes itself as a future workshop, which provides food for thought from up-and-coming managers, current and previous directors, and trend researchers. The event will be held at the Schlosshotel in Berlin's Grunewald district.

As well as contributing a presentation from etventure's Founder and Managing Director Philipp Depiereux on the topic of “Lessons learned: what we can learn from unsuccessful innovation processes,” etventure is also hosting an exclusive dinner event during the two-day event.

More upcoming event highlights

June 15, 2016

Women in Digital (WIDI) at the “tools” convention, Berlin Expo-Center City, with Dr. Birte Gall

June 15-November 15, 2016

SMARTER MITTELSTAND – DIGITALISIERUNG 4.0, a series of events, organized by DIE ZEIT and Impulse. In Bremen, Dortmund, Dresden, Karlsruhe and Nuremberg, with Philipp Depiereux

June 21-22, 2016

Zukunftskongress Staat & Verwaltung at the bcc Berlin Congress Center, with Dr. Christian Lütke

June 29, 2016

Steinbeis Consulting Day, Haus der Wirtschaft in Stuttgart, with Philipp Depiereux

June 30-July 1, 2016

The Future of Consulting Sofitel Kurfürstendamm, Berlin, with Dr. Christian Lütke

September 29, 2016

Digital Work & Business 2016, Global Institute for Digital Transformation, Berlin, with Philipp Depiereux

November 7-8, 2016

Tag der Weltmarktführer (“World Market Leaders’ Day”) – Münsterland, Ahaus, with Philipp Depiereux

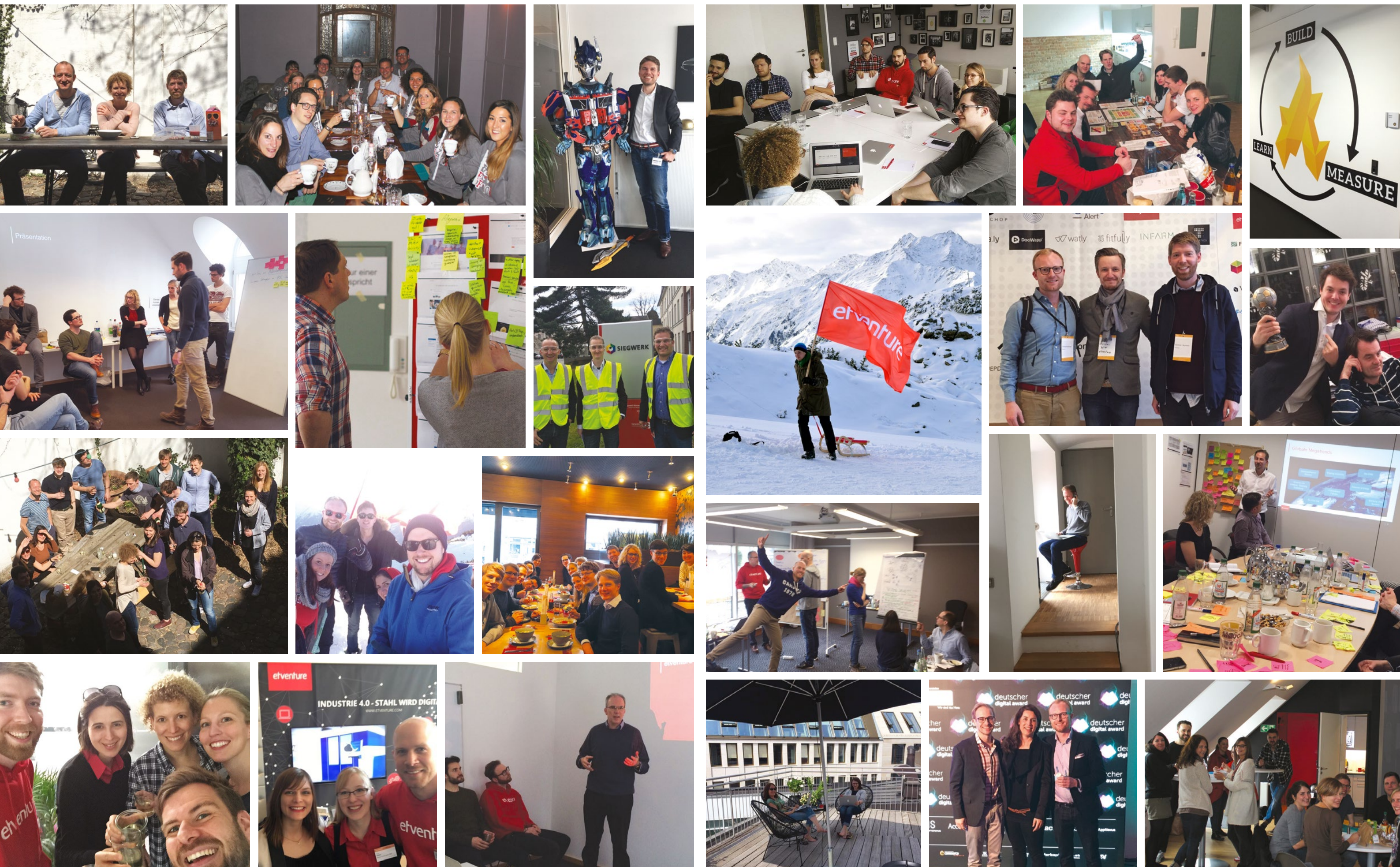
November 17-18, 2016

8th Global Peter Drucker Forum, Aula der Wissenschaften, Vienna, with Dr. Christian Lütke

November 17-19, 2016

“SZ Wirtschaftsgipfel” economic summit, Berlin, with Philipp Depiereux

ETVENTURE IN PICTURES



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Joern Soyke
Principal

ETVENTURE IN THE MEDIA

DIE WELT

December 19, 2015

Wüstenrot & Württembergische uses startup methods
bit.ly/welt-etventure-startup-methoden

THE HUNDERT

January 22, 2016

“Looking for the best employer in Berlin?” – etventure
in the current edition of The Hundert
bit.ly/thehundert-etventure-highlights2015

Neue Zürcher Zeitung

February 4, 2016

Outwitting Google
bit.ly/nzz-etventure-google

STUTTGARTER ZEITUNG

February 15, 2016

Tomorrow's employees need their own ecosystem
bit.ly/stz-etventure-zukunft

Wirtschafts Woche

March 2, 2016

Internal trench warfare is halting progress
bit.ly/wiwo-etventure-studie-digitalisierung

HORIZONT

March 2, 2016

Digital transformation has not yet reached the highest
levels of management
bit.ly/horizont-etventure-digitale-transformation

GRÜNDERSZENE

March 22, 2016

etventure and Kienbaum seek to bring some startup
spirit to corporations
bit.ly/gruenderszene-etventure-kienbaum

dpa

April 14, 2016

Money for in-house farming and VR from an European
startup fund
bit.ly/dpa-europeanpioneers-startups

ds deutsche startups

April 29, 2016

5 things everyone should know about Schacht One
bit.ly/deutsche-startups-schacht-one

etventure Blog

Much more news on our blog
bit.ly/etventure-blog

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