



# **WE ARE SHAPING DIGITAL TRANSFORMATION**


As entrepreneurs we strive to create value  
for business and society.

 **500+**  
Product tests  
for customers

 **250+**  
Digital experts &  
entrepreneurs

 **150+**  
Digitalization projects  
(60% B2B)

 **50+**  
Startups &  
Partnerships

 **7**  
Years of experience in  
digital consulting

 **10+**  
Corporate  
Digital units built

## Introduction

Dear business partners and friends of etventure,

The digitalization of the economy and society is in full swing. Fifteen years ago, it was globalization that gripped almost all companies and forced them to transform in order to be prepared for the future. Today it is digitalization, technological advancement, and rapidly changing customer needs that require businesses to break out of old ways of thinking and explore new, innovative paths.

Despite many obstacles and lots of resistance, which are typical side-effects of fundamental change, many decision makers increasingly recognize that digital transformation of the existing core business as well as the development of innovative digital business models are two of the most important objectives over the next few years. "Sitting-out" this challenge is not an option, instead it needs to be tackled proactively. We are convinced, that entrepreneurial vision and execution is key in creating value for the economy, as well as society when it comes to digitalization. Therefore, etventure has established itself as a specialist in this field.

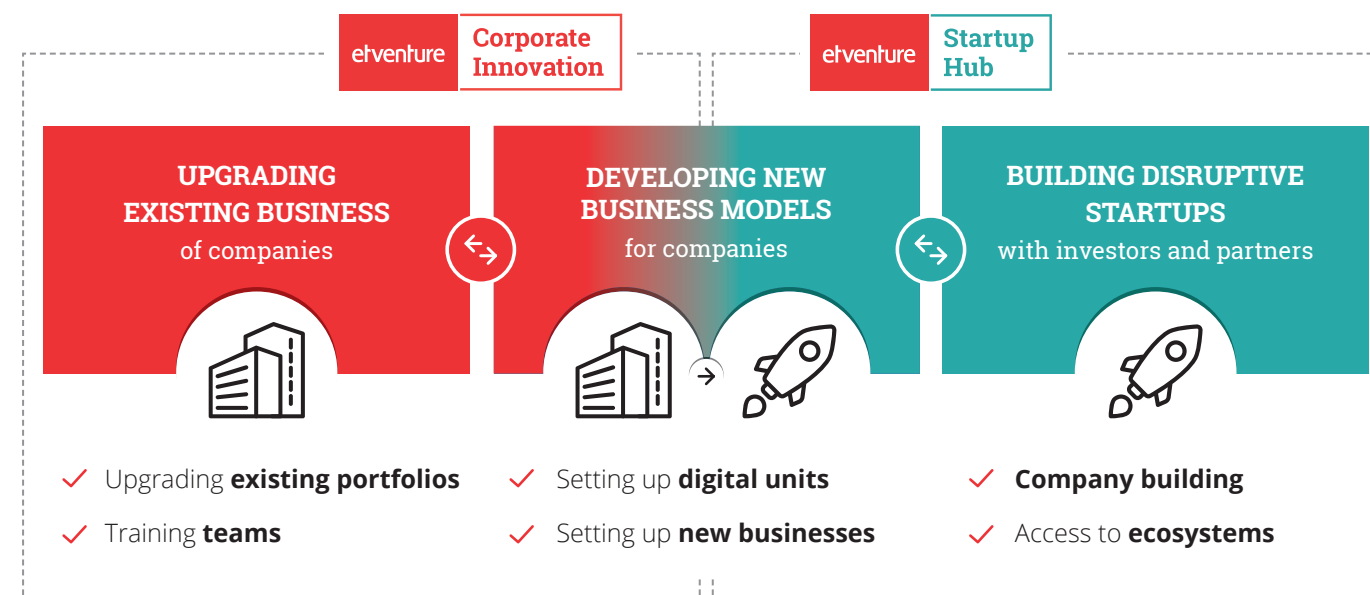
We hope that this brochure will give you an initial insight into the world of etventure, our approach and values. We are delighted that you are interested and look forward to meeting you in person.

Kind regards

Philipp Depiereux, Philipp Herrmann and Dr. Christian Lüttke



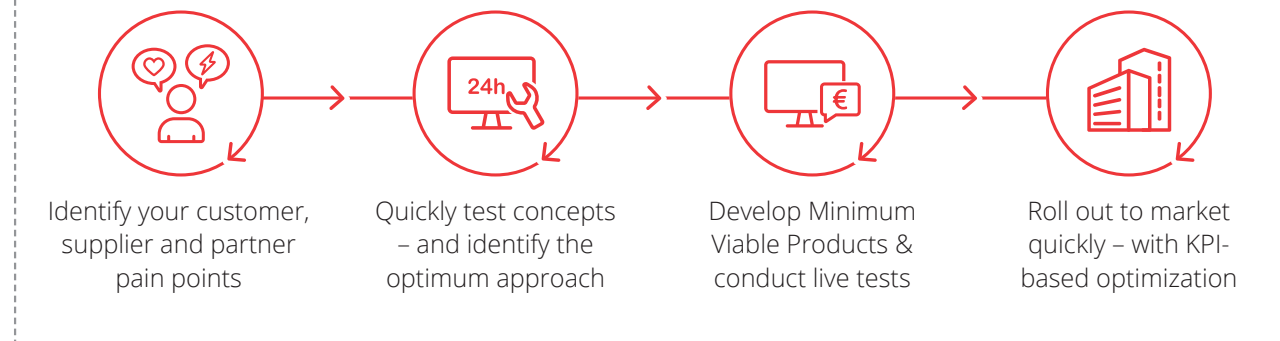
## We combine expertise of corporates and startups





## Our market-proven innovation process

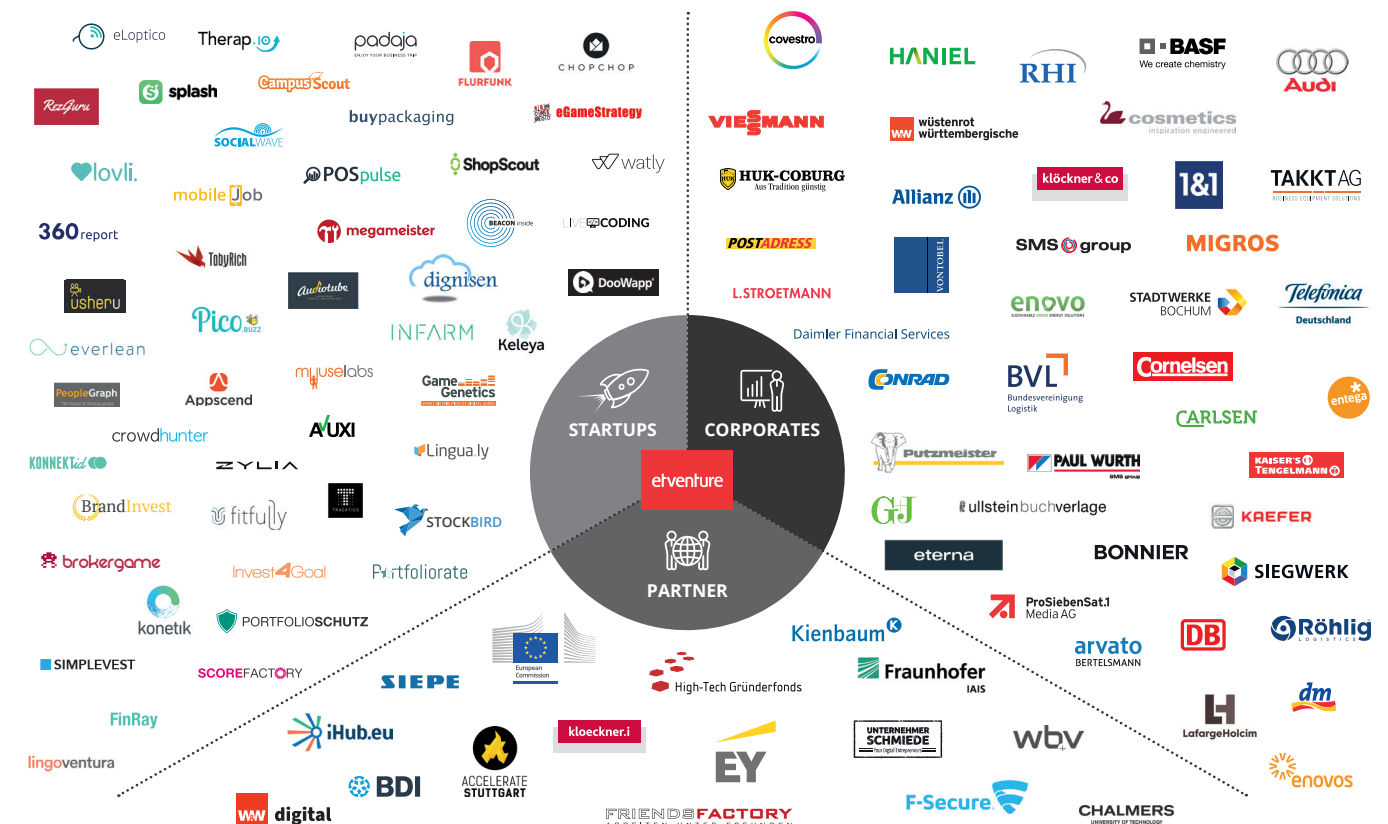
## Continuous user tests for validation and optimization



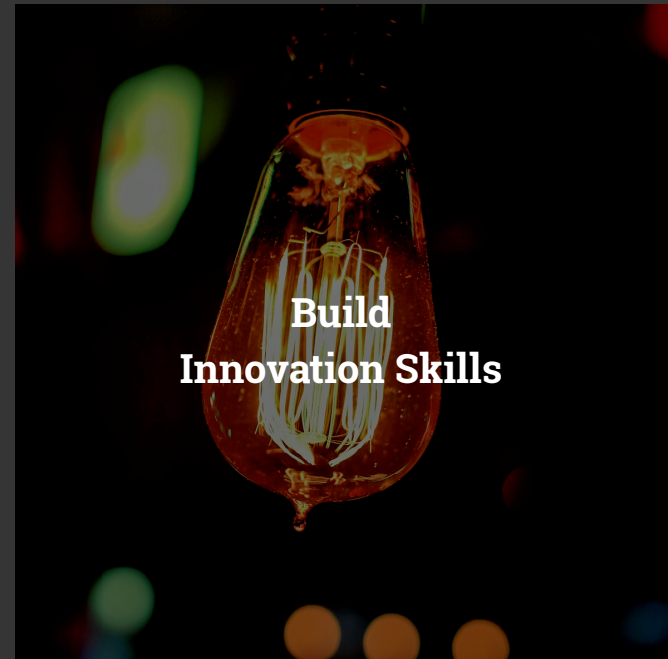
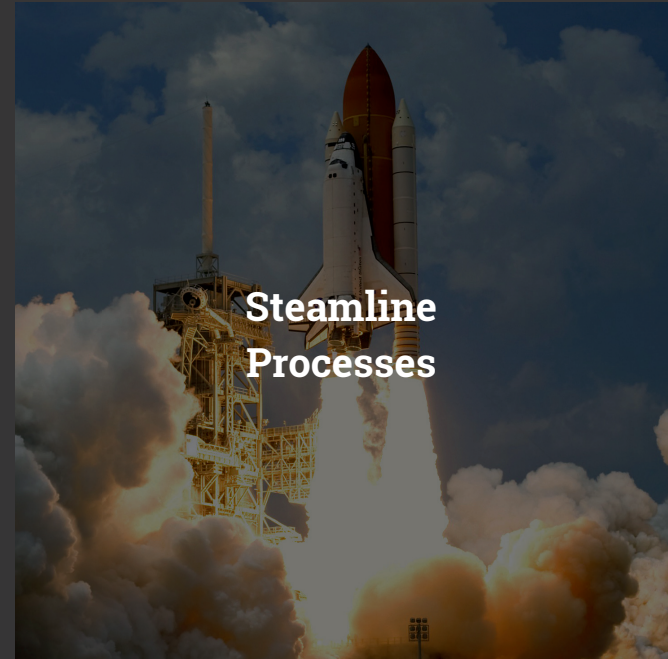
## Our teams of experts

Design Thinking	Entrepreneurs	Developer	Business Intelligence
UX/UI & Graphic Designer	Management	Product Manager	Marketing (B2B & B2C)
Operations Manager	Sales (B2B and B2C)	Public Relations	Customer Service

## Our ecosystem







# DIGITAL CHANGE IMPACTS EVERYTHING

---

Digital Transformation of your business offers you opportunities for future success.





# UPGRADING EXISTING BUSINESS

## Holistic digitalization of the customer journey



Successful launch of an initial  
version of the track & trace system  
after 2.5 months



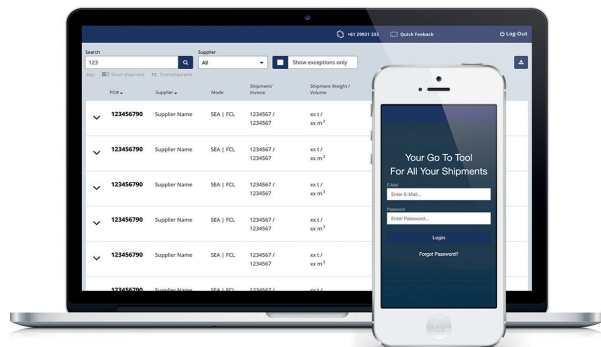
Onboarding of five pilot  
clients in Sydney and  
Melbourne



High levels of customer  
satisfaction with a basic  
solution among the pilot  
clients

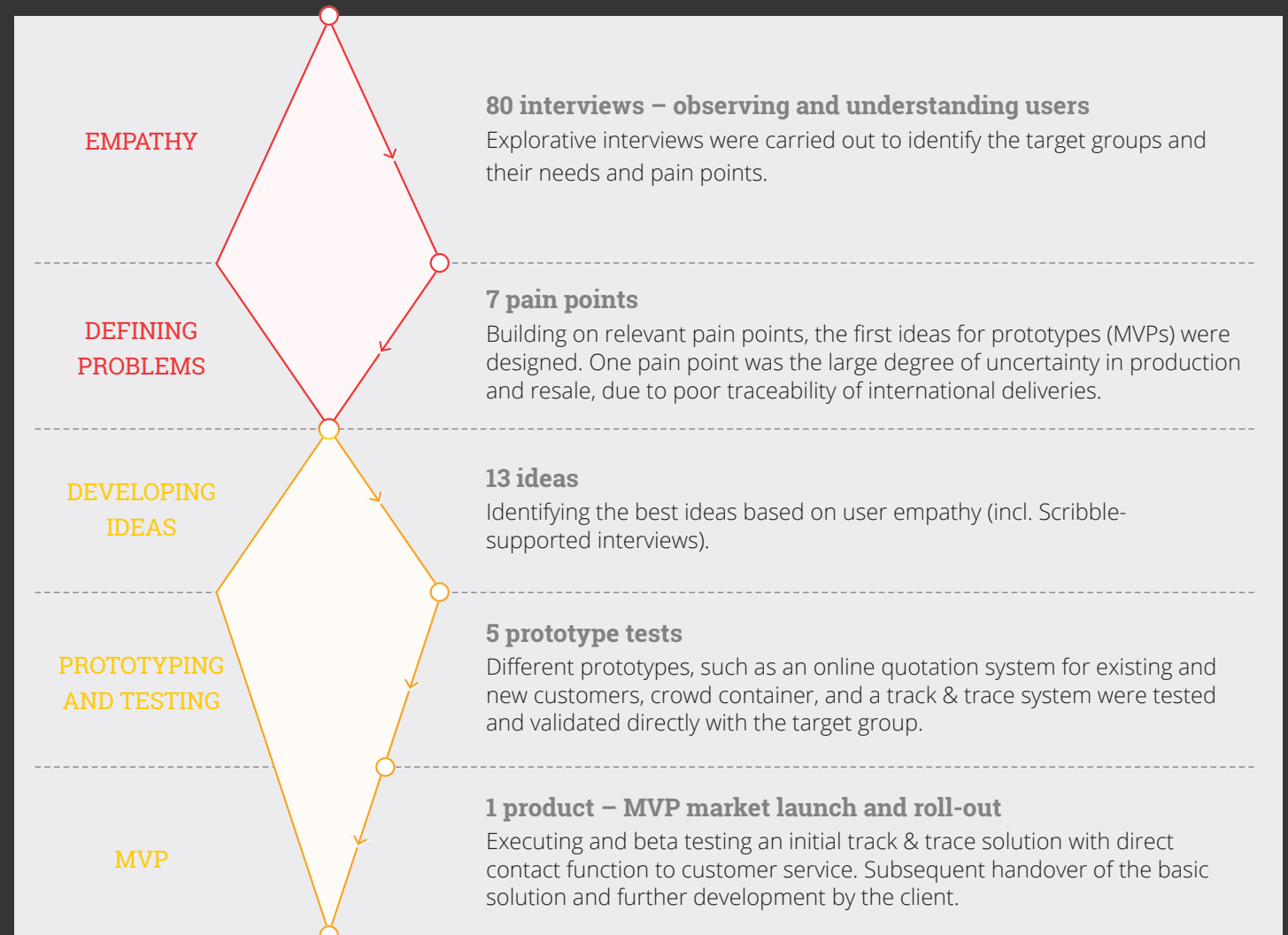
### Product and solution

Developed together with etventure, the track & trace system enables the clients to track their deliveries directly online:



- ✓ Corporate clients can call up customer-specific information online, such as supplier details, updates on supply status, statistics, and geodata.
- ✓ Documents can be uploaded and downloaded directly online.
- ✓ Processes are automated, thus increasing processing speed.

### Approach



### Sector



Logistics service provider

### Client

Logistics service provider with over 5,000 employees worldwide. Company focuses on sea and air freight with a service focus on the management of transport routes and customs clearance.





# DEVELOPING NEW BUSINESS MODELS

## Supporting company-wide digital transformation



Setting up the digital unit for Kloeckner's digital business



Revenue of over EUR 600 million via digital channels in 2016



Developing a contract platform with international roll-out and more than USD 2 million shortly after launch in the USA

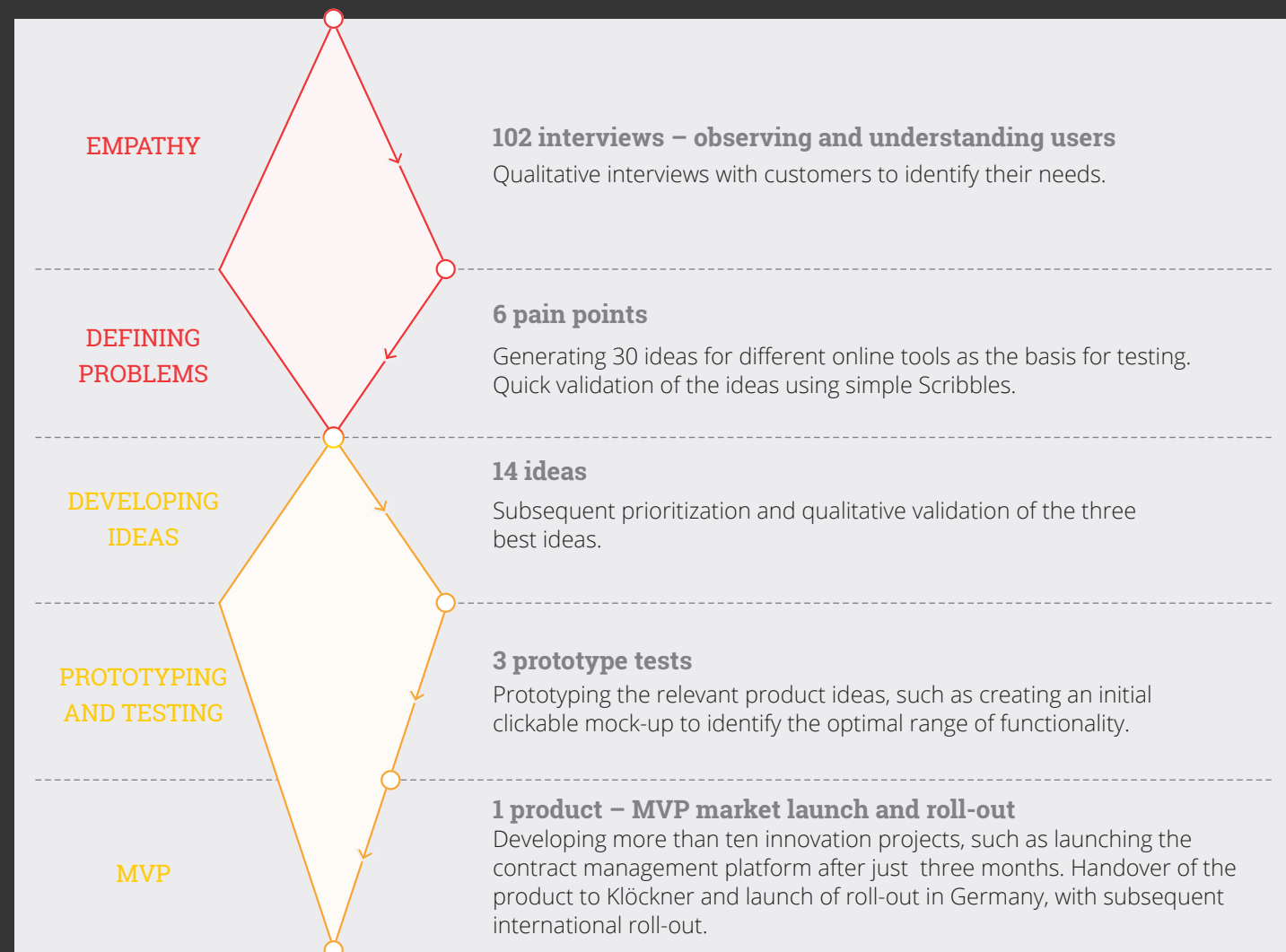
## Product and solution

Together with Europe's largest steel distributor Kloeckner, etventure developed over ten innovation projects and supported them in various project phases with the aim of comprehensively transforming the entire supply chain.



- ✓ Setting up the innovation unit kloeckner.i in cooperation with etventure, based in Berlin
- ✓ Developing and implementing company-wide digital solutions with the aim of generating 50% of all revenue via online transactions by 2019
- ✓ Long-term use of the services developed in the innovation unit in the core organization and ongoing revenue generation for it
- ✓ Vision: The steel company aims to use kloeckner.i to create simpler and more efficient processes with suppliers and customers

## Approach



## Sector



Steel and metal distribution

## Client

**kloeckner & co**

Klöckner & Co SE is one of the world's largest producer-independent steel and metal distributors and one of the leading steel service center companies. The group has around 130,000 customers at more than 170 locations in 12 countries.





# BUILDING DISRUPTIVE STARTUPS

## Developing a mobile recruitment solution for the commercial labor market



Over 10,000 qualified  
applicants placed



150 customers one year after  
launch, now over 400 satisfied  
customers

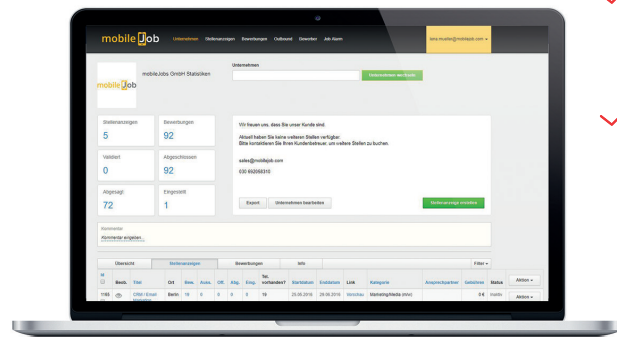


Six-digit  
monthly revenue

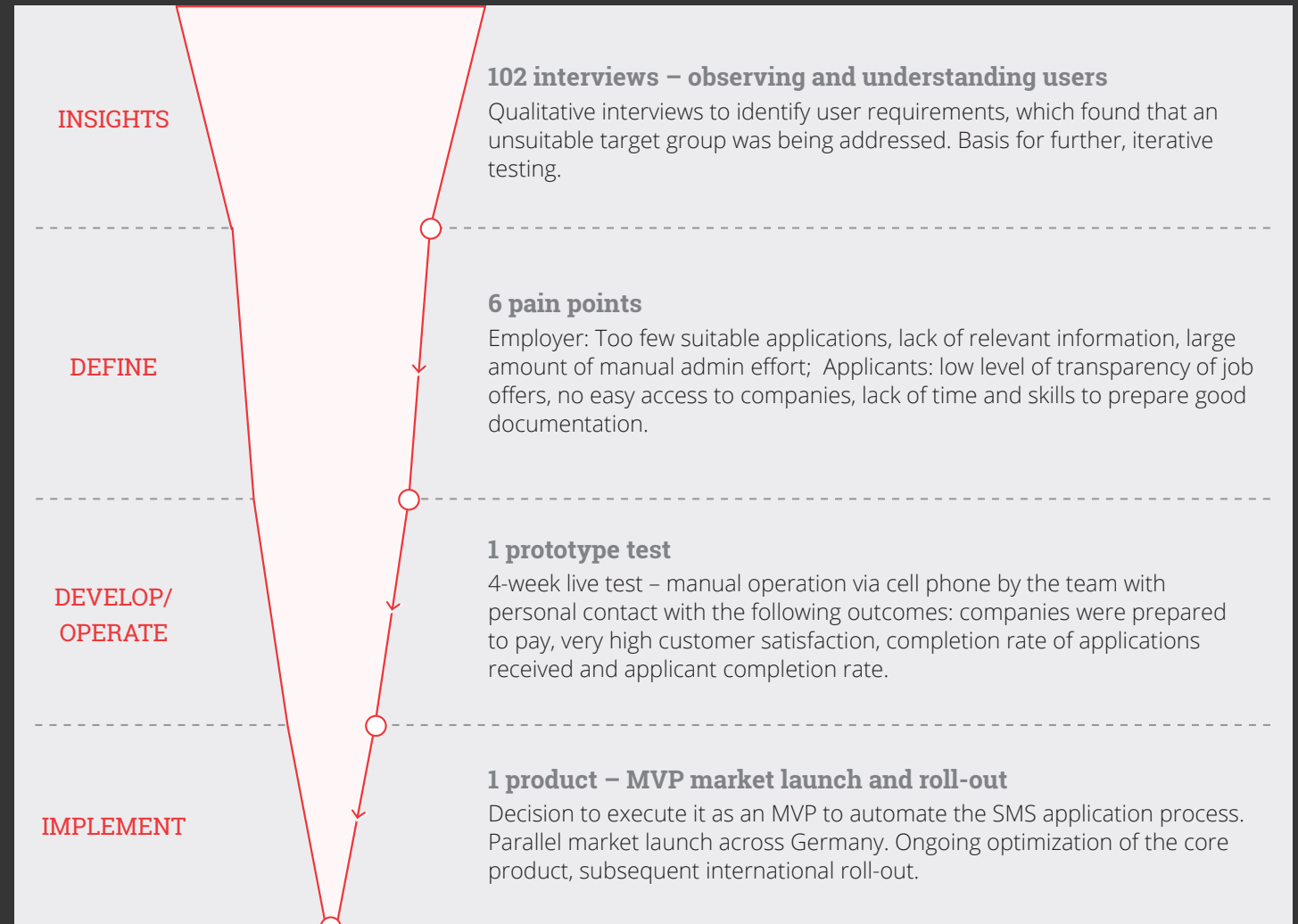
### Product and solution

Founded by an etventure team member, initially without its own team, now with more than 30 team members, mobileJob has revolutionized the traditional application process by mobile mapping of the entire application process.

- ✓ Mobile recruitment that doesn't stop after the job search, but starts with advertising the vacant position and only finishes when the employer performs the candidate check
- ✓ Addresses applicants specific to the target group using a simple applicant submission process



### Approach



### Sector



Across industries  
in the recruitment sector

### Client



mobileJob.com developed from the etventure family and, with the help of well-known investors, has become arguably the most promising startup in the HR market.



## Founders



**Philipp Depiereux**

**Dr. Christian Lüttke**

**Philipp Herrmann**

\* \* \* Since September 2017 etventure has been part of the EY family \* \* \*

## Press references

### Süddeutsche Zeitung

"etventure paves the way for established companies to move into the digital age. And not by providing the programming, but by approaching things in a new way. Data instead of gut instinct. Speed rather than control. And by focusing completely on customers."

Varina Bernau, Editor

### "Gets companies fit"

Kirsten Bialdiga, Editor

### Handelsblatt

"It is not surprising that he (Gerald Karch, CEO of Putzmeister) sourced etventure as a partner. The digital consultancy has also initiated equivalent projects with other companies."

Martin Woher, Editor



### "The digital pioneers"

Michael Leitl, Editor-in-Chief



### "I constantly mention etventure in my lectures."

Dr. Holger Schmidt, Chief Correspondent on the Digital Economy | Lecturer at TU Darmstadt University



### Aachener Zeitung

### "A hotbed of innovative ideas."

Thorsten Pracht, Editor-in-Chief

### STUTTGARTER ZEITUNG

"The company, founded in Munich in 2010, is one of the most important German service providers linking existing companies with startups and their way of thinking – and to international locations from London to Sydney."

Andreas Geldner, Editor

### DER SPIEGEL

"At etventure, they believe that only those companies that are quick enough will be able to survive in the digital world. They believe in imperfection and in trying things out and then rejecting them. They think in weeks."

Ann-Kathrin Nezik, Editor



**We look forward to hearing from you.**



[corporates@etventure.com](mailto:corporates@etventure.com)



+49 30 280 417 47

**etventure**

**changing the game**

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