

THE

Hundert

NUMBER 02

BERLIN STARTUPS REACHING FOR THE STARS

With Auctionata, Itembase, Outfittery, Delivery Hero, Wonderpots, Trademob, Blacklane, Iversity, Lendico, Scarosso, Pressmatrix, 5 CUPS and some sugar, Erdbär, Uebermetrics, Asuum and 85 other great companies you can't afford to miss!



“Early successful entrepreneurs (turned business angels) now pump their back capital into a burgeoning scene. New Berlin entrepreneurs share their know how and experiences among each other, but lack significant support from advisors and mentors. In terms of living cost and lifestyle, Berlin might be the best place to start a company right now. However, for scaling it, Berlin startups might consider relocating as the ecosystem is not mature enough in terms of capital, support infrastructure, and mindset.”

Extract from “The Startup Ecosystem Report” by Startup Genome

An aerial, black and white photograph of a city skyline. The foreground shows several large, modern buildings with flat roofs and numerous windows. In the background, a dense urban landscape extends to the horizon under a cloudy sky. The text 'RIGHT FROM THE START' is superimposed in the center in a large, bold, white, sans-serif font.

RIGHT FROM THE START

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KLAUS WOWEREIT

Klaus Wowereit has been the governing mayor of Berlin since 2001, and the longest serving head of government in office of any German state.



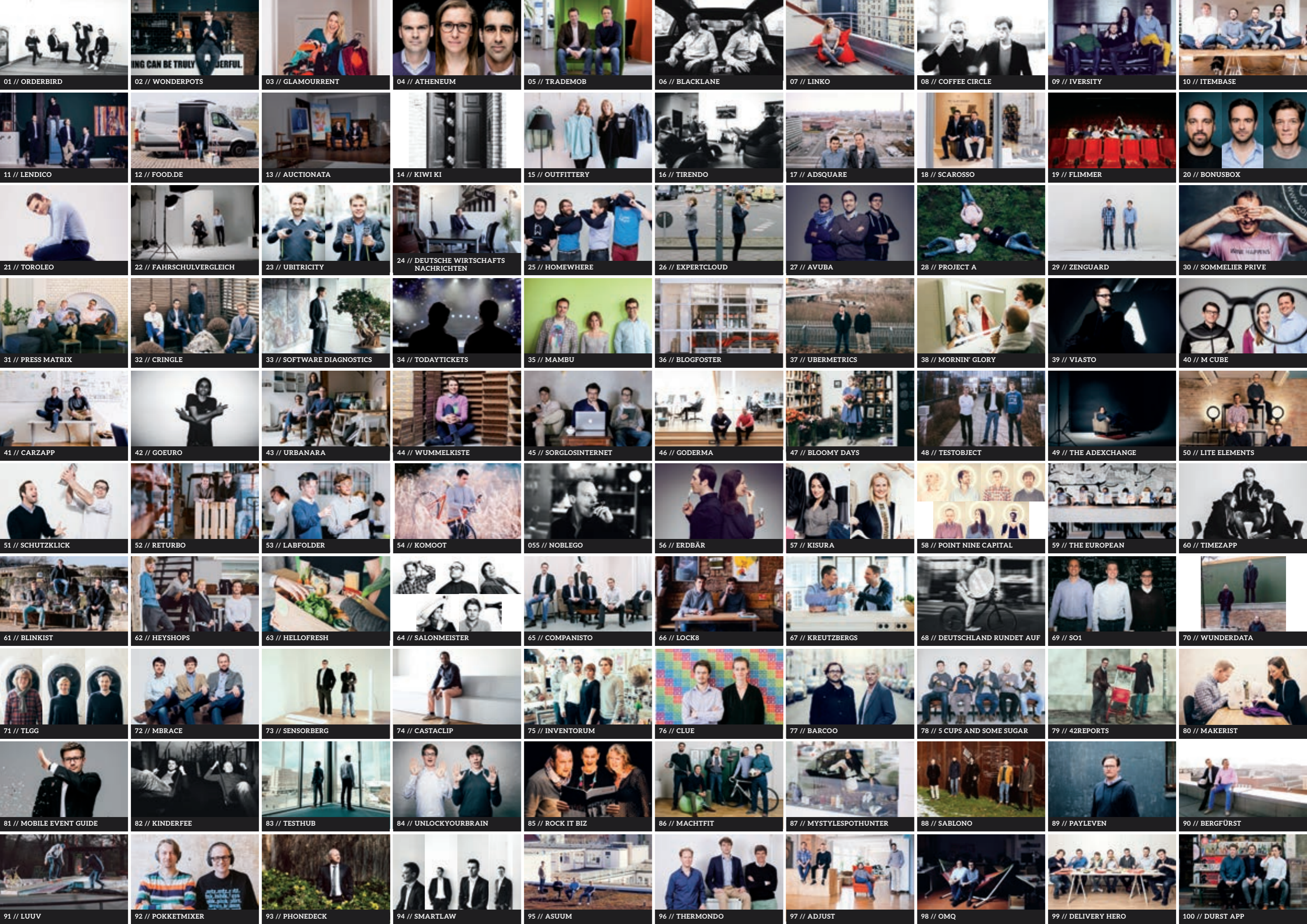
Berlin's startup scene is growing by leaps and bounds, and turning out to be a real success story. More and more good ideas are being transformed into new companies and innovative products. The flow of venture capital is also unabated - more than half of the venture capital invested in Germany goes to Berlin. That, in turn, attracts even more creative young people to Berlin and creates new jobs. Many people believe that Berlin is already Europe's most exciting startup capital.

In cooperation with many different partners, the Berlin Senate is doing everything it can to support and promote this development. For instance, right now a "startup unit" is being set up to further improve general conditions for the founders of these new companies. Along with a welcome center, this unit will help to establish a privately managed "Berlin Fund" for startups in the growth phase, and create closer ties between new and established businesses.

We are especially pleased that quite a few of Berlin's startups are on a growth track and have made a name for themselves internationally as well. The 100 companies presented in this issue are also producing high expectations. I hope that they, and all of Berlin's other startups, will not only take a trip to the stars, but also become stars themselves!

Best regards,

Klaus Wowereit
Governing Mayor of Berlin



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Dear Readers,

Here we are again! Half a year after our first work, "The Hundert-Insight Into the Online Capital Berlin", we are happy to bring you our second edition. This time, dealing exclusively with 100 outstanding startups from Berlin.

Before we get going, we want to make it clear that our second issue, just like the first, is by no means declaring who the best are, nor is this a systematic ranking of startups, as there is no way to give a completely objective report regarding this. The decision of who to include was incredibly difficult. We had almost four hundred startups shortlisted, including recommendations based on participants from the first issue of "The Hundert", startups with significant funding in 2013/2014, as well as preferences from our editors. Almost all startups are younger than four years, and to avoid repetition, we have included the startups from "The Hundert Volume 1" in a two-page summary, instead of reintroducing them as a new feature. Additionally, we wanted to present a maximum of one to two segment leaders, but of course searched for the top performers of each market. As our focus is on Berlin, we have of course only included companies that come from Berlin, or that have their international headquarters in Berlin (to the people of Potsdam: Please forgive us, as we have incorporated Potsdam into this without giving anyone notice).

Certainly, the potential and degree of innovation of each of the individual startups presented are completely different. This has been a conscious choice: We wanted to illustrate an eclectic mix, and did not want to exclusively highlight the tech scene, but rather present topics geared towards a mainstream position. Therefore, "The Hundert - Berlin startups reaching for the stars", is an attempt to infect the average Joe citizen with the Berlin-based startup virus. This seems long overdue in the metropolis, which claims to be Europe's online capital.

Based on the words from Amazon's founder, Jeff Bezos ("If you can't feed a team with two pizzas, it's too large"), this edition, "The Hundert - Berlin startups reaching for the stars", was again produced by a very small team. Besides the great cooperation of the hundred Berliner startups, we are also incredibly thankful for the collaboration with our photographer, Max Threlfall, who sacrificed two months of his time for the project, and delivered sensational work. Max, you're a great guy! We all love your photos! The same goes for our dear agency, Operation Butterfly, especially Susanna Pozzi and Balázs Tarsoly, who are again responsible for the

magazine's great design. This is also true for the exceptional work by "The Hundert" team (Katarzyna, Nina und Petra). Thank you all so much for your commitment! Without you guys, this issue would not have been possible!

So, enough of the warm words. The only thing left to say is have fun reading! We're going to grab those 2 pizzas first. Sincerely,

Jan Thomas

(Chief editor of the "Hundert" and the tech blog berlinvalley.com)



PS - In case you are asking yourself what you can do to support this ambitious project, then check out www.the-hundert.com where you can also download the magazine for free. We really appreciate all feedback, and especially any of your recommendation via e-mail, Facebook or Twitter. Please make sure to let all of your good friends and colleagues know about us! Many thanks in advance!

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100 INTERVIEWS

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You also can download this Magazine for free and share it with your friends and colleagues



BRIAN CHESKY, CEO AND CO-FOUNDER OF AIRBNB

When we were planning our first European office, we decided on Berlin because it embodies our values of creativity, entrepreneurship, and thoughtful design. It's one of the most innovative cities in Europe, and is one of the best places in the world for the intersection of design and technology.



CHARLES ADLER, CO-FOUNDER, KICKSTARTER

I see Berlin as this beautiful intersection between art, commerce and technology. On the surface this may not seem unique, but it's the vibrancy of each scene and the overlap between them that makes Berlin incredible. Berlin needs to honor that culture, recognize it, and continue to support it. This is what makes Berlin great!



JENS DÜING, PRINCIPAL, FROG CAPITAL

Berlin's entrepreneurial ecosystem is now firmly established as one of Europe's leaders. Success stories continue to attract great entrepreneurs, accelerators and investors alike. As the ecosystem matures, Berlin now needs to both endure the inevitable failures and attract top global managerial talent and capital to develop the winners into national and international market leaders.



ALEX FARCET, CO-FOUNDER & MANAGING DIRECTOR, STARTUPBOOTCAMP

When it comes to startups & founders, Berlin has become a talent magnet. Every other person I meet, including Germans, seems to have moved to Berlin within the last 6 months. That's why I moved here together with my Danish wife and our two redheaded trolls!



KONSTANTIN GUERICKE, LINKEDIN FOUNDER & EARLYBIRD

The talent in Berlin is definitely comparable with that of Silicon Valley. There is also no lack of great products here, but the Internet and App stores are also filled with great products that only very few people know about. What I would like, is to see more tech founders here, that all employees receive shares, and that you don't automatically select Germany as your first target market, but rather that you fish where the fish are ready to bite (and where there are many fish).



LIZ WALD, HEAD OF INTERNATIONAL AT INDIEGOGO

It was great to be at Start-Up Camp Berlin. In hiring a Berlin-based marketing and community manager, Indiegogo is excited to be a part of the local scene, and to support amazing entrepreneurs and start-ups such as Luuv (igg.me/at/teamLuuv) via crowdfunding. The Berlin start-up community is thriving from tech to the arts to social enterprises, with the creative soul of the city shining through these vibrant start-ups. I look forward to returning soon (and landing at your awesome local airport #saveTXL!)

FROM THE OUTSIDE LOOKING IN

14 PERSONALITIES FROM THE NATIONAL AND INTERNATIONAL STARTUP SCENE SHARE THEIR THOUGHTS ABOUT BERLIN



STEPHAN SCHAMBACH, CHAIRMAN & FOUNDER DEMANDWARE, ENTREPRENEUR

Young and talented people are attracted to inspiring urban environments. Berlin is sexy, cheap, creative and the party capital of the world. What's not to love about it? So, no shortage of talent ... combined with "Gründergeist" it's an attractive and explosive mixture. Of course there are problems. #1 - not enough funding. Many startups will fail due to lack of financing and exit opportunities— there is no "NASDAQ" in Germany, although we have an initiative underway to create one. The new airport is the laughing stock of Europe. There are too many copy cat business models and not enough technical, hard to copy B2B startups. But hey, Berlin's startup scene is 5 years old whereas the Silicon Valley started 40 years ago. I would bet on the trajectory.



MATTHIAS ODEN, CHIEF EDITOR OF BUSINESS PUNK

I am a West Berliner, and this will always remain so. Although, I do envy and have to recognize that the other half of the city is economically more interesting: Whoever founds in Berlin, founds under the rule "starting over there". Perhaps this is a really great thing: From the ruins of socialism, something great for the future has resurrected in recent years, namely, that which we can with good reason call the new geographic center of a German founders time. Eventually, we will see billions of exits here in Berlin... hopefully. And even if they don't come from Steglitz, in the end, I would not mind.



MICHAEL TRESKOW, VICE PRESIDENT AT ACCEL PARTNERS

I keep being amazed by the transformation Berlin has undergone over the ~15 years since I lived here. Seemingly out of nowhere, a very vibrant entrepreneurial ecosystem has sprung up that today seems to define the city and gets me excited about its future. What adds to that excitement is that I'm clearly not alone in my view - the city's population and it's startup community is becoming increasingly diverse, laying the foundation for an international innovation hub. This maturation process can also be seen among the entrepreneurs I speak to. Their experience level continues to grow and their ideas are becoming increasingly diverse and audacious - all the right ingredients for creating transformative global companies. I am excited to be part of Berlin's journey!



MORTEN LUND, CHAIRMAN OF THE BOARD, ITEMBASE & FOUNDER OF SKYPE

I think there is something magic going on in Berlin - people are here from all over the world and it's not a finance driven town. Creativity rules and that's just killer. But I'm also looking forward to see the startups mature and make tons on money like Rovia and WhatsApp... Watch itembase!"
 "I would give some tax breaks to the guys in Munich if they moved here for 6 months a year and invested.. And I would spend 25% of the budget on PR and EVENTS / make a Golden Bear for online and FORCE GERMANS to state that they are COOL AND SMART!!



ADEO RESSI, FOUNDER & CEO OF THE FOUNDER INSTITUTE

People from across Europe are moving to Berlin to start companies, such as the Founders of Soundcloud and Itembase. It is easy to see why: Berlin has all the ingredients needed for a startup hub. However, I believe entrepreneurs in the city still pursue too many copycat-businesses. To realize its full potential as a global startup hub, entrepreneurs in Berlin need to think bigger, and think global.



MARTIN WEIGERT, EDITOR FOR NETZWERTIG.COM AT BLOGWERK AG PIONEERS

In the past 24 months, Berlin has seen closures and last-minute talent-acquisitions of a couple of young companies that once were at the forefront of the media attention about the German capital's growing startup ecosystem. While some of them might have lacked the basic qualities of a potential success, and while it is easy to mock these contenders for their naive belief in the global power of the still tiny Berlin tech-sphere, all these companies helped laying the groundwork for Berlin's future prosperity. All the failed companies that we are looking at today were pioneers who did their share in establishing Berlin as a European, if not global Internet hub. Thousands of entrepreneurs, investors, coders, designers and product specialists from all over the world have moved to the city, partly attracted to the possibilities that surfaced thanks to those pioneers. What Berlin's ecosystem needs in order to thrive and to be taken seriously is real tech innovation that does more than letting people connect in some way or another through a trivial app. Fortunately, there is an increasing number of companies beginning to deliver such innovative services and products. Berlin is on a good path, but let's acknowledge that there is no success without a lot of previous failure.



TOBIAS KOLLMANN, CHAIR HOLDER FOR E-BUSINESS AND E-ENTREPRENEURSHIP AT THE UNIVERSITY OF DUISBURG-ESSEN

In Germany we have a substantial startup scene, and the founders of the new companies in the net economy are very important for the digital transformation of Germany's economy. Berlin is the leading location for such online startups in Germany, and that is absolutely OK... BUT: Nobody forbids anyone to develop other great startups in Hamburg, Munich, Cologne or elsewhere in Germany. The future development and support for the startup scene must be independent from any party discussions and hype or anti hype forecasts based on single Locations.



RENAUD VISAGE, CO-FOUNDER AND CTO OF EVENTBRITE

Berlin is the most important city in Germany for us because there is such much going on here. Nowhere else do so many people organize their small or large events with Eventbrite. Everyday people in Berlin discover new and interesting events on Eventbrite, from yoga classes to rock concerts. We have become a part of the Berlin nightlife culture, and we are proud of it.

There are leaps upward and there are leaps to the top. You have the choice.

If you want your start-up to succeed, it is essential to have a strong, competent partner at your side. The Smart Start Team at KPMG recognizes the potential of your business model and knows your challenges before they are posed. We'll accompany you on your way to the top. We will develop a business plan with you and help you to find the right investors. So: If you're looking for expert support and personal, individual advice – call us now!

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www.kpmg.de/connectedworld

ORDERBIRD

Helping Your Hospitality
Business Take Flight

orderbird was founded in 2011 by Jakob Schreyer, Patrick Brienen, Bastian Schmidtke and Artur Hasselbach with the aim of crafting a comprehensive, low-priced, and innovative point of sale system for the hospitality industry. The resulting orderbird POS for iOS devices (iPad, iPod, iPhone) saves businesses time, money, and stress with its Apple-inspired intuitive interface and innovative features that 'just work'. Card payments, for example, are not only easy as pie but also highly cost-effective with orderbird PAY, and the in-depth business overview provided online at my.orderbird.com always keeps management up to date - even from home or on the road. But the biggest benefit of such a simple and clever system is that restaurant owners and staff members can focus on what really matters: Their guests. The award-winning orderbird POS system is now used by over 2,000 restaurants, cafés, bars and beer gardens throughout Germany, Austria and Switzerland.

www.orderbird.com

Find the complete interview at www.the-hundert.com/orderbird



WONDERPOTS

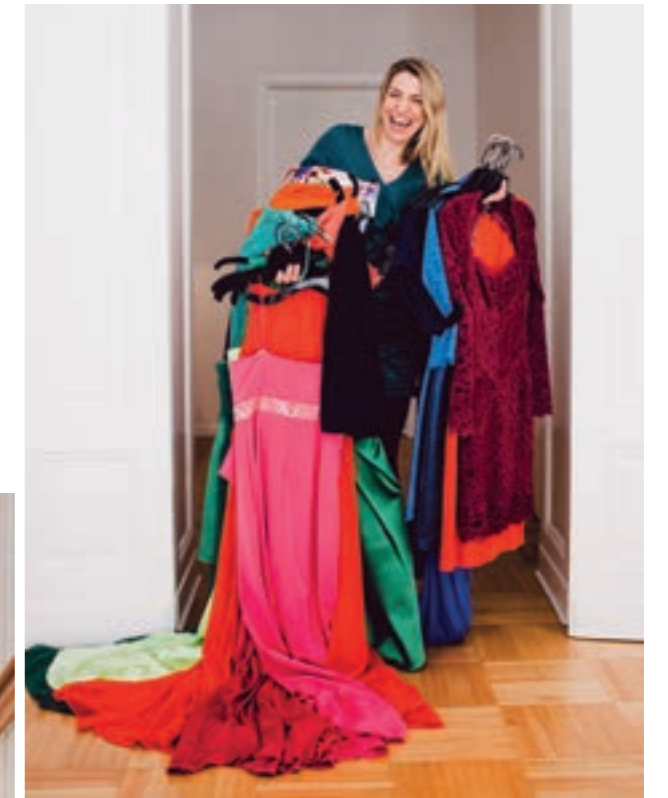
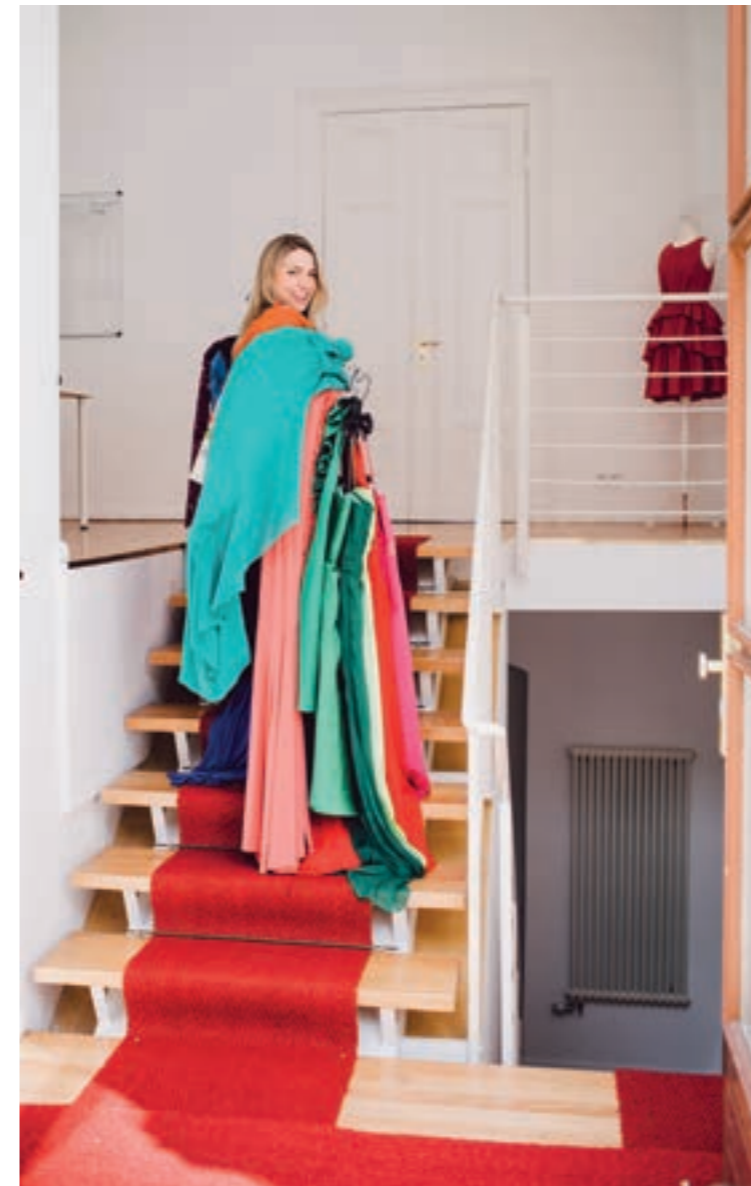
It's a good times thing

It would be an understatement to say that Wonderpots is merely a frozen yogurt outlet. Besides the delicious and healthy core product, there is also a strong sense of fun, authenticity and passion that seamlessly caters for a limitless market. Wonderpots is designed to offer an almost fat free alternative to the classic ice cream, and with efforts to bring only the freshest seasonal ingredients. This is then topped off with charming service, in a chic, homelike interior, with unique, design orientated details, making each store fresh and exciting while maintaining a strong sense for brand awareness. Recently entering the Zürich market with a store in the prestigious Jelmoli shopping center, this is the first store outside Germany, and which we hope is the beginning of a growth to have this thriving product available at the convenience for all.

www.wonderpots.de

Find the complete interview at www.the-hundert.com/wonderpots

CAN BE TRULY WONDERFUL.



LAREMIA

Online Designer Dress and Accessories Rental Destination

Laremia is the leading B2C rental destination for designer dresses and accessories from international renowned designers, and was founded in 2013 by Claudia von Boeselager and Anna Mangold. Their philosophy is that every woman deserves to feel fabulous for all the special occasions in their lives - at a fraction of the price. The fashion start-up revolutionizes consumer behavior away from ownership to a pay-as-you-live lifestyle of sensible consumption and combines this with a real need that every woman knows: An upcoming special event and a closet full of nothing to wear. Whether for weddings, birthday parties, company events or a gala dinner, Laremia offers access to a dream closet full of beautiful designer dresses. Your dress and matching accessories are delivered to your door, and you can enjoy your perfect event feeling fabulous! Afterwards, you just send it back and Laremia takes care of the dry cleaning. The service is convenient, affordable and fun!

www.laremia.com

Find the complete interview at www.the-hundert.com/laremia

ATHENEUM

Empowering Business Decisions



We transform and empower global decision making by connecting our clients, including leading investment funds, corporations and consulting companies, with top experts worldwide. Thanks to the Atheneum Expert Platform, complemented by our custom recruitment, clients can gain the latest and most in-depth insights across 8 main industries: Health Care, Industrials & Transportation, Energy & Utilities, Technology, Media & Entertainment, Financial Institutions, Consumer Goods, Materials & Natural Resources, Public Policy, as well as in more than 7,000 niche markets.

We provide our clients with customized, cutting-edge solutions that allow them to stay abreast with the latest market developments, and equip them with a precise understanding of the most complex business opportunities. Our global solutions range from conference calls to interim and permanent placements along with targeted niche surveys to comprehensive custom reports.

www.atheneum-partners.com

Find the complete interview at www.the-hundert.com/atheneum



TRADEMOB

Europe's Leading Expert
in Mobile App Marketing

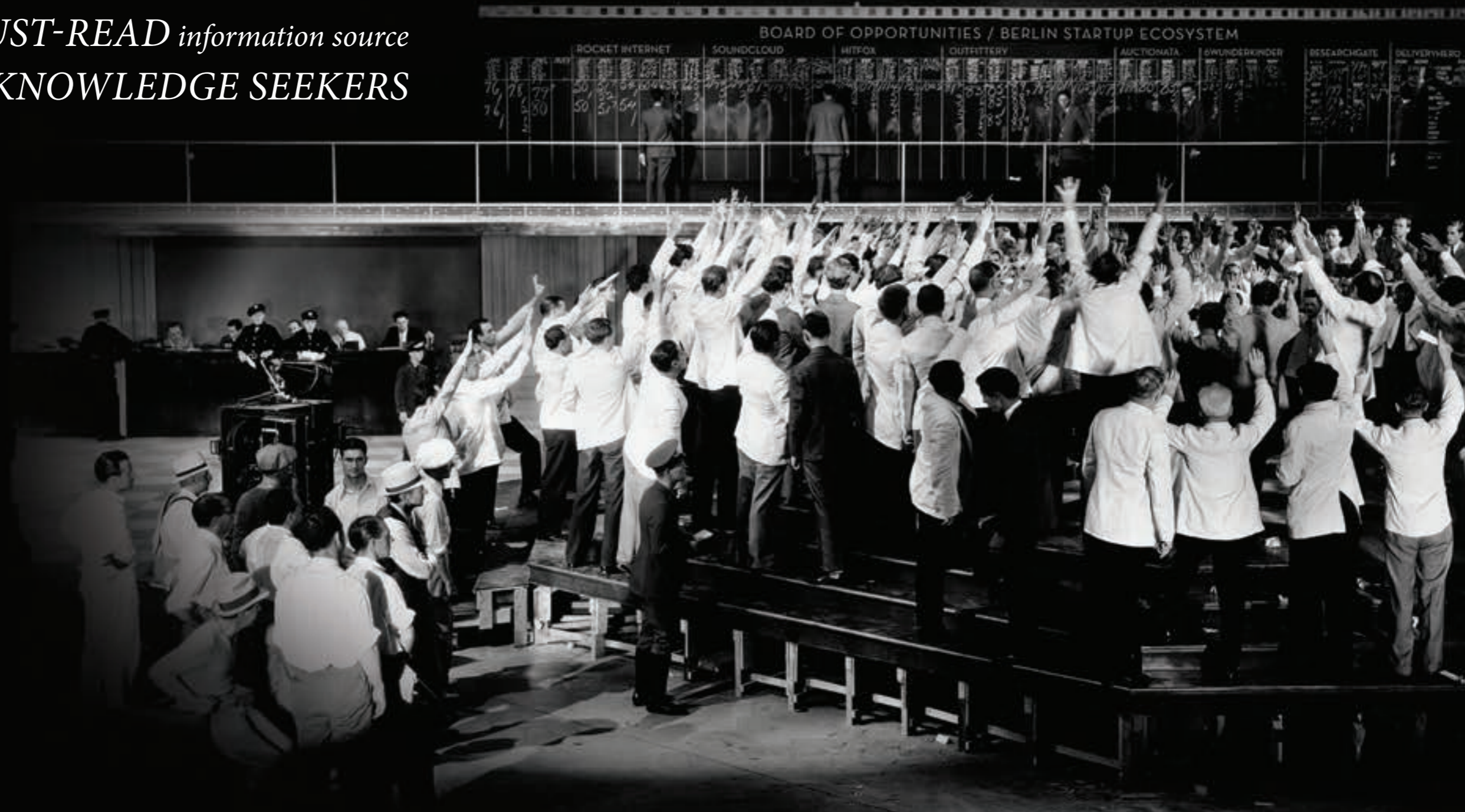
When Apple launched the iPhone back in 2007 it became pretty clear that mobile would be the next big thing. And we wanted to be part of it. So, in August 2010 Trademob was founded and we went to the market with the most sophisticated tracking technology, and started to help apps to climb to the top of the app charts. The mobile market grew, and so did our team. Mobile advertising became more mature, and again so did we. Led by Sylvius Bardt and Matthias Schoen, we are now offering advanced advertising technology along the whole lifecycle of an app: From user acquisition in the early stages of an app to retargeting campaigns for reactivating dormant users. What is special about us? We could prevent the atmosphere from our early days, but loaded some years of experience in mobile app marketing. We are perfectly positioned to talk to ambitious startups as well as established brands that want to bring life into their apps.

www.trademob.com

Find the complete interview at www.the-hundert.com/trademob

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ARTICLES AND EDITORIAL CONTENT



BLACKLANE

My Way Around the World

Blacklane connects its customers to chauffeur services on a global scale. Travelers can book rides in over 45 countries and 130 cities, together with the website and via the smartphone app. Customers have the choice of a variety of vehicle categories which suit all needs and budgets, and sometimes even costing less than local taxi rates. Blacklane offers frequent travelers a solution which is practical and convenient at all steps: From booking, the ride, along with the payment process. Founded in 2011 by Jens Wohltorf and Frank Steuer, the company operates from its office in Kreuzberg, Berlin. This is where over 75 members of staff are employed, working in IT, marketing, operations, as well as dealing with customers and limousine service partners all over the world. Blacklane doesn't operate its own fleet of vehicles, but offers their local partners rides which have been booked through their website or using the smartphone app for Android and iOS.

www.blacklane.com

Find the complete interview at www.the-hundert.com/blacklane

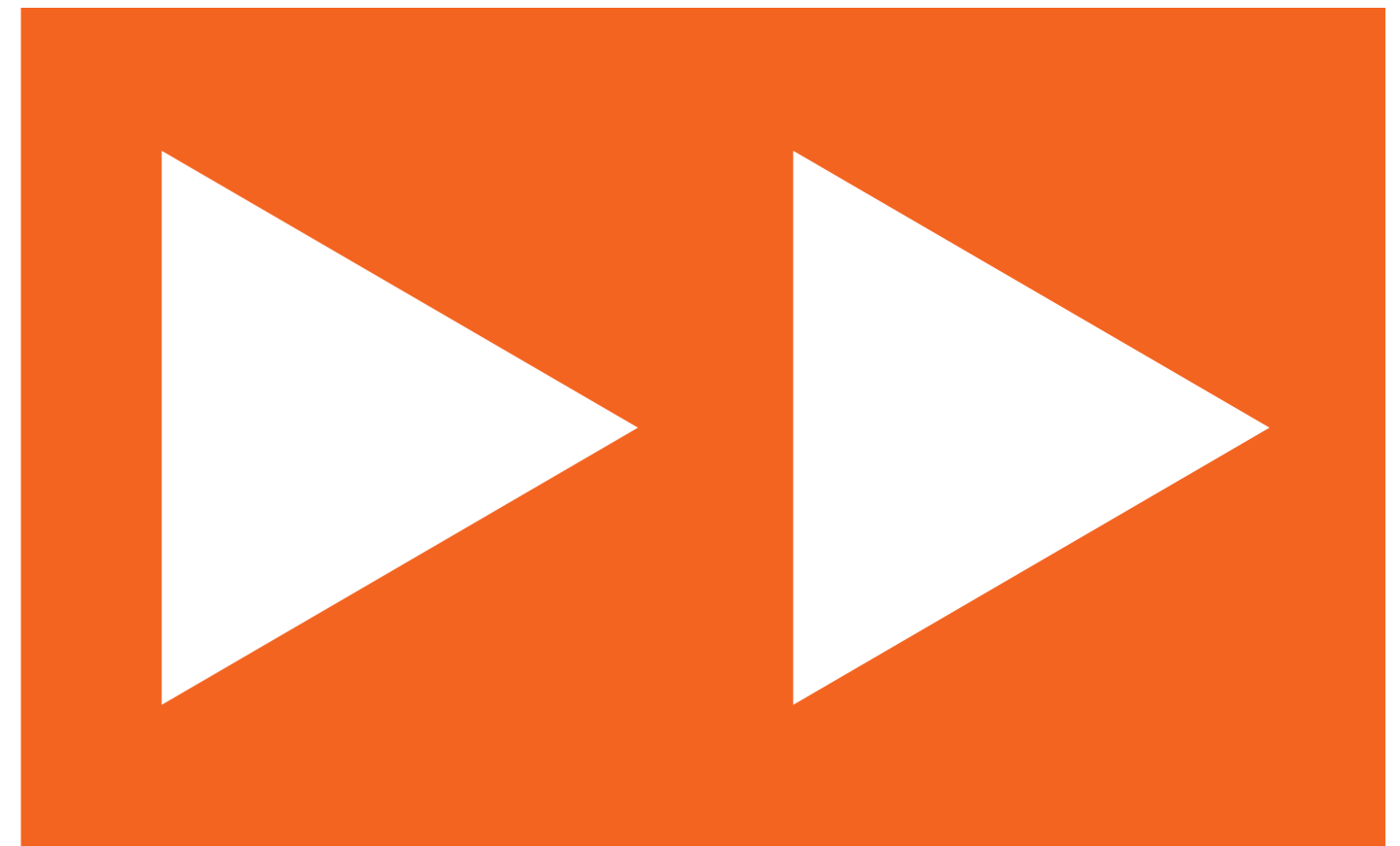
LINKO

Free Yourself from Sales Bureaucracy

Linko is a multinational startup, founded in January 2013 that offers completely automated CRM. Linko is a bold and disruptive approach to mobile CRM. It ends the misery of manual reporting by gathering all sales activity data automatically from salespeople's favorite mobile apps, and by filtering the relevant business activity from it for the company into a searchable real-time feed. Linko delivers activity summaries and sales forecasts automatically, making it incredibly easy to monitor and manage the ongoing business. Linko's mobile address book application is owned and controlled by its end users, meaning that their sharing to the company is based on their voluntary choice. This bring-your-own-device, app and data approach finally enables true consumerization of the enterprise. There are multiple major cost and time benefits from this approach, including minimal time to get a new sales person up-to-speed.

www.linko.io

Find the complete interview at www.the-hundert.com/linko



Pimp up YOUR START UP!

Join our *startup.net berlinbrandenburg* of more than 160 members! The most recent initiative of *media.net berlinbrandenburg* gives the growing startup scene in Berlin-Brandenburg its own platform.

startup.net berlinbrandenburg connects startups and investors, the old economy, politics and institutions, universities and businesses. Events, trade fairs as well as established formats such as our program *media.net:catapult* or the Investors' Dinner strengthen the digital economy and the regional business scene. Because we believe that working together moves more.





COFFEE CIRCLE

Online Shop for Direct and Fair Trade Coffee

Coffee Circle is a Berlin-based, E-commerce business, founded in 2010. Today the company's major aim is to improve the living conditions of coffee farmers in Ethiopia by selling the yields of their work through a direct, fair trade model in order to benefit all people involved in the value chain. To realize this mission, Coffee Circle travels to Ethiopia each year after the harvest to select those coffees that make the perfect cup. Buying directly from the farmers, Coffee Circle is able to pay fair prices, learn about their most basic needs, and hence, identify social development projects that meet the local demand. These projects are then financed through the proceeds of coffee sales: €1 per kilogram of coffee sold is directly invested into the implementation of these projects addressing educational and health care issues. Within three years of business, and with this new kind of trade, Coffee Circle has already achieved reaching over 15.000 people in coffee growing regions of Ethiopia.

www.coffeecircle.com

Find the complete interview at www.the-hundert.com/coffee-circle

IVERSITY

Education. Online. Free.

Iversity is the largest provider of Massive Open Online Courses (MOOCs) in Europe, making higher education available to students and life-long learners around the world. More than 350,000 online learners have signed up on the platform iversity.org, where currently 30 courses are offered, ranging from web engineering to biology, and design. While a global community of learners can attend all courses for free, iversity is building a business model based on paid certificates, content licensing and matchmaking between the best students in a course and potential employers. Around the world, there is a tremendous demand for higher education and this is only growing stronger. The number of students worldwide, currently more than 160 million, is expected to double within the next 25 years. To illustrate the problem: India alone would need 2,400 new universities to keep up with this growth in demand. The iversity platform will be part of the solution.

www.iversity.org

Find the complete interview at www.the-hundert.com/iversity



Location: Allianz-Stifterforum



LENDICO

Global Online Peer-to-Peer Lending Corporation

Money does not need a bank, and Lendico is the digital alternative to banks. As a marketplace, it connects borrowers with investors online and offers affordable loans and attractive returns. Without bank counters or financial advisors, Lendico works in a cost-efficient way and passes these savings on to their customers. An algorithm, which analyzes the credit risk, protects borrowers from indebtedness and enables higher returns for investors. The four founders of Lendico, Philipp Petrescu, Dominik Steinkühler, Christoph Samwer and Clemens Paschke, have seen how banks offer less than 1% interest on savings, but lend out that same money for more than 8%. There is a lot of space in between, and this space is for Lendico. Lendico and its 90 employees cut out the middleman during the loan process and pass these savings onto their borrowers and investors.

www.lendico.de

Find the complete interview at www.the-hundert.com/lendico

ITEMBASE

The Online Inventory for Everyone and Everything

itembase is an online platform for hosting, enriching and providing product identity data. itembase helps sellers deliver their duties and buyers to easily access their rights in relation to a purchase. The platform automatically processes purchased products from various sources, including email, forwarded invoices and checkout integrations at web shops. Hereby receipts, warranties, manuals and many other data points are made available through the digital identity of the product. Sellers and buyers can host, send and receive their products in digital form, free of charge. The vision of itembase is to become "the online inventory for everyone and everything" and thereby disrupting the E-commerce market. itembase was founded in 2011 by Danish serial entrepreneur, Stefan Jørgensen and CTO Ramo Karahasan, in cooperation with a Berlin-based start-up incubator, Rheingau Founders. CPO Moritz Fichtner (Audible/Amazon) and CFO Niels Boon (Zalando, McKinsey) completed the team in 2013.

www.itembase.com

Find the complete interview at www.the-hundert.com/itembase



FOOD.DE

Online Supermarket with Fresh Products

food.de is the online supermarket with fresh products. Those who do not want to wait in line at the supermarket check out or carry heavy grocery bags can simply restock their refrigerator with food.de. Families, singles and senior citizens can easily do their shopping by choosing from more than 16.000 products. food.de delivers its products directly to your home or office at the date requested. In 32 German cities including Berlin, Hamburg or Munich, customers have the choice between six delivery time slots a day from 8 a.m. to 10 p.m. food.de offers meats, cheeses, beverages and drugstore products

as well as a wide selection of delicacies. Specialized refrigerated vehicles guarantee that customers receive fresh goods. Founded in 2011, food.de is managed by Christian Fickert and Karsten Schaal. The founders have more than ten years of work experience in the fields of food and E-commerce. food.de is continuing to expand and establishing itself as Germany's leading online supermarket.

www.food.de

Find the complete interview at www.the-hundert.com/food



// 100+ Investments // 14 IPOs // 36 Tradesales // 100+ Investments // 14 IPOs // 36 Tradesales //

Venture Capital made in Berlin



LANGE NACHT DER STARTUPS

We are excited to see you all again

After last year's first 'Lange Nacht der Startups' great success with over 2,000 participants, we are happy to announce that the second event will take place in Berlin on September 6th, 2014 at Deutsche Telekom's Berlin Representative Office, Französische Str. 33a-c, 10117 Berlin.

The first event took place in 2013, including a conference around founding and funding, an exhibition with over 70 startups, a hackathon and an accompanying evening program with live music, panel discussions, live pitches, customer choice awards and an after show party. Startups such as Rebuy, Outfittery, Trust2Core, EDYOU, Founder2be and many more had the opportunity to present their products to a live audience to receive feedback and find new customers. The evening program included a competition for startups to win a trip to Israel to meet VCs, sponsored by the Israeli embassy. There was also a panel discussion with Timotheus Höttges, CEO of Deutsche Telekom, who was joined by Werner Vogels, CTO of Amazon and founder of Amazon Web Services, together with other CEOs from the local Startup Scene. Musical acts such as Elif, electro pioneers Yello and Ricoloop rounded the evening off with their performances.

The application phase for this year's event starts in May. See details on www.startupnight.de.

This time, we are looking for innovative startups in the following categories: Commerce/Retail, Communication, Data Analytics, Lifestyle, Green/Biotech, Health and Home.

Our first partners on board are Deutsche Telekom AG, Investitionsbank Berlin, Berlin Partner and Amazon Web Services. If you are interested in sponsoring, please feel free to contact us at info@startupnight.de.



CALL FOR PARTICIPATION



Uniqueness

The 'Lange Nacht der Startups' offers a unique alternative to other high-priced industry events. The event itself will offer a platform, benefiting all attendees through a mix of information, communication, interaction and entertainment. As an additional component, our partners will assist in linking innovators, investors, entrepreneurs, founders, as well as existing and potential customers.



Reason Why

We are looking for startups in the fields of Commerce/Retail, Communication, Data Analytics, Lifestyle, Green/Biotech, Health and Home topics. Startups in these fields can apply for participation for the startup exhibition in September. If you have a product or service in any of these fields, describe it and tell us in what creative way you would present it in front of the large audience during the evening of the event. All selected startups will be presented in advance on our website, including your company profile, as well as on our social media channels. Submissions will be selected by the directing committee based on assessments of the innovative ideas you have to present a product or service in front of a large audience. Your valued benefit will be the possibility to recruit people, get in contact with new investors and partners, and receive direct feedback from potential users. There will be no cost for your participation, as we only require your passion.

Please apply here www.startupnight.de/startups



Our Partners

Investitionsbank Berlin (IBB) is the business development and promotion bank of Berlin. Their IBB 'Beteiligungsgesellschaft' has the task to strengthen the equity basis of young, innovative technology companies. Deutsche Telekom is increasingly banking on new, creative ideas from startups and partners. The partnership area focuses on globally positioned enterprises as well as smaller startups. Berlin Partner's mission is to provide business and technology support for companies, investors and scientific institutions in Berlin, helping them to launch, innovate, expand and secure their economic future. Amazon Web Services provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of enterprise, government and startup customers businesses in 190 countries worldwide.



AUCTIONATA

The Inventor of the Internet Live Auction

Auctionata's mission is to make the art, antiques and collectibles market more transparent, accessible and available. In our virtual auction room, you'll find everything you'd expect from a real auction: A clear view of the auctioneer and the objects on auction, real-time information on the bidding activities and the opportunity to place your own bid. The Berlin-based start-up also has a curated online shop with high quality objects at fixed prices. With its full service of a traditional auction house, it reaches millions of users. Auctionata was founded in 2012 by Alexander Zacke and Georg Untersalmberger. Alexander's vision of bringing an art and auction house to the online world turned into reality when he met Georg, the counterpart capable of developing the necessary technology. Today, Auctionata has several international offices and the expansion continues with a new office in Hong Kong and a full-service location in New York.

www.auctionata.com

Find the complete interview at www.the-hundert.com/auctionata

KIWI.KI

Secure and Convenient Handsfree Access for Doors



Kiwi provides secure and convenient hands free door opening, which works similarly to keyless remote systems for cars. House owners and tenants enjoy the simple comfort of just walking through their doors while mail delivery, trash removal and other service providers are able to work more efficiently through intelligent smart key management. Kiwi works with the help of a transponder (Ki), which simply remains in the pocket or bag. An authorized Kiwi electrician installs the corresponding sensor into the bell system of the house. Whenever a person approaches the door with an authorized Ki, the sensor unlocks it safely and automatically. It is that simple. Alternatively, the door can be opened with the Kiwi smartphone app, which also allows you to grant access rights to your friends, family or your cleaning help. Kiwi is 100% Made in Germany and complies with highest security standards. Kiwi.ki was founded by Claudia Nagel, Christian Bogatu, and Peter Dietrich in February 2014.

www.kiwi.ki

Find the complete interview at www.the-hundert.com/kiwi-ki



WHY BERLIN IS SO SUCCESSFUL



The building of the Investitionsbank Berlin. Here, founders will find strong, energetic support. Photo: IBB

Berlin, successful, really??

Sure! Over the past 10 years alone, more than 240,000 new jobs have been created in Berlin while the number of companies has grown by 25,000.

Mainly currywurst stands and taxi drivers?

Thank God! I love currywurst. However, more than a quarter of new businesses registered in Berlin work in the technology sector, which employs more than 500,000 people, and this number is rising daily. Every 20 hours, a new company is founded in Berlin's digital sector. You can find out more about many of these Berlin companies here in this magazine.

Wow, interesting, how did that happen?

Berlin offers opportunities. Housing and office space are relatively cheap so that the city offers a good balance between opportunities and costs. Berlin also has plenty of young people, just like you, with ideas and the energy to transform them into action.

Right, but what can I do?

Come to Berlin, be successful, earn a living, pay taxes and be happy!

And what's your job?

Investitionsbank Berlin supports start-ups and entrepreneurs in Berlin with grants, loans and venture capital. They can provide advice when needed, and help you to develop a business plan. Investitionsbank will help you in making the most out of the opportunities offered in Berlin!

INVESTITIONSBANK BERLIN

Bundesallee 210 | D-10719 Berlin

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E-MAIL kundenberatung.wirtschaftsforderung@ibb.de

www.ibb.de/Downloads-Publikationen.aspx

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OUTFITTERY

Personal Shopping Service for Men

Outfittery is a personal shopping service that makes it easier for men to find and buy clothes on the Internet. After answering just a few questions about style preferences and sizes on www.outfittery.de, customers will be contacted by one of the many style experts who will then personally put together customized outfits for their customer. These outfits are then conveniently sent to the customer's home, in which whatever the customer likes, he keeps, and whatever not, he sends back. Outfittery offers this innovative service at no charge. The company itself is headquartered in Berlin and has over 100 employees, including fifty style experts dedicated to taking care of the customer's fashion needs. The selection of brands ranges incorporates more than 150 top-quality fashion brands. Outfittery has been in business since April 2012. In April 2013, the company expanded into Austria and, in September, into Switzerland as well.

www.outfittery.de

Find the complete interview at www.the-hundert.com/outfittery



grow your own.

TIRENDO

Your Car Wants It Too!

Tirendo launched in Germany in March 2012, and since has driven forward to bring the automotive world online, allowing people to buy car products as easily as they would buy a CD for the drive. Initially focusing on tires, Tirendo quickly expanded their product range, and now offers their customers a wide variety of parts and accessories. Based in the heart of Berlin, Tirendo has expanded beyond Germany and now operates in 11 countries. With the distinctive black and orange colors and international approach, Tirendo has quickly positioned itself as a major brand within the automotive industry. When you consider the tremendous work put in by the team every day, as well as international TV campaigns with brand ambassador Sebastian Vettel, it is no surprise that Tirendo is growing rapidly and celebrating success after success. Tirendo was acquired by Delticom AG in September 2013, and with their support you can be sure Tirendo will be keeping one foot firmly on the gas pedal!

www.tirendo.de

Find the complete interview at www.the-hundert.com/tirendo

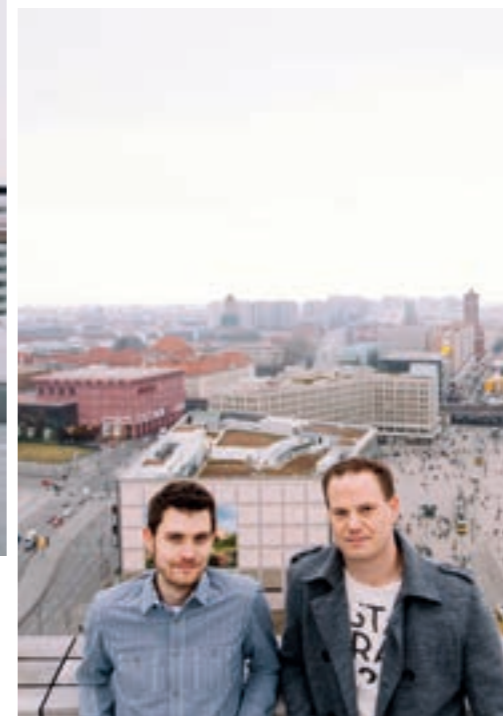


ADSQUARE

Mobile Audience Targeting



Location: Week End



Adsquare provides marketing intelligence based on demographics, location and time of day. It crunches an extraordinary amount of data to end up with a very simple idea: Who you are, where you go and when you go, providing better predictors of behavior than your app use and browsing history. Their unique value proposition is their ability to predict audiences in a specific time and place with unprecedented accuracy, enabling maximal return on marketing spend and minimal waste. All this is achieved without cookies, and strictly adheres to applicable data privacy laws. adsquare's solution offers limitless possibilities for anyone who needs pinpointed information about where and when they can best reach their target group. The company was founded in 2012 by Sebastian Doerfel and Fritz Richter. Sebastian recognized the limitations of classical targeting, and saw how adsquare's unique solution had the potential to revolutionize the marketing world. Fritz was drawn to the challenge of building a high performance infrastructure capable of analyzing millions of data points in real time adsquare is currently expanding internationally, and aims to be Europe's leading player in Mobile Audience Targeting.

www.adsquare.com

Find the complete interview at www.the-hundert.com/adsquare



SCAROSSO

Liberated Luxury Shoes, Handmade in Italy

Mind changing, rule breaking and passionately traditional: Scarosso stands for premium-quality shoes at revolutionary prices, with convenient customization options and best-in-class customer experiences.

'Liberated Luxury' We redefine heritage, and we take pride in calling ourselves 'Rebels in Tradition', keeping alive the art of excellent Italian artisanry and bringing it to the 21st century. The traditional mastery of our Italian manufacturers has been famous for decades. Scarosso loves this tradition and would never sacrifice on quality. There is nothing greater than a perfectly well designed and handcrafted Italian shoe. This is why Scarosso makes such products accessible for as many people as possible. Scarosso has changed the traditional business model and cut out the middleman. This is what makes us rebellious.

www.scarosso.com

Find the complete interview at www.the-hundert.com/scarosso



SALES

Make more contacts, customers and profit

- Basics
- Cold calls
- Customer care
- Elevator pitches
- Presentation trainings



TEAMBUILDING

Enhance your trust, creativity, harmony and efficiency

- Moderated kick-off events
- Team communications



MANAGEMENT

Learn to lead: save time and money & become more productive

- Leadership communications
- Project management
- Self & stress management

STARTUP WORKSHOPS

European Social Fund supported workshops in German and English

Get more information via

www.startup-workshops.de



Location: CineStar IMAX

FLIMMER

Providing a Great Viewing Experience
for Movie Trailers

Watch the latest movie trailers, collect points and exchange them into Movie Tickets, DVDs or VOD-Streams. That's the concept of flimmer.de! The platform was co-founded by Hollywood Director Roland Emmerich (Independence Day), Filmproducer Christopher Zwickler (Hotel Desire) and German Director Marco Kreuzpaintner (Krabat). flimmer.de offers a wide range of movie trailers, which can be played without any disruption of preroll-advertisement. Once the trailer has been watched, a quiz pops up in relation to the just seen trailer. If the right answer has been picked, the viewer receives up to 10 flimmer cents. This will be added to their personal account. Once enough credit has been rewarded, viewers can then exchange their credit into a bonus such as DVDs, Cinema Tickets or VOD Vouchers. Meanwhile, flimmer.de works together with many national and international film studios such as Walt Disney, Paramount Pictures and also with the biggest German cinema chain, CineStar.

www.flimmer.de

Find the complete interview at www.the-hundert.com/flimmer

BONUSBOX

Helping Online Merchants to Acquire, Retain and Understand Customers



bonusbox is the leading online multi-partner loyalty network. We help online merchants acquire and retain customers through our network by setting intelligent touch points and incentives, resulting in higher basket values and purchase frequencies. We provide our partners with a better understanding of their customers by structuring previously disparate cross-merchant, social, and socio-demographic data. bonusbox is seamlessly integrated into the merchant's website, allowing customers to collect points with every purchase. bonusbox points can be redeemed immediately for rewards on the bonusbox platform where our users can also track all their online purchases, accrued points and find other relevant partner shops.

bonusbox.me

Find the complete interview at www.the-hundert.com/bonusbox

TOROLEO

From Price Comparison to Auto Media Group

In the middle of Berlin, one of the hottest startup hubs in the world, 20 brave superheroes are fighting to save car owners a lot of money. Their flagship: Toroleo.de. Their mission: Provide a free product and price comparison website for car parts, accessories and automobile services. Under the leadership of founder and managing director Manuel Hinz, and supported by Project A Ventures and Creathor Venture, the team of Toroleo helps users to find the best deals for products like tires, rims, and motor oils as well as car sharing services. But there is more to the Toroleo mission than just Toroleo.de: In the race for the world-crown of automobile product and price comparison, the brave heroes launched the Austrian version Toroleo.at and Motorblick.de, a content portal targeting automobile fans. And that is not the end of the story. The Toroleo Auto Media Group is about to introduce more exciting projects soon, so stay tuned!

www.toroleo.de

Find the complete interview at www.the-hundert.com/toroleo



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THE *Hundert*

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A ONE-STOP AGENCY WITHIN DEUTSCHE BANK

The Hundert meets Antje Uhlig, Deutsche Bank, who coordinates the start-ups@berlin-team



Why is Berlin the place to be for start-ups?

Berlin has become the hot spot to be for innovative entrepreneurs for several reasons. Berlin is a great place to live and work for young qualified people from all over the world: rental costs are significantly lower than in any other major European cities, and Berlin offers superb infrastructure including universities and other scientific institutions. Lots of great reasons to be here.

Is Deutsche Bank really open to this community?

Definitely. We have already been working with start-ups for many years, assisting them in their entrepreneurial activities. In Berlin, we are focusing particularly on fast-growing internet start-ups. As many of them are global from the very beginning, just like Deutsche Bank as a global player, this is a perfect fit.

What is your approach to innovative entrepreneurs?

Start-ups prefer to have a single point of access to their bank. This helps them to focus their efforts on what is most important to them: growing their business. We have therefore formed a focused team in Berlin called start-ups@Berlin. This team is basically a one-stop agency within Deutsche Bank. It is staffed with people from different backgrounds and with different skill sets who have already been working with innovative entrepreneurs for more than 5 years. They work in the centre of Berlin – at our branch "Unter den Linden" as well as in "Q110 - Deutsche Bank of the future" at Friedrichstraße.

Looking closer: What do you offer?

We start with the very basics: an operating account and a credit card for the entrepreneur and his or her partners. For start-ups, it is important to have bankers who speak their language. Our team members are fluent in English and have the expertise it takes to meet the clients' expectations. Often it is necessary to

provide tailor-made solutions. Our global presence is a major benefit to these clients when it comes to cash management account structures, cross-border payments, currencies and accounts abroad, for example.

If our clients are making the leap into an attractive and growing market somewhere in the world, the chance is high that Deutsche Bank is already there. In addition, our team is well connected with colleagues in our investment banking division worldwide, offering capital market expertise to the fastest growing and most successful start-ups in Berlin as well. And if a founder has sold the company, we can also advise him or her on investment strategies.

Could you give us a concrete example of why start-ups should bank with you?

One of our clients is a service provider that supports small and medium-sized companies around Europe with its products. The company is growing rapidly and has to deal with SEPA direct debits in all European countries. The client selected us to optimise the entire cash management structure with accounts and payment methods in Germany and abroad. With this robust, transparent and reliable European account structure and service support, our client was able to scale up its accounting structure, processes and payment methods.

Honestly - is dealing with start-ups a profitable business for you?

Our intention is to build a long-term mutual relationship. This begins with the very first meeting, where bankers learn about the client's business model, and may end when the founders sell their company or the company has its IPO. We accompany companies along their lifecycle with various banking services. And yes, this is a profitable business we are developing with many of Berlin's most successful start-ups and the entrepreneurs behind them.



Your team of experts - startups@berlin.

About Deutsche Bank in Berlin // Berlin is much more than just a business location for Deutsche Bank. It is the city where Deutsche Bank was founded in 1870. Today approximately 4000 staff work for Deutsche Bank in Berlin. The bank provides a broad range of banking services to private individuals, self-employed clients as well as to businesses of all sizes. Besides 90 branches of Deutsche Bank and Berliner Bank, Berlin is also the location of a really unique branch: "Q110 - Deutsche Bank of the future", located at Friedrichstraße presents visionary ideas and concepts for the "Banking of the future". But Deutsche Bank is not only economically successful in Germany's capital. Dedicated to creating value for all stakeholders, its social and cultural commitment has played a very important role for many decades. This comprises numerous Deutsche Bank employees being active in volunteer projects as well as partnerships with cultural institutions. An outstanding highlight is the close and exclusive partnership which Deutsche Bank and the Berliner Philharmoniker have enjoyed now for 25 years. Another example is to be found in the field of the arts, where the Deutsche Bank KunstHalle Unter den Linden has attracted many thousands of visitors from all over the world since its opening in spring 2013.

WHY DEUTSCHE BANK?

- // Dedicated Relationship and Service Managers provide quick account opening
- // Cash Management and forex solutions, e.g. accounts in EUR and other currencies
- // Access to our international network, e.g. account opening in more than 40 countries

- // Access to capital markets supported by international technology teams
- // Professional Wealth Management advisory

Use our experienced team and trust Deutsche Bank Berlin as your banking partner!

Deutsche Bank Unter den Linden
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+49 (0)30 3407-3815
lisa.heller@db.com

Q110 - Deutsche Bank of the future
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juliane.haentsch@db.com



FAHRSCHUL- VERGLEICH

Compare Over 1,000 Driving
Schools Online

Fahrschulvergleich is the comparison portal for driving schools. In Germany, the average price of obtaining a driver's license is €1,500. However, price information wasn't accessible to the public for the past fifty years. Thus, booking through the website helps young people save hundreds of Euro. Besides prices, the portal also displays additional information about the driving schools, such as customer reviews. Driving schools love to work with the startup, since it provides the owners with new customers while they hit the road. The young and ambitious entrepreneurs Gennadi Tschernow and Marius Stäcker founded Fahrschulvergleich one year ago in Kreuzberg. They observed the apparent lack of transparency in this multi-billion market and started turning it upside down. Within one year, the company launched its service in all major German cities. With a growing team of 20 employees, the two are fostering further growth and heading towards international expansion.

www.fahrschulvergleich.de

Find the complete interview at www.the-hundert.com/fahrschulvergleich





UBITRICITY

Recharge Your EV Anywhere

ubitricity enables a 90% cost reduction for EV charging infrastructure by using mobile metering and communication technology. EV users simply bring their electricity meter integrated in the cable or the EV along to every charging spot. A low-cost power socket suffices as a local charging spot and guarantees ubiquitous yet affordable smart charging. By establishing and operating a virtual power network, ubitricity enables the future “internet of energy things”. ubitricity was founded in 2008 by Knut Hechtfisher and Frank Pawlitschek. The Berlin-based company has taken on the challenge of developing and implementing innovative charging infrastructure with experienced industry partners, and is supported by the German Ministry of Economic Affairs and Energy. The system is currently undergoing national and international field-testing to prepare for its commercial launch in 2015.

www.ubitricity.com

Find the complete interview at www.the-hundert.com/ubitricity





DEUTSCHE WIRTSCHAFTS NACHRICHTEN

The Leading German Online Business
News Site for the Digital Age

Digital is the "future of news". The world has never been better informed. Many more people consume (digital) news now vs. 10 or 20 years ago. And many more still will consume news in the next 10 to 20 years. The key to success in digital is producing great digital content. Deutsche Wirtschafts Nachrichten (German Business News) is building the leading German online business news site for the digital age. Its audience continues to grow rapidly and – only two years after the launch – it is Germany's #2 business news site. Deutsche Wirtschafts Nachrichten focuses 100% on digital, it does not try to mimic print or TV. It is designed for today's business thought-leaders and offers high-velocity, real-time news, analysis, and original commentary. These great (digital) stories drive everything: Readers share great stories with their friends, search engines send readers to great stories and great stories bring readers back.

www.deutsche-wirtschafts-nachrichten.de

Find the complete interview at www.the-hundert.com/deutsche-wirtschafts-nachrichten

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www.businesslocationcenter.de/smartmap-berlin

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for talent.

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tomorrow's
talent.

When will you arrive?

Job candidates are invited to visit www.talent-in-berlin.de to find out about employment offers in Berlin. Companies can use the site to advertise job openings. The job portal is integrated into the city's business portal, the Business Location Center, which itself offers a quick overview of important information regarding living and working in Berlin and about schools, cultural and recreational opportunities in the German capital. The portal provides an ideal outlook for job beginners, specialists and executive staff. Come and find your dream job!



www.talent-in-berlin.de



HOMEWHERE

Because Apartment Hunting Sucks

homewhere.io is the first social network for tenants and realtors. Whether you are a tenant on the flat hunt or a property owner: Our goal is to flatten the process of getting together and to simplify the exhausting tasks of applying for a flat or renting one out. Tenants are able to apply for flats cross portal by just 1 click from their all-in-one dashboard in homewhere, and landlords get rid of hundreds of emails by using our applicant management. Existing online real estate portals mainly focus on insertion and listings and hardly on anything after having found a flat to apply for. We want to make sure the whole process gets a fresh makeover. Therefore, we're not the next real estate portal, but definitely the social network for any real estate related people and topics. homewhere.io was founded in 2013 by Dirk Herzbach, Mathias Gerdt, Marcus Willner and Sascha Rolfsen. Due to the tremendous reception, homewhere has become our priority project.

www.homewhere.io

Find the complete interview at www.the-hundert.com/homewhere

EXPERTCLOUD

Our Flexible Cloud Answers Your
Customer's Calls, Mails and Chat Requests



Expertcloud is a virtual contact center, headquartered in Berlin with 30 permanent employees. Our pool of 700 home-based agents answers over 10.000 customer inquiries per day for our clients. Among these clients are Tchibo, Sky and blau Mobilfunk. Extraordinary ups and downs, demand peaks or flex times are optimally covered by our flexible capacities. At the same time, these capacities can be reduced to an hourly minimum, protecting clients and Expertcloud from high idle time costs. The cloud improves service level and reduces wait time for customers, which increases turnover and customer satisfaction. We are a dynamic and technology-driven company that is reshaping the call center industry. We continuously support our clients in implementing the best service concepts and practices. The company is backed by the Investitionsbank Berlin and several industry-related angels such as the founder of the US success story "liveops" and the founders of "blau Mobilfunk".

www.expertcloud.de

Find the complete interview at www.the-hundert.com/expertcloud



Das Spitzentreffen der deutschen
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THE 100
Top Unternehmen:

Adidas, Airbus, BASF, Berner Group,
Bertelsmann, Boehringer Ingelheim, Daimler,
Evonik, Siemens, JDN Group u.v.m.

MEET

THE 200
Top Startups:

MooVooz (Israel), Aerial Mining (Chile),
Runtastic (Österreich), Minodes (Deutschland) u.v.m.
(USA, GB, Frankreich...)



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BEST OF BOTH

Interview with Torsten Krug

HE IS A WANDERER BETWEEN WORLDS, WITH THE BEST CONTACTS TO BOTH THE TOP DECISION MAKERS OF THE GERMAN INDUSTRY AS WELL AS THE INTERNATIONAL STARTUP SCENE. HE WAS AN EXECUTIVE AT DAIMLER, WENT ON TO BECOME MANAGING DIRECTOR AT E.ON. IN 2009, WITH THE SUPPORT OF SEVEN DAX 30 COMPANIES AS WELL AS LIZ MOHN (BERTELSMANN) AND DR. GABRIELE KRONER (FRESENIUS), HE FOUNDED THE FOUNDATION OF THE GERMAN ECONOMY FOR LABOR AND EMPLOYMENT (SWAB GMBH). SWAB IS SCOUTING INTERNATIONALLY FOR INNOVATIVE STARTUPS AND ENTREPRENEURS FOR THE GERMAN INDUSTRY WITH THE GOAL TO CONNECT THE OLD AND NEW ECONOMY. IN 2013, TORSTEN STARTED A NEW EVENT FORMAT CALLED "BEST OF BOTH BERLIN" WHERE STARTUPS FROM AROUND THE WORLD MEET WITH TOP DECISION MAKERS FROM THE GERMAN INDUSTRY. THIS YEAR EUROFORUM JOINED AS CO-ORGANIZER AND HANDELSBLATT IS NOW COOPERATING PARTNER.

Hi Torsten. Best of Both started so well last year; Euroforum joined as co-organizer and Handelsblatt is now cooperating partner. In Handelsblatt we could read that the German industry is flourishing with capital for startups. How much money is being represented at BoB?

If you sum up the risk capital of all Corporate Ventures attending Best of Both, it amounts to over one billion Euros. The capital will be invested in both capital-intensive high technology companies, as well as in digital business models.

Which companies will be present at Best of Both this year?

There will be about 100 companies from all industries present, some of which are blue chip companies such as Siemens, Adidas, Axel Springer, BASF and Bertelsmann. Additionally, big midsize companies like Brose, Berner or Eurocopter will attend. With the JDN Group based in Witten, the oldest German family enterprise will also be attending Best of Both.

Berlin has many event formats for startups. You can attend a founder event literally every day. Why Best of Both?

The Best of Both is primarily a business aggregator for the industry. The executives coming to Best of Both are looking for innovative solutions for their current challenges. These include the major topics relevant to all industries such as digital business models, resource efficiency and smart energy. For the industry, Best of Both offers international access to disruptive business models and product ideas. In return, startups gain access to much needed capital, experienced partners and industrial customers.

As organizer, you are setting up business meetings between entrepreneurs and executives from the old economy in advance. What else can I expect as an attendee?

Keynote speeches from top managers and successful entrepreneurs are meant to inspire and show mutually beneficial cooperation between Old and New Economy. Also, due to our international startup pitches and the large exhibition area, startups have a great opportunity to present themselves effectively to all visitors from the industry. And with our Moderated Business Talks, we support initial business contacts in an efficient and customized manner. We will have more than 80 of these structured talks.

Best of Both advertises to be the leading event for the presentation of innovative business models in Europe. Where are the international founders from, and what do they have to offer to be invited?

We have founders from a total of 15 nations including Germany, Austria, Switzerland, Sweden, Italy, France, Russia, Israel, England, Chile, Brazil and USA. Basically, all founders should be willing to cooperate with the industry. An advisory board of top managers and entrepreneurs checks the relevance of the cases for the industry in advance.

Thank you very much for this interview.

KPMG

TIM DÜMICHEN, PARTNER OF TAX, AND MARIUS STERNBERG, DIRECTOR OF AUDITS AT KPMG IN BERLIN, SAT DOWN WITH US FOR A Q&A. WHAT WE WANTED TO KNOW FROM THEM, WAS HOW ONE OF THE 'BIG FOUR' LEADING AUDITING AND TAX ADVISING FIRMS BECAME INVOLVED WITH BERLIN STARTUPS

Do startups and KPMG even fit together?

Yes, definitely, we are always looking for new business model trends. Startups display new, innovative behaviors in business patterns as well as how to apply such models. In addition, it is clear to us that there is an evolution of current existing business models. Some of our greatest clients were still startups themselves a few years ago. This is not only true for national clients, but also with our international portfolio. The world of startups truly intrigues us, and gives us a sense of joy.

Do you use the same, complete resources when a request comes from a startup?

With our Smart Start Team, we have a compact, motivated team working intensively with startups around all of Germany. The entire KPMG network is only used when necessary. This also has its advantages, as our wealth of experience allows us access to our network and resources at all times.

Was it difficult for the company to gain awareness and support this new, promising field of business?

At first it was not easy - somewhat comparable to the way a startup pitches to possible investors. It was about being prepared and providing the right resources for a project, which also required a certain degree of imagination as this new area of work questioned all of our known procedures, and turned our usual methods upside down. Meanwhile, the understanding of the importance of startups for new and traditional business models within the company has been established.

Is KPMG, in a sense, its own startup?

You could look at it that way, but what we do is usually called intrapreneurship. Since we received the green light, we are regularly analyzing our business model, and of course measuring our performance based on our success and achievements. We work with business plans like any other startup does, and also need to continuously inspire our team to deliver peak performance.

As a founder, I don't currently have consulting from KPMG an immediate or crucial task, should I?

Definitely. Our experience has shown that you can do many things wrong in the first few days of starting a new company. This often results in unnecessary work later on. We help spare the founder from unneeded stress. We have already worked with so much, and therefore, in an initial interview, can relatively quickly identify all of the possibilities or situations where something could go wrong.

Is KPMG more relevant for very small founders with international ambitions?

As companies develop and grow, the more complex issues can get, but this is where we put our experience, expertise and our global presence into play. Suddenly you find yourself negotiating with international corporations and dealing with the taxation laws of various countries, but we believe that it's best to have a partner at your side that is experienced and familiar with the complex systems. It is definitely worthwhile to meet with us over a coffee at any stage of your company. Often we are traveling around Mitte, and would be happy to meet up.

Is KPMG in a way, also a seal of quality?

Certainly. For example, with venture capital. During the investment decision, investors not only look at your ideas and vision, but they also want that the business model does not pose any major risks and is optimally positioned. A financial statement audited by KPMG gains confidence in the minds of investors, and knowing that an experienced KPMG professional knows the specifics of the business model and was involved in legal and tax consulting during the process, also provides quality and assurance for the investors.



TWO DIFFERENT WORLDS

Why the discussion about a 'New Silicon Valley' is useless

ZANOX IS ONE OF THE VETERANS OF THE BERLIN STARTUP SCENE. FOUNDED IN 2000, THE COMPANY WAS SUCCESSFULLY SOLD TO AXEL SPRINGER AG IN 2007.

AT THIS TIME, THE COMPANY HAD APPROXIMATELY \$300 MILLION IN SALES AND HAD ABOUT 400 EMPLOYEES. AFTER THEIR EXIT, THE FOUNDING TRIO OF THOMAS HESSLER, HEIKO RAUCH AND JENS HEWALD REMAINED WITH THE COMPANY FOR THREE YEARS UNTIL THEY MOVED TO SILICON VALLEY.

"THE HUNDERT" MET THE FORMER ZANOX FOUNDING TEAM TO SPEAK ABOUT THEIR EXPERIENCE IN SILICON VALLEY, AND TO FIND OUT HOW IT FEELS TO BE BACK IN BERLIN AGAIN AFTER THREE YEARS.

Before we talk about Berlin, please tell us a bit about your current project.

Of course. We are currently working on UFOstart, which is the first "Crowd Investor Network" crowdsourcing lean startups. Here we see a link between startups, experts and investors. You could say we are building a platform to make startup investments scalable - driven by a very strong belief in entrepreneurship and the 'crowd'. The platform is designed to be the ultimate focal point to professionalize bootstrapping worldwide. With us, you will find the right person for each question and for each founder in real-time. This is associated with a structured founding process, and therefore, a method that can assist entrepreneurs on their way. We believe that somewhere inside everyone there is an entrepreneur hidden, and that entrepreneurship is the right medicine for many problems in the world.

Let's talk a bit about your experiences in the Valley and the comparison to Berlin.

This can be quite short because the comparison between Berlin and Silicon Valley makes no sense, unfortunately. Although many would like to make this comparison, they are two different worlds. Silicon Valley is a unique ecosystem, something so special and unparalleled that you cannot copy or replicate. Silicon Valley practically floats above everything.

Then let's put it another way: How does the startup city of Berlin compare to the international scene? Do you not get frustrated when you come back to Berlin from the Valley?

We've actually been here, and know Berlin for a while now. When we started Zanox here in 2000, it was like a nuclear desert here. At this time, people could imagine founding a company in Hamburg and Munich, but... Berlin?! Everyone looked at us with wide, confused eyes. The topic of investors and angel investment was virtually nonexistent. From this: If you look at how Berlin has developed since then, we have made a big step in the right direction, and this makes us very

happy. But what's questionable here is this huge hyping of self-awareness. Because if you really want to look at what is going on here in Berlin in comparison to the Valley, then you'll see that things are ridiculous here: In terms of volume, the number of startups, the money, the projects, the innovations, the events, the meetups, participants at the events, the qualified contributions, the quality of the pitches... everything!

Nevertheless, one must not forget that the Valley is indeed not God-given. There have simply been some brave entrepreneurs that made their way and developed these things. Factors such as time, willpower and the political assistance all played a crucial role in the Valley's progress. If you look at the development in Berlin, and consider that Berlin has practically developed without any management or without the assistance of politics, then it's not so bad.

What about in everyday life? Do you see any major differences?

No question about it. Above all you've got this huge, homogenous market, which you can totally and directly address. When we used to be active with Zanox in seven countries, we had to support a total of nine languages. Obviously that's a big problem for Europe as a whole. On top of that, Europe is also not a politically homogenous market. There is no uniform legal situation. But also, you see an unbelievable level of professionalism in the field of work in the Valley: The investors are there and understand their job, and the lawyers are there and understand their job. You even have a one-pager explaining what a Convertible Note is when investing in a company, etc. Thirdly, of course there's this unbelievably large pool of talent, which is in turn attracted by the Valley, and everyone who's on the scene as a professional eventually tries to get involved as an Angel Investor. Of course that'll end up coming here at some point, but there it's just so homogenous. This Ecosystem is unique in the world and unbelievably powerful.



Then obviously you've got the other side of the country with the New York stock exchange, with its huge volume and many IPOs. Everything is so on balance, and the whole game is simply ten times greater than here. If you make one dollar's revenue here, you get a rating of one to two. In the Valley, it's one to twenty, and because of the state of the market, much smaller tickets get written here. Naturally you can make a bit of money here. You can also get Angel money, but the big deals just aren't going on here. The IPO market for tech startups is 'dry', so to speak, and out of this comes another critical issue: The only sensible Exit-market for Tech firms is always the U.S market. The Googles, Facebooks and Twitters of this world go on to acquire our companies, which leads to a further concentration of knowhow and, as a result, migration. It's precisely for this reason that we must try to make every entrepreneur in Berlin contribute to the system. Every Berlin exit should lead to people eventually reinvesting. Should this happen, than you could compensate for the long-term disadvantage where applicable. Even if the Valley still has

its advantages, in Berlin we have many noteworthy talents, which slowly will appear on the radar of the big investors. For that reason, we're confident Berlin has a great future ahead.

Listening to you makes one wonder why you ever came back at all.

At the end of the day, we're Berliners. And we believe that Berlin has a huge opportunity. It is the city with the greatest potential in Europe. Obviously, not to become the next Silicon Valley, but to strongly develop in this direction. Berlin has a huge university environment, incredibly low costs for students, one of the most attractive cities; everyone wants to come to Berlin, so we have a huge potential for experts, no matter what area they're in. The bottom line: It's a perfect environment for startups, and at the moment with very low expenses. Also, the German market is the biggest export market, so Germany has great potential anyway. So really, this discussion about a 'New Silicon Valley' is useless. The Silicon Valley is The Silicon Valley. Berlin is different. Berlin has its

own strengths. Berlin is Berlin. Berlin is cool. Lots of people want to move here and live here because life here is worth living. Berlin is a totally revolutionary city. But there's a long road ahead of us, and if we aren't quicker than the competition, such as Tel Aviv, Warsaw, or Krakow, then it'll all be over for Berlin very soon again.

And what's your advice to politics? To keep out as it has thus far?

Berlin has totally transformed since the year 2000. Although, even here resources are slowly starting to dry up, but on the other hand, there is the connection with the East. For example, the proximity with Poland, whereby Berlin has a real advantage in its location because you can find so many developers there, actually probably better than in the Silicon Valley, where so much talent from Europe and the world have to be flown to. Because even in the Valley resources are running dry. So Berlin has a huge opportunity, and that's with a total lack of support from the political sphere. Now you've got to imagine what would happen if even politics would begin to play an active role. For example, it was very impressive for us to see that when we sat down with Steve Blank for the introductory round of his course at Stanford, and then someone from Obama's staff sat down and said that he wanted to understand what the

challenges are for startups, and how the state can help. However, we're seeing the real problems on a completely different level: The German education system does not promote entrepreneurship. There is no culture here that wants to produce as many entrepreneurs as possible. In contrast, Germany promotes and cultivates a culture of employment and staff. On the flipside, you have the USA, for example Carol Sand in Stanford, where scalable Business Angels are essentially educated and trained. And fully professional. They know what to do and don't act by the motto, 'I've never seen it, what should I do?'. Each of them can also rely on the fact that their Co-Angels will act professionally. And over here? Even in primary school and in Gymnasium schools we can see lesson programs and profiles that belong to the previous century, which is a total disaster. We were at South by Southwest, and there was the topic of education presented amongst other things. It still never fails to amaze you when you hear that in the USA they are learning robotics and entrepreneurship. That's really another level. When these kids are grown up, we'll still be 'producing' mechanics over here... Entrepreneurship is the absolute killer factor in the Silicon Valley, and at the end of the day it's always the entrepreneurs who can make a difference. So for these reasons it's important to support this. Just to build a bridge for Berlin: A true entrepreneur can go anywhere and still be successful.

BERLIN - BOSTON - BERLIN

Why the U.S. is not always the place to be, and why we decided to come back to Berlin.



PHILIPP STELZER WAS WORKING ON STARTUPS IN THE NETHERLANDS AND AUSTRALIA BEFORE HE RETURNED TO GERMANY AND ESTABLISHED TASK36 WITH HIS CO-FOUNDERS. TASK36 BELIEVES THAT TASK & PROJECT MANAGEMENT TOOLS SHOULD DO THE HARD WORK FOR THE USER, AND THEREFORE DEVELOPS THE FIRST SMART PLANNING ASSISTANT THAT HELPS THE ENTIRE TEAM TO GET THE MOST OUT OF THEIR TIME.

www.task36.com

When most entrepreneurs start their new venture, they ask themselves where to locate the new business. However, the endless quest for most entrepreneurs to be based in the U.S. or especially Silicon Valley seems rather ego driven than company driven.

Last summer we were fortunate enough to be invited by MIT to join their accelerator program in Boston. It was a fantastic opportunity with many lessons learned and new professional connections, such as to two of our advisors. Still, we never hesitated to go back to Berlin. Let me explain why:

I believe that as an entrepreneur you should decide on the location that supports your idea and growth-strategy best right now and in the foreseeable future. However, each startup hotspot has its own (dis) advantages. Factors such as available funding, market reach, talents, infrastructure, and also its culture and norms have a big impact on whether the new venture will blossom or drown.

For us (Task36) there were 3 main reasons why we chose to return to Berlin:

1. Cost of living - When we were in Boston we decided that we wanted to 'bootstrap' for as long as possible. This being because external funding at such an early stage would have significantly diluted our ownership and entrepreneurial freedom. Considering the cost of living for us as well as future employees, it was rather obvious that we could survive much longer without external funding in Berlin.
2. Market - We also realized that our initial beachhead market is stronger in Europe compared to the US. We believe

it's absolutely crucial to be very close to your first customers to provide them with the best service, and to learn as much as possible from them. Therefore, Berlin as the capital of the currently strongest European economy, its central geographic position, and many potential customers right in the city, is especially suited.

3. Talent driven - It's the individual talents in Berlin with their personal ambitions who push the scene forward, and not so much the institutions, like MIT or Harvard in Boston. We believe that this self-driven motivation has huge potential. But Berlin has to prove that this motivation can continuously produce true state-of-the-art innovations.

The challenge for Berlin is, and will be, to focus on its own strengths and not to just blindly copy American startup ecosystems. As Danny Holtschke, former researcher at the Startup Genome Project puts it "Berlin needs to find its own DNA." We will need to define Berlin's DNA more precisely and to continuously foster the factors that make it unique. Just like a startup, the city needs to differentiate itself from other offers on the market in order to keep growing. In doing so, this is the only way that it will be possible to attract the kind of entrepreneur that needs and believes in what Berlin has to offer.

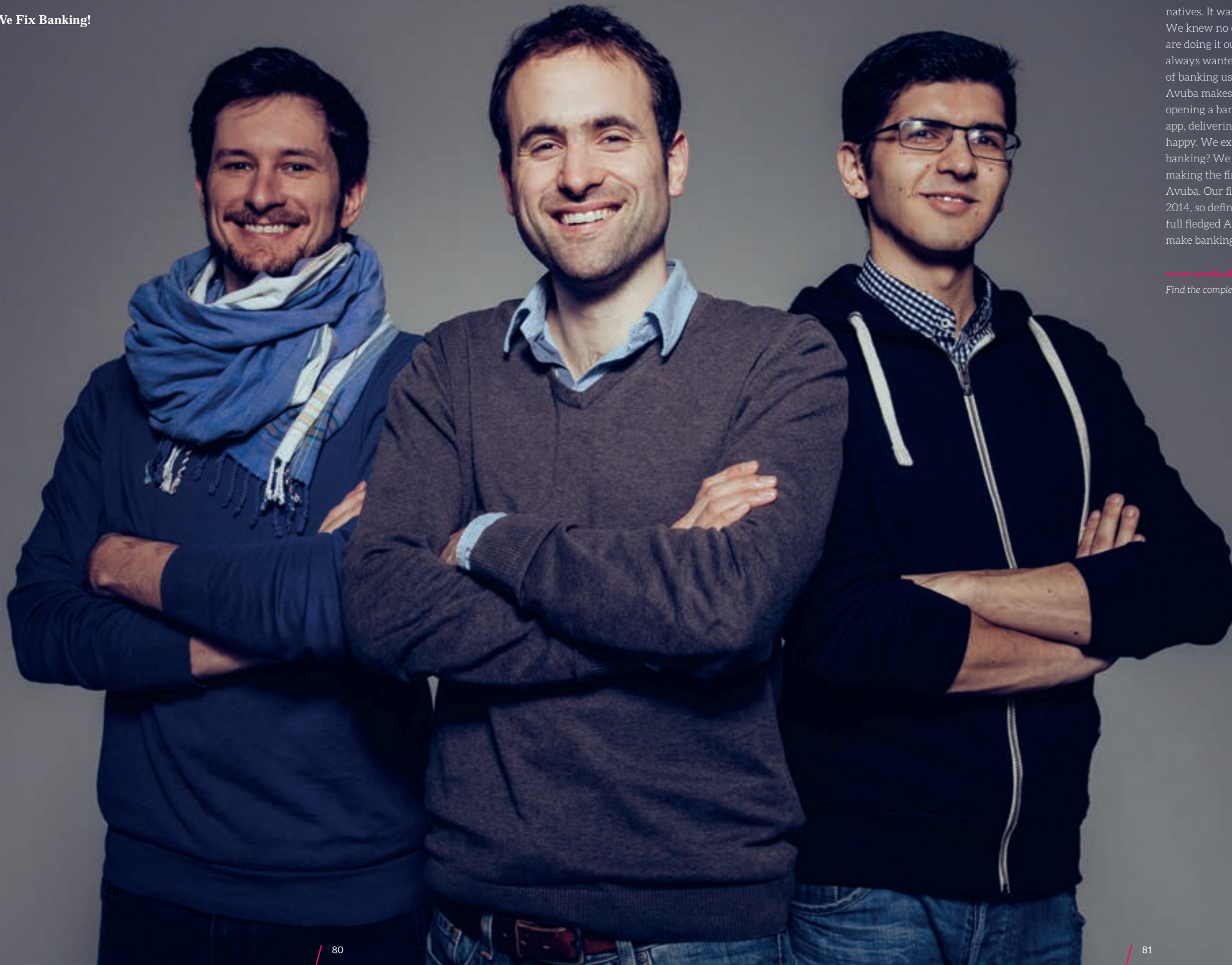
Telling that you have a Boston or Silicon Valley based startup might sound cool to the founders, but rather than picking the 'cool' option, you should go for the location that will help your business to grow best.

SICH HOCHSCHLAFEN KANN JEDER!

Bei unseren Startup-Jobs zählen Kompetenz und Köpfchen!

AVUBA

We Fix Banking!



Banking sucks! It's 2014, and we still pay fees for cash withdrawals, use paper TAN lists to send money, and mobile apps? Well, we haven't seen a single one that matches our expectations as smartphone using, digital natives. It was January 2013 and we were annoyed. We knew no one else was going to change it, so here we are doing it ourselves: Building the bank account we always wanted! Our mission is to unwind the complexity of banking using the technology available to us today. Avuba makes sending money easier than texting or opening a bank account, and is as simple as installing an app, delivering a customer service that truly makes people happy. We expect it from other industries, so why not banking? We teamed up in August 2013, and are already making the first customers happy with an early beta of Avuba. Our first public version will launch in summer 2014, so definitely not long until we bring out the first full fledged Avuba bank accounts, and (yes, we mean it :) make banking fun again!

www.avuba.de

Find the complete interview at www.the-hundert.com/avuba

PROJECT A VENTURES

We Build Companies



Project A Ventures is a company builder focusing on transactional and innovative business models in the Internet space. The managing directors Dr. Florian Heinemann, Uwe Horstmann, Thies Sander and Christian Weiss founded it in January 2012. With an 80 million Euro fund, and the experienced operational know-how of our 100 experts, we help startups to build up competencies in key areas such as IT, Performance Marketing, Business Intelligence and Organization Development. Our experts, based in Berlin and Sao Paulo, are among the best in their field, and have been involved in building more than 50 market-leading companies worldwide within the last 15 years. Today, the Project A portfolio includes almost 20 companies such as Saatchi Art, Tictail, ZenMate and Glow. In September 2013, we exited our venture Tirendo. Market leader Delticom AG acquired the online tire shop for 50 million Euros. In November 2013, we successfully sold our Adtech company metriqo to Zanox.

www.project-a.com

Find the complete interview at www.the-hundert.com/project-a-ventures



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Ulli Jendrik Koop
XLHEALTH

References

www.die-gruendertrainerin.de

ZENMATE

Protecting Privacy Online

ZenMate is a global service provider offering quick and lightweight tools to protect users' privacy and security online. From the technology they use, to the products they make, their work is a reflection of their belief in a more private, more secure and happier Internet for everyone. Launched in 2013 by experienced Internet entrepreneurs Simon Specka and Markus Hänel, ZenMate is a browser plugin that provides its users with a secure, encrypted internet experience, without sacrificing browsing speed. The plugin also offers unique geo-switching options, meaning users can easily change the country in which they are located. Over one million people, in close to 200 countries, have downloaded the plugin, which has a quick, one-click installation process. ZenMate has an international, 15-person team that is constantly working to develop the latest technologies in VPN software. ZenMate's founders took part in the Axel Springer Plug and Play accelerator program in 2013.

www.zenmate.io

Find the complete interview at www.the-hundert.com/zenmate



SOMMELIER PRIVÉ

Finding the Perfect Wine
for Your Taste



The curated online wine shop Sommelier Privé was founded in 2012 by Marc Clemens in cooperation with sommelier Arno Steguweit. Sommelier Privé is the first wine shop to combine an excellent choice of wines assorted by Germany's best sommeliers with a sophisticated online taste matching and a premium brand. Utilizing this model of double curation, Sommelier Privé solves the wine drinker's biggest dilemma: Finding the perfect wine for his personal taste among infinite choice. Based on a taste quiz and the knowledge of wine experts like Hendrik Thoma or Gerhard Retter, wine drinkers receive personalized recommendations that are tailored to their individual taste. Thus, they benefit from excellent wine advice and the convenience of online shopping. Sommelier Privé focuses on the premium market starting at €7 per bottle and works together with a wide network of winemakers and wholesalers. Additionally, the wine customers appreciate the visually appealing website and the high-class packaging.

www.sommelier-privé.de

Find the complete interview at www.the-hundert.com/sommelier-privé



PRESSMATRIX

Rethink. Digital Publishing.

PressMatrix enables publishers to digitize and monetize their content before releasing it in the app stores of Apple, Google and Amazon through their SaaS-based platform. Magazines, brochures, catalogs, reports, manuals and other print publications can be converted into native apps for tablets, smartphones and web browsers. Enhance your publications with multimedia elements such as image galleries, audio, video, hyperlinks and your own, interactive html widgets, in offering readers an exceptional experience. Hundreds of publishers around the globe profit from our solution. PressMatrix GmbH was founded in 2011 by Daniel Höpfner (CEO), Jens Gützkow (CTO) and Christian Marsch (CSO). We "Rethink. Digital Publishing". The company started with a few people and a handful of clients in Germany, only to grow out to a market leader in the world of digital publishing. We have reached two million readers with our apps and are looking forward to passing our next milestone.

www.pressmatrix.com

Find the complete interview at www.the-hundert.com/pressmatrix

CRINGLE

Payments Between Friends - Simple and Secure.

In the age of Cringle, the frustration you feel from never being repaid when you lend your friends money will be gone. Cringle is a mobile payment app that not only allows you to easily manage all your cash transactions within your circle of friends, but also enables money transfers directly between bank accounts. But Cringle is more than just payments. It is a new way of giving transactions a social touch and capturing interactions with your friends. Our users do not have to pre-load anything, scan a QR-Code, or carry around an external device. They simply select the desired person from their contacts, enter amount and subject, and select whether they borrowed or lent the money. Cringle is a Berlin based Start-Up and was founded by Joschka Friedag, Frane Bandov, Konrad Maruszewski and Malte Klussmann. At the moment they are part of the Microsoft Ventures Accelerator.

www.cringlenet.net

Find the complete interview at www.the-hundert.com/cringle



SOFTWARE DIAGNOSTICS

Complex Code Kills Your Business

Software Diagnostics, the DNA Scanner for your Software, is a spin-off company of the German Hasso-Plattner-Institute, the university center of excellence for IT Systems Engineering. Software Diagnostics offers Business Intelligence solutions that enable the IT management to monitor in real-time risks, costs, code quality, and team productivity in a software development project portfolio. The DNA analysis with Software Diagnostics first extracts data from various sources of the development infrastructure, e.g., source code, developer activities, tests, bugs, etc. This data is then analyzed with big-data and data-mining methods. Lastly, the results of the health check are displayed as so-called software maps, which is the perfect means for CIOs and CTOs as well as top-level management to understand the technical coding issues. Software Diagnostics bridges the communication gap between management and techies. For the first time, decision-making in IT is based on objective and understandable data. Companies like Daimler, Generali, Deutsche Post, EDEKA and Scout24 make use of our software solutions to make their software projects become transparent and more efficient.

www.softwareagnostics.com

Find the complete interview at www.the-hundert.com/software-diagnostics





Location: Estrel Festival Center

TODAYTICKETS

Booking Tickets with 3 Fingertips

Todaytickets enables consumers to book last-minute deals for events with just three fingertips. At the same time, Todaytickets helps the live entertainment industry to monetize their unsold ticket inventory (up to 40% of the available tickets) last-minute. Todaytickets offers a curated daily selection of event deals close to you, ranging from AAA concerts of artists such as Rihanna, Elton John, Deep Purple or Lil Wayne to theatres, operas, shows and sport events. The Berlin-based company guarantees a discount between 20 to 50% compared to the official pre-sale ticket price and/or exclusive goodies such as complementary seating category upgrades or free drinks. You can book your tickets at the very last minute (up to 60 minutes before the event) with your iPhone or web based. Todayticket is funded by EPIC Companies, the company builder of ProSiebenSat.1 Group. The management team consists of Gleb Tritus, Christian Miele and Michael Jaeger.

www.todaytickets.de

Find the complete interview at www.the-hundert.com/todaytickets

MAMBU

**Native Cloud Solution that Enables Financial Organizations
of all Sizes to Rapidly Deliver State-of-the-Art Banking Services**

Established in 2011, Mambu's founders wanted to find a way that technology could help spread access to basic banking services, enabling organizations to provide them easier, quicker and cheaper than ever before. Historically, core-banking systems have cost millions of dollars to license and implement, not to mention the ongoing cost of maintenance. This has left smaller financial services organizations, such as microfinance institutions, without access to reliable and robust processing platforms. What this means, is that they struggle to service many of the world's 3 billion unbanked individuals and 250 million micro and small to medium enterprises. Mambu enables any financial organization to deliver modern banking services through its native cloud solution. Agile, flexible and open, Mambu eliminates the complexities typically associated with core banking software, at a fraction of the cost. Mambu's end-to-end approach makes it simple and cost-effective to provide essential banking services.

www.mambu.com

Find the complete interview at www.the-hundert.com/mambu



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BLOGFOSTER

**Handling of Advertisement,
as Simple as Shopping Online**

In October 2013 Jan Homann & Simon Staib founded blogfoster with the vision to make the handling of advertisement as simple as shopping online. By running the blog-marketer stilanzeigen.net since 2011, we detected that the long tail of publishers is struggling with the complexity of the ad-market. We started blogfoster to solve this. Imagine blogfoster as an online store for advertisement. We fill this store with advertisements from many direct clients, agencies and providers, then filter the ads for every user based on their favored topics and the user's behavior. Then, the user drags & drops the advertisements on their site. In return, we receive a revenue share. Currently, we are focusing on our initial market of 300 million blogs, and until now we have received registrations reaching 40 million Page Impressions per month. Our next step: Today, everybody is a publisher by sharing stories, pictures or opinions online. Our vision is to make advertisement shopping simple and obtainable for everybody - easy, fast and with 100% control.

www.blogfoster.com

Find the complete interview at www.the-hundert.com/blogfoster

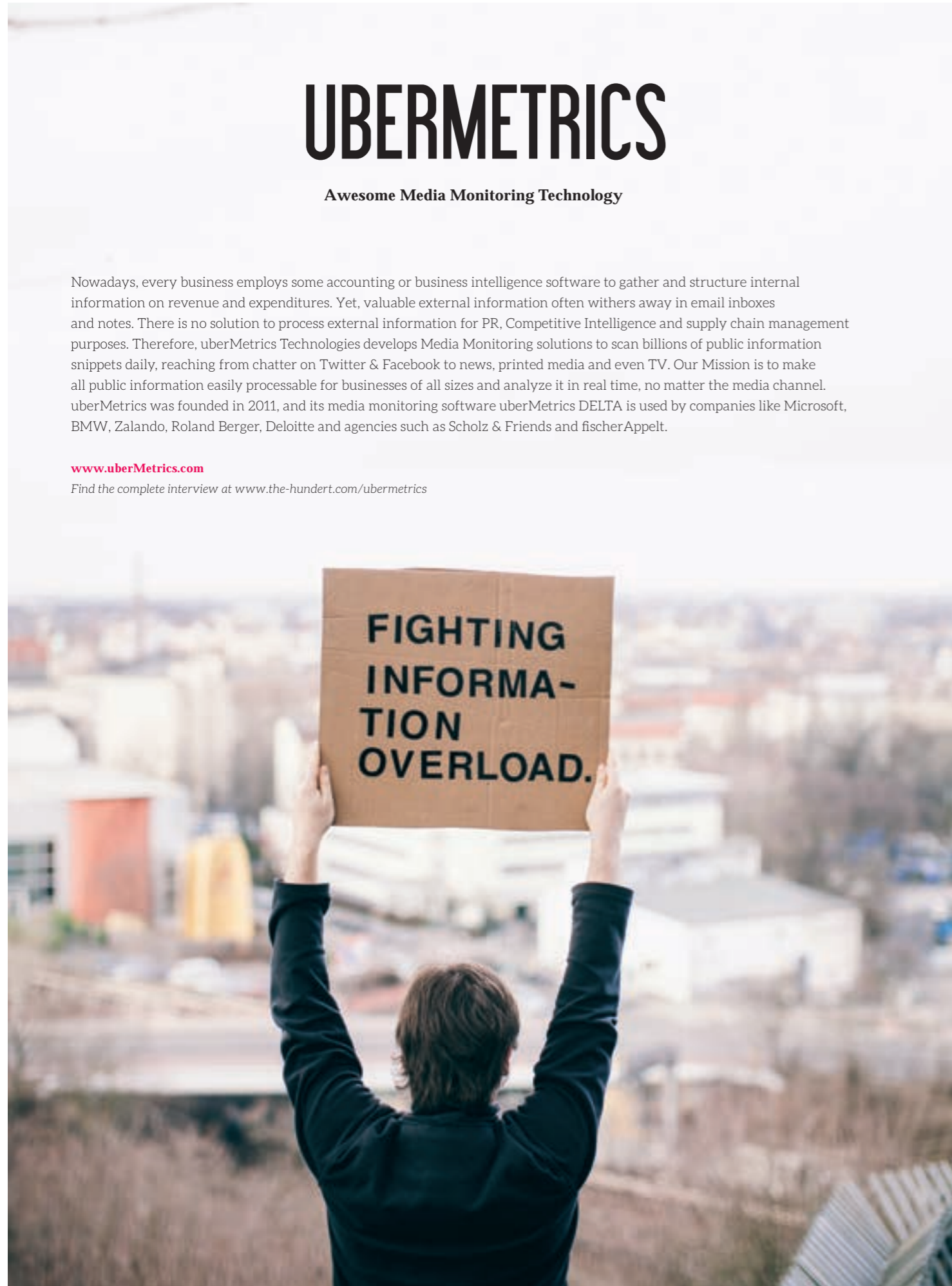
UBERMETRICS

Awesome Media Monitoring Technology

Nowadays, every business employs some accounting or business intelligence software to gather and structure internal information on revenue and expenditures. Yet, valuable external information often withers away in email inboxes and notes. There is no solution to process external information for PR, Competitive Intelligence and supply chain management purposes. Therefore, uberMetrics Technologies develops Media Monitoring solutions to scan billions of public information snippets daily, reaching from chatter on Twitter & Facebook to news, printed media and even TV. Our Mission is to make all public information easily processable for businesses of all sizes and analyze it in real time, no matter the media channel. uberMetrics was founded in 2011, and its media monitoring software uberMetrics DELTA is used by companies like Microsoft, BMW, Zalando, Roland Berger, Deloitte and agencies such as Scholz & Friends and fischerAppelt.

www.uberMetrics.com

Find the complete interview at www.the-hundert.com/ubermetrics





MORNIN' GLORY

Subscription Model for Inexpensive
Quality Razor Blades



Mornin'Glory sends razor blades regularly to your mailbox. Since their launch in November 2012, the start-up company is supplying its products Europe-wide from just 1.50 EUR per blade. They include a handle free of charge and there are no shipping costs for the customer. The Mornin' Glory trademark is: "Not to mince words" and subtle innuendos, cheeky jokes or a service message saying: "Rock on, pal" are not uncommon. As the ambiguous name implies, the founders, Nicolas Stoetter and Fabio Paltenghi, are targeting male customers. Due to their easygoing attitude, Mornin' Glory were able to record a five digit customer base within their first year of trading. In 2014 the company will also launch further grooming products such as shaving cream and aftershave. Check it out under www.morninglory.com

www.morninglory.com

Find the complete interview at www.the-hundert.com/mornin-glory



VIASTO

Interviewing Redefined

viasto may be one of those startups few people know of. Software as a service for business clients, no glamorous venture capital investment, a product name (interview suite) that is different to that of the company, and not exactly a flashy founder, but take a closer look, and you see an impressive company in the making. Founded in 2010, viasto has been awarded several innovation awards, recently moved offices from Wedding to Kreuzberg, and currently employs 17 people. It sells to one of the most risk-adverse departments: Human resources. And yet, their client list is impressive: From Deutsche Telekom to Fujitsu, Microsoft, Sixt and Singapore Airlines, as well as fellow-startups such as trivago. Worldwide, many companies use the interview suite to video-screen their applicants. Why? Because it's faster, more efficient and finds better talent. "Many of our clients start using the interview suite for one reason – usually that is efficiency – and they continue using it for many reasons such as bettering their interviewing skills, enhancing their employer brand, internationalizing their recruiting, and many more," says Martin Becker, founder and CEO of viasto.

www.viasto.com

Find the complete interview at www.the-hundert.com/viasto

M CUBE

Comparison Portal Incubator



M Cube is a Berlin-based company builder focused on online-comparisons. It offers founders speed. Young and highly motivated entrepreneurs who want to found but are lacking experience can apply. By working close with the founders and offering the necessary infrastructure, M Cube allows entrepreneurs to gain experience in no time. 15 years of startup experience are a guarantor of success. Young entrepreneurs are provided with financing, coaching, team-building and existing comparison technology. M Cube takes care of everything so the startups can fully concentrate on their product. The startup creator is looking for passionate teams, willing to establish new comparisons. May the Cube be with You!

www.m-cube.de

Find the complete interview at www.the-hundert.com/m-cube

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Und betterplace.org leitet 100% Eurer Spende weiter.

betterplace.org 



With the hardware, ZappKit and software-solution from carzapp, vehicles can be managed and shared individually. The need for manually exchanging keys is eliminated as the ZappKit allows access to vehicles via a smart-phone app or an access card. If you are you looking to optimize you car pool, a car sharing solution for your community or to simply protect your vehicle from thefts, carzapp offers an easy, cost-optimized and personalized solution. The combination of ZappKit and Online Platform not only allows you to automate mundane tasks like logbooks and key management, but also allows you to implement special cases services like in-car delivery, with a simple button click. With carzapp you also have access to a novel hourly insurance over the R+V, for complete protection.

www.carzapp.net

Find the complete interview at www.the-hundert.com/carzapp

GOEURO

**Allowing Users to Plan Journeys by Comparing
and Combining Air, Rail, Bus and Car Transport**

GoEuro is a travel search website that allows you to compare and combine air, rail and bus transport across Europe. The platform revolutionizes the travel planning experience, providing customers with more choice, transparent pricing, travel times and easier booking. GoEuro lets travellers search to and from any location, including towns or villages, showing you the best possible transport combinations based on price, total travel time and convenience, eliminating the need to visit multiple websites to plan an entire trip. With GoEuro, travel planning is simple, flexible and personal.

www.goeuro.de

Find the complete interview at www.the-hundert.com/goeuro



URBANARA

High-quality Homewares without
the Sky-high Price Tag



Urbanara is an online brand for high-quality home wares and accessories based in Berlin. The company was founded in 2010 by Benjamin Esser, Claire Davidson and Martin von Wenckstern, and currently operates in Germany, Austria, Switzerland and the UK. Right from the start, Urbanara was based on the idea of making quality accessible to everyone. Each product is carefully sourced from around the world, crafted with the finest natural materials and available exclusively online. Transparency of the sourcing process is essential for the brand, and by directly working with suppliers, Urbanara gives true value to customers by offering quality products at a more affordable price, especially in comparison to traditional retailers. In 2013, Urbanara closed the biggest crowd investing campaign in Germany to date together with the crowd-investing platform Bergfürst. This funding paved the way for Urbanara to introduce an even bigger range of high-quality products for customers in 2014.

www.urbanara.de

Find the complete interview at www.the-hundert.com/urbanara



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WUMMELKISTE

The New Generation of Toys - Combining Education and Fun

Wummelkiste was founded in early 2012 by Philippa Pauen and the company builder Team Europe. Its first product, the Wummelkiste, is a monthly subscription service for children ages 3 to 8. Each box has a specific theme, and is filled with 3 to 4 creative and engaging toys to build. Every month, a group of experts consisting of teachers, toy designers and parents develops the Wummel experience, always aiming to combine education and high quality time between parents and their children without the necessity of any preparatory work. The box itself then contains illustrated instructions and all the materials needed to complete those projects. It is important to the company that all materials are environmentally friendly and locally sourced. Having developed a good base of customers, Wummelkiste has also launched an online-shop with theme specific boxes, additional educational products and merchandise, and now aims to expand its role as the expert for kids toys and childhood development.

www.wummelkiste.de

Find the complete interview at www.the-hundert.com/wummelkiste

SORGLOSINTERNET

Easy and Affordable Protection Against Liability when Providing Public WiFi Access to Guests

Everything we do, we believe in the Internet. We love its possibilities and how it connects people. And because we love the Internet and its users, we want to spread it everywhere. Simple and worry free access for everyone. Ever heard of sorglosinternet? Sorglos means worry-free. In some countries, for example Germany, there's an interesting law that makes internet hot spot providers (like cafes) liable for illegal activity conducted by users on their Internet. Crazy, huh? Well these three German entrepreneurs (Amadeus, Alex & Wolfgang) created sorglosbox, a simple and preconfigured router that is making it possible for cafe owners to sleep easy at night. P.S.: What's special about sorglosbox? It's simple and easy; it's plug & play to the existing router. It's affordable; no contracts, simple prepaid packages. It's convenient for both guests and hosts; no registration or account creation necessary. It's really safe; guests surf with a different IP address than the cafe owner.

www.sorglosinternet.de

Find the complete interview at www.the-hundert.com/sorglosinternet



GODERMA

Ask a Dermatologist Online

Simon Bolz and Simon Lorenz are childhood friends and have more in common than just their first name. They both grew up in families full of doctors, but refused to become doctors themselves. Nevertheless, medicine has been a major part of their lives and they knew that someday they would want to return to their family roots. That day came in spring 2013 when they founded the eHealth startup goderma. With goderma, people with skin diseases can get a dermatologist's opinion, no matter where they are. All they need is a smartphone or an Internet connection. The patient simply takes a picture of the affected area, answers a short questionnaire and then receives an assessment from a dermatologist within a few hours. With strong medical partners including the University Clinic Rechts der Isar in Munich, Prof. Dr. Dr. Ring and Prof. Dr. Blum on their side, the goderma team is working hard to fulfill its vision to fundamentally change the way patients and doctors interact.

www.goderma.com

Find the complete interview at www.the-hundert.com/goderma



BLOOMY DAYS

Fresh Flowers Delivered by Subscription



Location: Bloemen Shop

Bloomy Days was founded by Franziska v. Hardenberg in March 2012. Due to its diverse, stylish and high quality flowers, Bloomy Days secured the market leadership in the segment of young flower subscription services. The easy handling of the subscription is a special feature. Customers can subscribe online at www.bloomydays.com and manage their own subscription with just a few clicks. There are no contractual responsibilities. The subscription can be started, paused and terminated anytime. The flowers are groomed and cropped by hand, wrapped in colored paper, and shipped directly on the same day. Arriving at the customer's doorstep, they are up to five days fresher than those from local flower shops. Cutting out the middleman is the way to get the freshest flowers possible, and to assure highest quality standards. In 2013, Bloomy Days was honored as "E-Commerce Start Up of the year". Making life more colorful is our vision, and with every bouquet we're getting a little closer to just that.

www.bloomydays.com

Find the complete interview at www.the-hundert.com/bloomy-days

TEST OBJECT

Mobile App Testing Made Easy



Everyone hates bugs! That's why TestObject was founded - a tool to easily test the functionality of mobile apps. After graduating in Business Computing at the HWR Berlin, Erik Nijkamp, Hannes Lenke and Andreas Lüdeke worked for different IT companies like IBM and SAP where they all faced a similar problem: There was just no suitable mobile app testing tool available. The former fellow students decided to combine their technical superpowers to come up with something that would help developers to build better, more reliable and bug-free apps. Today TestObject provides a cloud platform with numerous real and virtual devices, accessible directly from the browser. Users can upload their apps onto devices and see if and how they work. Along with the devices, TestObject provides several testing tools to check the app functionality from all angles. Numerous tests have been performed since the launch in August 2013. TestObject is making the mobile world a bug-free place, one test at a time.

www.testobject.com

Find the complete interview at www.the-hundert.com/testobject



CORPORATE FINANCE PARTNERS

15 YEARS OF GLOBAL TECHNOLOGY INVESTMENT BANKING
MADE IN GERMANY - EXECUTED GLOBALLY

	 Trade Sale to Vistaprint Advisor to AlbumPrinter Behm & V. and its Shareholders CORPORATE FINANCE PARTNERS October 2011	 Trade Sale EUR 150,000,000 to eBay Advisor to Founders and Minority Shareholders of Private Sale GmbH CORPORATE FINANCE PARTNERS December 2010	 Investment of up to EUR 5,500,000 Cyberonics other investors included: MITG, KFW, REFIT Advisor to Cerbomed GmbH CORPORATE FINANCE PARTNERS OPR BioConcept AG September 2012	 Trade Sale to Google Advisor to the Shareholders of DailyDeal GmbH CORPORATE FINANCE PARTNERS September 2011	 Trade Sale to LivingSocial Advisor to Ersogo Inc. and its Shareholders CORPORATE FINANCE PARTNERS June 2011	
	 Acquisition of Zingy Advisor to Zingy.com CORPORATE FINANCE PARTNERS July 2014	 Trade Sale to Nextag Advisor to Nextag, Inc. CORPORATE FINANCE PARTNERS June 2011	 Sale of 61.5% to HRS Advisor to the Shareholders of Hotel.de AG CORPORATE FINANCE PARTNERS October 2011	 Trade Sale to Deutsche Post Advisor to the Shareholders of IntelliAd Media GmbH CORPORATE FINANCE PARTNERS July 2012	 Trade Sale USD 275,000,000 to VeriSign Advisor to Jamba! AG CORPORATE FINANCE PARTNERS June 2014	
	 Trade Sale of 74.9% to Axel Springer Advisor to Kauf-DA and its Shareholders CORPORATE FINANCE PARTNERS March 2011	 Capital Increase by [Logo] Advisor to Lieferando GmbH CORPORATE FINANCE PARTNERS June 2012	 Capital Increase led by [Logo] Exclusive Adviser to PrivatSportGmbH CORPORATE FINANCE PARTNERS July 2012	 Trade Sale EUR 265,000,000 to TISCALI Exclusive Adviser to the Founder and Majority Shareholders of nikoma CORPORATE FINANCE PARTNERS February 2010	 Trade Sale to [Logo] Advisor to OfferMobi CORPORATE FINANCE PARTNERS August 2012	
	 Restructuring EUR 84,000,000 Senior Facility Agreement EUR 300,000,000 Merzantine Capital Financing EUR 60,000,000 Advisor to PrimaCom AG CORPORATE FINANCE PARTNERS December 2011	 Trade Sale USD 50,000,000 to Yelp Advisor to the Shareholders of Qype GmbH CORPORATE FINANCE PARTNERS October 2012	 Trade Sale to MEDIA-SATURN Advisor to redcoon GmbH and its Shareholders CORPORATE FINANCE PARTNERS March 2011	 Trade Sale to THALES CORPORATE FINANCE PARTNERS February 2010	 Capital Increase USD 15,000,000 led by Kennet Exclusive Adviser to TradeMob GmbH CORPORATE FINANCE PARTNERS November 2012	
	 Trade Sale to ASG Software Solutions Advisor to visionapp AG and its Shareholders CORPORATE FINANCE PARTNERS April 2011	 Sale of AddCom to TISCALI Advisor to WebMedia GmbH and the Biser Group CORPORATE FINANCE PARTNERS December 2010	 Sale of 55.1% EUR 48,200,000 to burdadigital Advisor to Xing Capital GmbH CORPORATE FINANCE PARTNERS November 2010	 Trade Sale EUR 214,900,000 + earn-out payment to a consortium of Springer and Publicis Advisor to the Shareholders of zanox AG CORPORATE FINANCE PARTNERS July 2011		
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MIT DER CLOUD ZUM ERFOLG

Deutschlands Startups setzen auf Amazon Web Services



Dr. Werner Vogels, Amazon CTO

Für viele Unternehmen gehört Cloud Computing mittlerweile zum Alltag. Anbieter wie Amazon Web Services (AWS) machen heute den Einstieg in die Thematik auch für Startups zu einer unkomplizierten Angelegenheit. Damit profitieren nun auch kleine Firmen von Ressourcen und Möglichkeiten, die bis vor nicht allzu langer Zeit noch großen Konzernen vorbehalten waren. In der Amazon Cloud zahlen Nutzer lediglich für die Ressourcen und Dienste, die sie auch wirklich benötigen. Auch kostspielige Anfangsinvestitionen fallen auf die Weise weg. Firmen können bei AWS direkt starten und ihre Ideen in die Tat umsetzen. Und wenn ein Startup an Fahrt aufnimmt, kann der Cloud-Dienst problemlos skaliert werden. So steht auch einem schnellen Wachstum in andere Märkte und Länder nichts mehr im Wege.

MASSGENSCHNEIDERTE ANGEBOTE FÜR DIE GRÜNDERSZENE

Dass Amazon Web Services mit seinem Angebot in der Startup-Szene einen Nerv getroffen hat, zeigt sich nirgendwo so deutlich wie in Berlin. Die einfache und schnelle Bereitstellung sowie nicht zuletzt die hohe Flexibilität den Service jederzeit an den Bedarf anpassen zu können machen AWS unter den Gründern der Hauptstadt zu einem beliebten Partner. So setzt etwa die Berliner Audioplattform Soundcloud auf AWS um die große Menge an Daten zuverlässig und unabhängig vom benutzten Endgerät an die Nutzer zu bringen. Auch bei beliebten App-Anbietern wie dem Produkt- und Preisvergleichsservice Barcoo oder der Foto-App EyeEM laufen im Hintergrund die Dienste aus dem Hause Amazon.

Amazon Web Services stellt diesen und vielen weiteren Firmen mit AWS Activate (aws.amazon.com/de/activate) ein umfassendes Paket an Ressourcen zur Verfügung, die speziell auf die Bedürfnisse von Startups zugeschnitten sind. Das Angebot ist so aufgebaut, dass es einerseits den Einstieg in die Cloud-Welt erleichtert, gleichzeitig aber die Möglichkeit bietet, jederzeit Kapazitäten zu erweitern oder Dienste hinzuzubuchen. Das Einsteigerpaket von AWS Activate umfasst neben AWS Credits auch AWS Training und Support sowie eine Vielzahl an exklusiven Services von Drittanbietern. Außerdem besteht die Möglichkeit, wertvolles Wissen und Erfahrungen mit anderen Nutzern des Programms zu teilen. Dabei wird AWS Activate stetig weiterentwickelt. Erst kürzlich hat AWS das Programm etwa um einen virtuellen Support sowie zusätzliche Trainings und weitere exklusive Partnerangebote ergänzt.



„LIFT UP YOUR BUSINESS“: AMAZON PRÄMIERT BESTE START-UP-IDEEN

Doch nicht nur in der virtuellen, sondern auch in der realen Welt können Startups mit den Experten von AWS in Kontakt aufnehmen. Am 15. Mai veranstaltet Amazon Web Services dazu bereits zum dritten Mal den „AWS Summit“ in Berlin. Unter dem Motto „Lift up your Business“ bietet die eintägige Konferenz die Gelegenheit, in mehr als 24 Hands-on-Sessions, Training Boot Camps und Hands-on-Labs tiefe Einblicke in die Architektur und neue Entwicklungen der AWS Cloud zu gewinnen. Speziell für Startups hält das Event dieses Jahr erstmals einen ganz besonderen Programmpunkt bereit: Werner Vogels, CTO von Amazon, gibt sechs Gründern die Möglichkeit, ihn in einem „Elevator Pitch“ von ihrer Geschäftsidee zu überzeugen. Am Ende der Veranstaltung prämiiert Vogels die Gewinner des Wettbewerbs und überreicht den Erstplatzierten zudem AWS Credits im Wert von 1000, 500 beziehungsweise 300 Dollar. Interessierte Startups können ihre Bewerbung per E-Mail direkt an anfrage-aws@amazon.de senden und bekommen so mit etwas Glück einen der begehrten Plätze im „Aufzug“.

WEITERE INFORMATIONEN UND ANMELDUNG

Weitere Informationen zum „AWS Summit“ sowie die Möglichkeit zur kostenlosen Registrierung für das Event gibt es unter: www.aws-summit-berlin.de



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THE ADEXCHANGE

Driving the Data Revolution

The Adex is an Internet technology company that drives the data revolution. In times of excessive information overload, relevance is more important than ever. And this is where The Adex steps in: By aggregating and analyzing complex and huge data sets, they provide audience segments to all participants within the real-time advertising market. With exceptional and innovative technologies, advertisers are empowered to eliminate scattering losses and target their ads only against users that have proven to be a perfect fit. Big data based machine-learning algorithms make even evolving trends available for B2B customers. As an active member of various industry associations, the company is in the lead of privacy compliant advertising practices. The Adex was founded in 2013 by Dino Bongartz, a serial entrepreneur and investor with more than 15 years expertise in the digital media industry. He seeks nothing less than reinventing online advertising and he wants to do it right now.

www.theadex.com

Find the complete interview at www.the-hundert.com/the-adexchange

LITE ELEMENTS

Developing and Distributing LiteDesk

Lite Elements develops and distributes LiteDesk, a web-based workplace for business clients. LiteDesk is optimized for web-based work, and is simple, cost-effective as well as secure. It's a computer operating system and browser in one, in which the installed LiteDesk OS can be used across notebooks, personal computers, as well as the LiteDesk Box suitable for stationary desktop computers from common manufacturers. The user works in the browser with web-based software while data is stored in the cloud. LiteDesk reduces the complexity of traditional operating systems to a minimum. Lite Elements was founded by Telekom Innovation Laboratories in 2013 with fifteen software developers, quality managers, interaction designers and usability experts involved.

www.litedesk.de

Find the complete interview at www.the-hundert.com/lite-elements



SCHUTZKLICK

As Easy as a Click



Schutzklick is a customer-friendly online product-insurance provider who enables you to protect your goods against life's mishaps. Robin von Hein founded it in 2012 with the idea to reinvent product insurances by making everything automated and available online. Schutzklick's mission is to give customers peace of mind and its commitment is to provide a painless and empowering customer experience that separates it from traditional insurers. Protection Plans can be bought through Schutzklick's own web service or directly in the checkout process of a growing multitude of online shops, which is the more important business area. Schutzklick offers its trade partners a variety of fully automated and scalable cross-selling software solutions for a seamless integration of various insurance-products into their online shops. For example, the shop can offer protection plans for smartphones as an extra service for its customers and thereby generate additional revenues. In the event of a claim, Schutzklick provides full service to the customer without requiring the shop owner to take any further action.

www.schutzklick.de

Find the complete interview at www.the-hundert.com/schutzklick

RETURBO

The Brain Behind Re-Sales



Photographer: Viktor Strasse

Managing overstocks, after sales and especially product returns are essential factors in E-Commerce success – not only for retailers but also for brands and producers. Founded by Simon Schmid in November 2010, Returbo.de evolved as reliable re-commerce fulfillment provider for brands and e-tailers in various product categories. With an active network of more than 50 European sales channels, Returbo.de ensures an efficient sales strategy for overstocks, end-of-lifetime goods and product returns consistent to branding and channel needs of leading European brands. More than 200 Retailers, brands and stockbrokers trust in Returbo.de's full-service returns and overstock management with integrated remarketing activities.

www.returbo.de

Find the complete interview at www.the-hundert.com/returbo



Photographer: Viktor Strasse



Location: Charité Universitätsmedizin Berlin, Department of Experimental Neurology

LABFOLDER

It's Time We Rethink Research

In a modern research lab, you will find brilliant scientists, the most modern devices to do the most complex analyses, and high-tech equipment to push the borders of knowledge. But to document their findings and plan their experiments, most scientists still use the same tool as hundreds of years ago: A paper notebook. The consequences: Once the books are closed, data from previous research is hard to find and scientists have to start over again and again. That's what Mathias Schäffner, Florian Hauer and Simon Bungers of labfolder want to change. With a digital lab notebook, allowing for quick documenting, effectively reusing and easily communicating all research data on one platform via laptop, tablet or smartphone. labfolder helps scientists to make research easier, faster, and more successful, and allows them to simply make more out of their data.

www.labfolder.com

Find the complete interview at www.the-hundert.com/labfolder

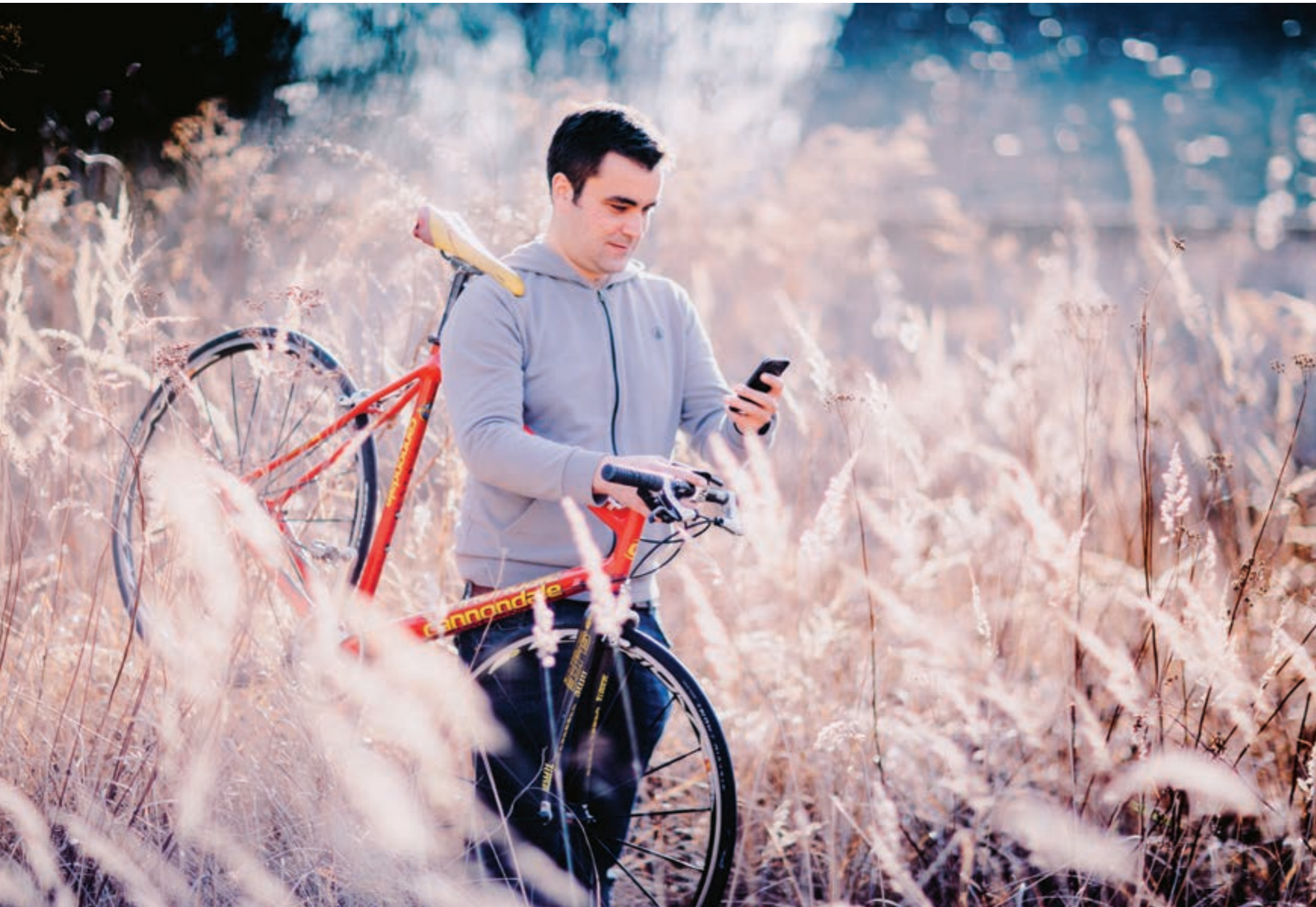
KOMOOT

The Mobile Guide App for Outdoor Activities

Change the way people explore. That's the komoot rallying cry. Founded in 2010 by six co-founders from Berlin's Technische Universität, komoot combines outdoor adventure with the power of machine learning. Essentially, komoot recommends where to go. Ideal for cycling, hiking, and other activities, the platform gives enthusiasts personalized tour recommendations that are tailored to their fitness level and favorite activity. It even has turn-by-turn voice navigation, offline maps, and details like terrain character and street or trail type. When it comes to the behind-the-scenes tech, komoot has a highly scalable edge. Powered by machine learning with open and user data, the product is pretty convincing. Komoot's USP must be clear to users as the app has lured two million plus folks. A Freemium model, users get one free region and then pay for extras. Available throughout Europe in German and English, komoot is committed on helping the world explore the great outdoors.

www.komoot.de

Find the complete interview at www.the-hundert.com/komoot



Photographer: Viktor Strasse



Location: Cigarrenmagazin

NOBLEGO

Everything for the Noble Ego

After having a bad user experience while buying cigars on the web, Benjamin Patock and his partners took a deeper look at the German cigar market, and found it intriguing that even though the market is highly regulated, prices are fixed and most mass advertising banned. So it is not your typical e-commerce startup case where you pour assets into global reach and catching the eye of the masses. Sounds boring? Maybe. At least if you don't like smoking cigars. So they founded Solid Taste GmbH and launched www.noblego.de shortly afterwards. The term Noblego is a pun on "noble ego" which circumscribes the mindset of the avid cigar aficionado: self-confident and free, sensual and devoted, individualist yet convivial, combined with a hint of a - more or less overt - luxury lifestyle. So one clear goal stood out: Noblego would offer the best service available in the market - with success! Not only are customers happy, but the company has truly shaken the slumbering cigar industry in Germany.

www.noblego.de

Find the complete interview at www.the-hundert.com/noblego



Vor jedem Investment empfiehlt es sich, in den Exit zu investieren.

Digitale Medien bieten zahlreiche Chancen, Geld zu verdienen oder zu verbrennen. Investieren Sie daher von Anfang an in Rechtssicherheit - über den gesamten Lebenszyklus Ihrer Transaktion hinweg, vom Seed Investment bis zum Exit.

Neben der Expertise von über 60 Transaktionen im Jahr, Rang 3 im JUVE-Ranking (Venture Capital) und der Auszeichnung „JUVE-Kanzlei des Jahres 2012 für Medien und IT“ profitieren Sie dabei von der Kraft unserer Ideen: „**Imaginative Thinking**“ ist unser Versprechen an die Mandanten, das den entscheidenden Unterschied macht.

Mehr über uns, unsere Kompetenz und Branchenkenntnis erfahren Sie im Netz auf osborneclarke.de oder persönlich vom Partner Nicolas Gabrysch. Finden Sie heraus, was „**Imaginative Thinking**“ für Sie bedeuten kann. Oder für Ihr Investment.



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E specialists@osborneclarke.de

ERDBÄR

Healthy Snacks for Children.
Making Friends with Fruits and Vegetables.



"Making friends with fruits and vegetables" is the mission of Natacha (31) and Alexander Neumann (32), founders of erdbär Freche Freunde, the healthy Snacks for kids. The young couple knows that eating healthy at a young age shapes your eating habits for life, and have therefore developed a line of healthy snacks that help parents with this important task. The snacks are unique in combining both health and fun for kids. They do this through a creative design that brings fruits and vegetables to life. All of their Cheeky Fruit Friends have googly eyes, names and a personality of their own. The snacks are also innovative, with original recipes and practical packaging for on the go. The product portfolio has grown to 15 products, including purees in squeeze pouches, 100% fruit crisps, fruit and vegetable waffles, fruit water drinks and a mini raisin snack box. All snacks are packed with goodness, containing 100% organic ingredients and a large variety of yummy fruits & veggies. They are also free of junk, containing no added sugar, preservatives or artificial aromas. With their mission to befriend kids with fruit and veggies, the brand has gained more and more fans. The snacks are currently available in renowned German drugstores and supermarkets. The mission continues with many more product innovations foreseen for the future and a plan to increase exports. So watch out! erdbär Freche Freunde are on their way!

www.frechefreunde.de

Find the complete interview at www.the-hundert.com/erdbaer



KISURA

The Data-Driven Personalized Clothing Platform for Women

Kisura is the first personalized clothing service for women in Europe that digitalizes the shopping experience of a traditional fashion boutique. Based on the business concept of curated shopping, the founders Tanja Bogumil and Linh Nguyen want to revolutionize the way women shop online and consume fashion. Upon registration, the customer gets a consultation from a professional stylist, who advises her in any fashion and style questions. As a result, she receives a selection of handpicked outfits tailored to her needs, style and figure. She can then simply buy what she likes. Currently, the company works with more than 200 brands, ranging from high street to premium labels as well as local designers. Launched in May 2013, Kisura has served more than 10,000 women. In January 2014 the startup announced its second seed investment, which brings the total funding up to a seven-digit amount. The next milestones for 2014: Build up reach, extend product line, team building & internationalization.

www.kisura.de

Find the complete interview at www.the-hundert.com/kisura





POINT NINE CAPITAL

The Angel VC

Point Nine Capital is a 6 person team (from 3 countries) that invests in technology companies in the areas of SaaS, marketplaces and mobile. Sounds more like a VC? Yes! But in a way they are also a startup, having been founded in Berlin just 3 years ago. The fund and its managers have backed a number of highly successful Internet companies such as Delivery Hero (Lieferheld), Clio, Shiftplanning, Vend, Westwing and Zendesk from their earliest stages.

In early 2013, Point Nine announced the closing of a new €40 million fund, which it is currently investing into tech startups worldwide.

www.pointninecap.com

Find the complete interview at www.the-hundert.com/point-nine-capital

THE EUROPEAN

The Debate Magazine

The European is a magazine devoted to debates: For both its website and its quarterly print publication, it invites prominent authors to discuss current issues as well as broader questions of our time. Since its launch in 2009, more than 2500 authors from over 50 countries have contributed pieces on topics ranging from political issues over philosophical questions to societal developments. On the web, The European is available in both English and German. Editor-in-Chief is Alexander Görlach, who founded The European in 2009. After three years as a digital publication, he surprised the publishing world with an unusual step: Responding to the resurgence of long form journalism, The European launched a print magazine. While The European's online debates focus on current affairs, the print debates address crucial questions and background issues. The European also hosts several events, such as a concert series, and provides corporate publishing as well as social media consulting services.

www.theeuropean.de

Find the complete interview at www.the-hundert.com/the-european



Location: Kaffeemitte Monbijouplatz



TIMEZAPP

Instant Feedback from Potential Customers

After 5 years of gaining experience in the startup environment, I founded TimeZapp in March 2013. I came up with TimeZapp while working in E-commerce. For many business decisions I wanted to know how potential customers would perceive them. Traditional research, however, was too expensive and time-consuming, and from a user's perspective, surveys are not very motivating. TimeZapp's approach of gaining insights through a mobile audience is disruptive. We create an entertaining environment in which users can give feedback via smartphones on the go. Two response options ensure easy usage. The results are instantly visible and you can directly compare yourself with others. Our app went live in November 2013, and with several thousand users and millions of answers we are now able to get quick feedback for pressing questions. Insights from TimeZapp are not only decision drivers for companies, but are also so fascinating that we will share them on our blog.

www.timezapp.de

Find the complete interview at www.the-hundert.com/timezapp

Anteil der britischen Piloten, die schon einmal im Cockpit eingeschlafen sind, in Prozent: 56

Anteil der britischen Piloten, die schon einmal im Cockpit eingeschlafen sind und beim Aufwachen festgestellt haben, dass der Kollege auch eingeschlafen ist, in Prozent: 29

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BLINKIST

Your Smart Companion: Read Non-Fiction
Books in 15 Minutes or Less

When did you last have the time to sit down and devote yourself to an afternoon – or even half an hour – of good, solid reading? If you're like most people, the answer is probably something like "Vacation three years ago," or, even more common, "Gosh, I don't even know." So, how do we solve this modern reading problem? By learning smarter. Blinkist is a mobile learning company that helps people read more, every day, wherever they are. Blinkist gives you the key insights from outstanding nonfiction books in fifteen minutes or fewer, right on your mobile device. Our mission is to make great knowledge accessible, engaging, and inspiring for the inquiring modern mind. The idea is simple: No matter how busy you are, Blinkist transforms those free moments you have into learning time; whether on the train, in line, or waiting for your coffee. Based in Berlin, Blinkist has been serving curious minds since 2012, and is currently available for iPhone, iPad and web.

www.blinkist.com

Find the complete interview at www.the-hundert.com/blinkist



HEYSHOPS

The WhatsApp for Personal Shopping with
Fashion & Designer Shops Worldwide



Location: Temporary Showroom

Photographer: Viktor Strasse

Heyshops was founded in 2014 by Morris Clay and Fabian Mürmann, and aims to be the WhatsApp for personal shopping with fashion shops & designers worldwide. Heyshops users upload an image of any item they desire or describe it shortly. Carefully selected partner-shops reply with product offers and personal shopping advice in a one-to-one chat. Imagine you are looking for that one special coat you saw in a magazine. Or you admire shoes someone has been wearing in your favorite restaurant, but don't know where to buy them. Heyshops connects you to shops and designers who will find the item for you. Whether it's a concept store in Berlin, a designer in Paris or a department store in Tokyo! Heyshops customers enjoy a truly unique and convenient service while shops turn their idle time into money in times of steadily declining footfall. The angel-backed start up from Berlin sold its first products to happy customers in February 2014, and will continue to change the way we buy fashion.

www.heyshops.com

Find the complete interview at www.the-hundert.com/heyshops



HELLOFRESH

Making Tasty, Home-Cooked Meals
Convenient for Everyone.

Berlin-based meal delivery service HelloFresh was founded in 2012 by Dominik Richter, Thomas Griesel and Jessica Nilsson. In the two years since, the company has rapidly expanded to operate in five different countries: Germany, the Netherlands, the UK, the US and Australia. The firm's concept is to deliver weekly boxes containing original recipes and all the fresh ingredients needed to cook them, right to the customer's door. HelloFresh is particularly popular among young professionals, couples and families, as it removes the everyday stress of deciding what to cook and going to the supermarket, while bringing inspiration to your kitchen and ensuring a varied and healthy diet. Furthermore, the service is environmentally friendly: All ingredients are delivered in the exact quantities required for each recipe, meaning there is never any leftover food to throw away. HelloFresh currently delivers half a million meals per week, and strong growth is forecasted for all countries in the near future.

www.hellofresh.com

Find the complete interview at www.the-hundert.com/hellofresh



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ES HERAUSZUFORDERN.

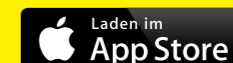


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www.business-punk.com | www.facebook.com/businesspunk



SALONMEISTER

Booking Platform for Beauty and Barber Appointments

Have you ever tried to find a barbershop in your city, or even make an appointment online? Pretty hard work - until now. Salonmeister is revolutionizing the last bastion of telephone reservation: Beauty salons and barbershops. With the vision to become the Internet's first address for beauty-bookings, Salonmeister was founded in 2012. Today, 2 years later, it is not only that booking platform the founders once dreamed of, but also Salonmeister became an expert in regards to scheduling and customer management for local beauty service providers. The Salonmeister calendar is a full fledge customer management tool tailored to the needs of the beauty industry, delivering real value to merchants and their customers alike: Up-to-date service and less stress for the merchant. With a team of 21 young and passionate employees from all over the world and strong investors at their site, Salonmeister just started into its third year with the goal to make you think: Haircut? Salonmeister!

www.salonmeister.de

Find the complete interview at www.the-hundert.com/salonmeister



Location: Hofeld Friseur - Aveda Concept Salon

COMPANISTO

Crowdfunding for Start-Ups

It has been an open secret for many years now that Berlin is a special and somehow magical place, an experimental playground, and a laboratory for creative minds that like the anarchistic style of this city. Many start-ups consider Berlin their home and perceive it as the “place to be.” To us as native Berliners, it was crystal clear to found Companisto, an equity-based crowd-funding platform for start-ups, right here in June 2012.

As it turned out, this decision was spot on: The great networks and events, along with Berlin’s unique and supportive start-up ecosystem all helped in reaching our next milestone, occurring as early as March 2014: The expansion across Europe. In less than two years, Companisto has become a leading platform in Europe with total investments amounting in more than €5 million, in 27 successfully financed start-ups, by more than 14,000 registered investors from 43 countries. We are happy to be part of this original environment and to enable entrepreneurs to reach for the stars!

www.companisto.com

Find the complete interview at www.the-hundert.com/companisto





Location: Standard Bicycle Café

Award winning Lock8 is a worldwide platform for bike sharing and renting. Anyone can sponsor, white-label or order their own unique smart bike lock that enables every bike to be remotely booked and rented. Lock8 allows private individuals, corporates or cities to build their own sharing eco-system, whilst being part of a global platform. Lock8 also protects your bike with its tamper detecting sensors, GPS tracking, audible alarm and push notifications.

www.lock8.me

Find the complete interview at www.the-hundert.com/lock8

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KREUTZBERGS REGENERATIVUM

Functional Drinks



In 2012, Jan Kreutzberg returned to Germany after 15 years in pharmaceutical industries with the idea in mind to market functional drinks beyond Energy drinks. He soon raised funds to realize his vision, and in early 2013 established Nutrigen in Berlin with his partner and Marketing pro Christian Newe. The secret recipe derives from various shamans Jan met in Asia. While the drink has its origin in Asia, 'Kreutzbergs Regenerativum' derives from its originator, but also is a pun associating the nucleus of start-ups in Berlin where party people experience nightlife at its best. Consumers immediately feel the healthy wipe of this drink due to its high amount of fruits, teas and herbs. The magic ingredient though is choline, an essential nutrient. Endurance athletes and people who drink like a fish may be at risk for choline deficiency, and will therefore benefit. Ultimately, Nutrigen will sell this drink not just exclusively in Berlin, but is also constantly growing.

www.kreutzbergs.de

Find the complete interview at www.the-hundert.com/kreutzbergs-regenerativum

DEUTSCHLAND RUNDET AUF

Small Cents. Giant Impact.

'Deutschland rundet auf' offers everyone the opportunity to support socially disadvantaged children in Germany. Customers of 'Deutschland rundet auf' retail partners are given the opportunity to round up their payment up to 10 cents by saying "Aufrunden bitte!". 100% of these micro-donations are used to fund selected projects. These projects give socially disadvantaged children a chance in life e.g. by supporting early childhood education, violence prevention and parent education. 'Deutschland rundet auf' was launched in early 2012. Since then, customers of 'Deutschland rundet auf' retail partners have rounded up over 46 million times, thus donating almost 2.2 million euros. This money is being used to give over 28,000 disadvantaged children a better chance in life.

www.deutschland-rundet-auf.de

Find the complete interview at www.the-hundert.com/deutschland-rundet-auf



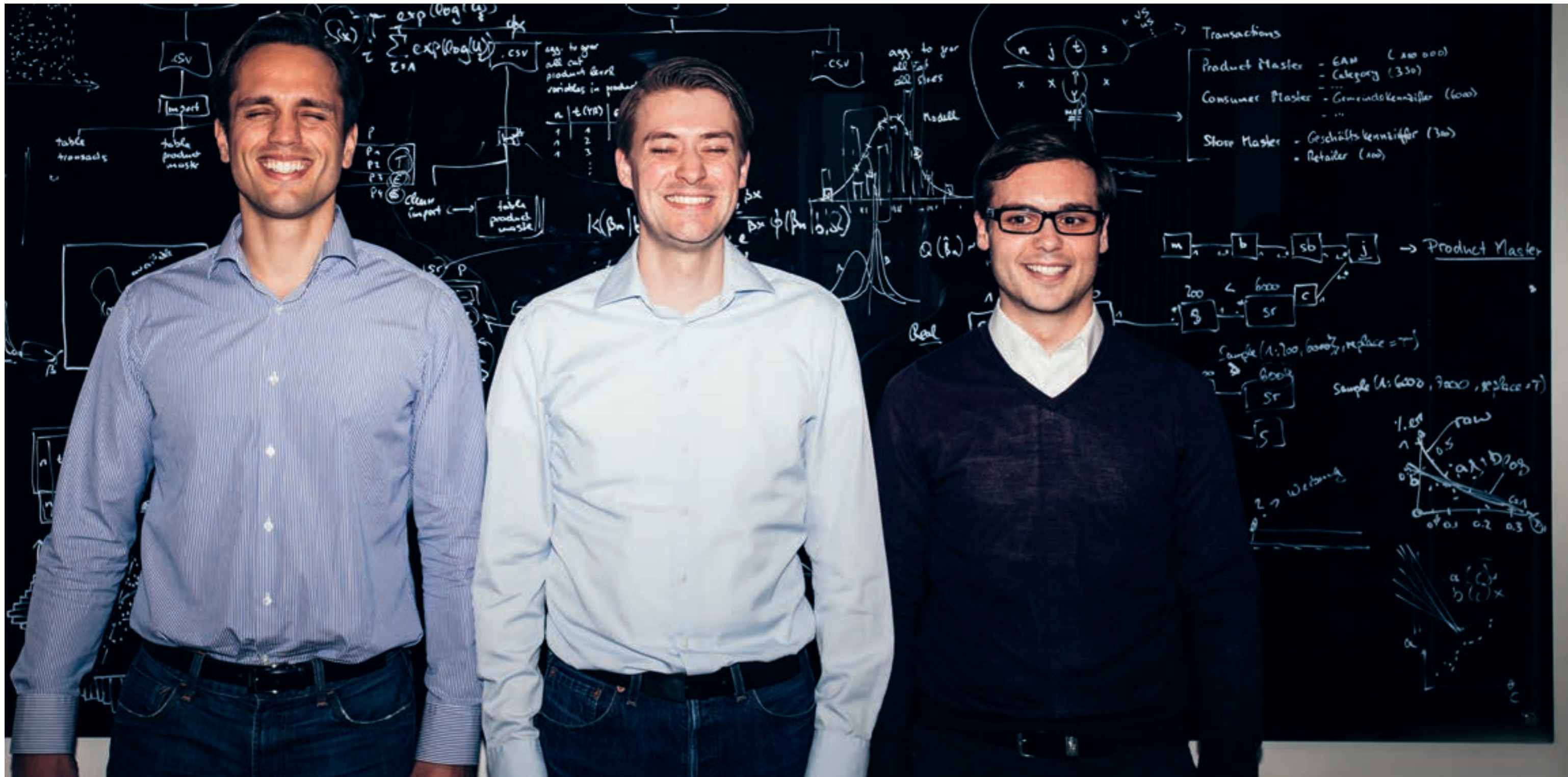
So1

Providing a Promotion Channel that Targets Consumers with Individualized Price Promotions

So1 offers a new promotional channel for the consumer goods industry. This channel enables manufacturers and retailers to reach consumers with individualized price promotions while achieving significantly higher ROIs than previously possible. So1 is the only promotion channel that knows the complete consumer purchase history even if only a few baskets from one retailer are observed. The underlying technology, the So1 Engine, uses cutting-edge methods to precisely calculate the price reduction required to move consumers to change brands or retailers. So1 promotions are delivered via popular mobile applications and digital printing technology. The founders of So1 established the company in 2012, after their work together as consultants supporting numerous consumer goods manufacturers with mathematical models in pricing and budget allocation. The Team includes leading marketing scientists, IT experts as well as former executives from the consumer goods industry.

www.so1.net

Find the complete interview at www.the-hundert.com/so1



WUNDERDATA

Plug & Play Business Intelligence for Online Shops

Wunderdata is a Business Intelligence tool for online shops. It unifies all data silos such as the Shop Database, Google Analytics or Excel files in one easily utilizable tool. The implementation is code free, and only requires five minutes of the user's effort. It enables customers to monitor their data all at once and spot relations that they could not point out before. The tool comes with KPI's, tables and clearly laid out charts based on best practice in E-commerce. Everything is ready to use, straight out of the box, from the first minute onwards. Even complex analysis, like cohort analysis, slicing & dicing or drill through methods, become a matter of a few clicks or seconds with this intuitive tool. Richard Neb (CEO), Stefan Ladenthin (CPO) and Mike Rötgers (CTO) founded Wunderdata in 2013. All three of them held leading positions at Fab.com, and are experts in E-commerce and Business Intelligence. Their vision is to enable every employee to work data-driven.

wunderdata.com

Find the complete interview at www.the-hundert.com/wunderdata



Why Berlin?

because it's Europe's greatest city for startups



... and real estate.

Arguably, one of the biggest regrets of Silicon Valley startup CEOs is not having invested in real estate when the time was right. Just sayin'.



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TORBEN, LUCIE UND DIE GELBE GEFAHR

We're professional fantasists and realists, sticklers and innovators, left-handed guys and gals who're always right

We are Torben, Lucie und die gelbe Gefahr. We're a digital transformation agency. Or actually, we're the digital transformation agency. We help companies and brands understand what digital transformation is about. Because it's awesome, and important, and everywhere. So will you please work with us to make it work for you?

We develop campaigns, strategies, super-fundamental foundations and individual postings for clients in the energy, automobile, travel, insurance, yummy food, and finance industries. We're just under a hundred people who bring their experience and ideas to the table as we conceptualize, strategize, consult, and generally keep on top of things. We're attuned to the latest trends and often ahead of them. As data-driven visionaries, we support management and staff in the implementation of digital social technologies, online and offline, internal and external, product-centered and emotion-centered. Our dog's name is Micou.

www.tlgg.de

Find the complete interview at www.the-hundert.com/tlgg



MBRACE

Discover People and Events

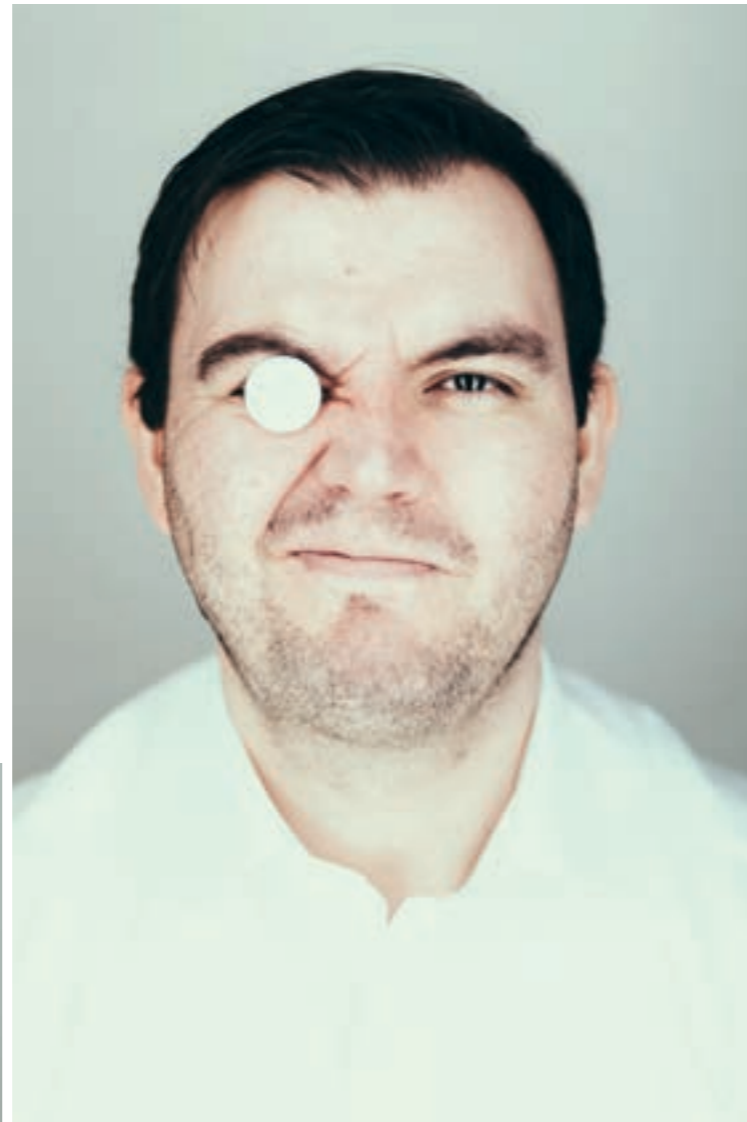
mbrace is a social discovery network to get in touch with relevant people and discover events with relevant attendees in the area. The startup uses social data, current location, current time and the personal intention to build an individual context around every user, and then recommends selected people and events matching the user's social profile. The products are free to use and available on iOS, Android, Web and Mobile Web. mbrace is currently available in several European countries and plans to expand heavily into Asia & South America later this year. The company was founded in summer 2013 by Ruben Haas, Lukas Krauter and Jan Tillmann.

www.getmbrace.com

Find the complete interview at www.the-hundert.com/mbrace

SENSORBERG

iBeacon Management Platform -
Location Based Services Delivered. Finally.



Founded in Sept 2013 by Alexander Oelling and Dr. Robert Peschke, Sensorberg as one of the winners at the Microsoft Ventures Accelerator Program, managed to close off its first round of financing (€750.000) in December 2013. In March 2014, the Deutsche Messe AG implemented Sensorberg's iBeacon-solution at CeBIT, in a scope that has never been seen before. Sensorberg uses the by trademark law protected Apple- iBeacon- technology. If a Bluetooth LE equipped Smartphone or iPad with the operating system iOS7 or Android 4.3 moves into the sending radius of an iBeacon, it receives a message to specific lodged services such as ticket-less check in, indoor navigation, sales discounts or cashless payment. Sensorberg provides a construction kit, which includes the SDK (iOS & Android), the cloud-based content-management-system, the iBeacon with configuration-app, the KPI and an analyzing tool. With this overall system, Sensorberg makes it possible for every company to make its app iBeacon compatible.

www.sensorberg.com

Find the complete interview at www.the-hundert.com/sensorberg

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castaclip owns and operates iLoveVideo.tv. We make discovering new videos easy for users who feel watching videos online should be effortless, fun and above all relevant! We think video discovery on short-form premium video is something neither traditional TV nor YouTube do great, and we solely exist to do it better. iLoveVideo is about extraordinary people obsessed with the idea of delivering personalized viewing experiences to consumers. We are bound together by our passion and vision in becoming the worlds most loved video discovery destination across all screens. We believe technology will allow us to individualize programming and practically hand-deliver the right content, anytime and anywhere, in an effortless user experience to our users. We are one of the fastest growing video companies in the world, operating in 15 different markets and 4 languages out of Potsdam / Berlin, London, Bangkok and Miami.

www.ilovevideo.tv

Find the complete interview at www.the-hundert.com/castaclip-networks



INVENTORUM

E-nabling Local Retail



Location: Yonkel Ork

Christoph Brem, Founder and CEO of Inventorum, grew up in a retail family. For more than 30 years, his mother Hannelore owned and operated a small fashion store: Der Kaufladen. Hannelore ran her store with passion, good service and the magic touch for supply and demand through intimate knowledge of her regular customer base. Her store was not only a place of trade, but also an important element of the social fabric of a small town in Lower Bavaria. However, good instinct is not enough for most retailers today. While pressure from big box retailers has been going on for years, online competition continues to grow and even E-tailers enter the brick-and-mortar domain by opening their own stores. Inventorum develops a new, simple and above all, cost-effective solution that greatly streamlines all business processes for brick-and-mortar retail. Procedures such as payments at the checkout, inventory management, customer care and financial reporting are all covered with Inventorum's single iPad App.

www.inventorum.com

Find the complete interview at www.the-hundert.com/inventorum

CLUE

Digital Female Health



Did you know there have been no major advancements in non-hormonal birth control options since the 1970s? While technology and science have made huge strides in the last 40 years, female health - particularly family planning - hasn't benefited. Fertility is a constant theme for 35 years of every woman's life, but there are no effective, accurate tech tools to help women understand their cycles. At Clue, we're making a dent in the history of family planning. Our founding team includes CEO Ida Tin, Hans Raffauf (co-founder of hy!), product lead Mike LaVigne (formerly of Frog Design) and technical lead Moritz von Buttler. We've started by building a cycle tracking app that's confident, scientific and not pink. We focused on rapid data entry, not butterflies or euphemisms. Our goal is to give women - and their partners - a way to both track and also learn about their cycle, for every stage of life. Our vision? To data-fy female health and improve women's health on a worldwide scale.

www.helloclue.com

Find the complete interview at www.the-hundert.com/clue

BARCOO

Knowing What You're Buying

Providing vital information to consumers about food, beverages, cosmetics, media and everything in between, barcoo is Europe's leading product guide. A practical tool for everyday life on the go, this informative app simplifies the selection process for knowledge-seeking shoppers. By scanning barcodes, details about the selected merchandise can be accessed directly from smartphones. After scanning their desired items right in the store, the savvy consumer will be immediately informed of healthier and more sustainable alternatives. barcoo categorizes health aspects of products according to the colors of a traffic light; labeling things like food and cosmetics based on their sustainability and carbon footprint. The app also offers price comparison between local and online competitors. Founded in 2009, barcoo is dedicated to their vision: Making everyday shopping more transparent for consumers. The app has been downloaded more than 13 million times, and is available free of charge.

www.barcoo.com

Find the complete interview at www.the-hundert.com/barcoo





5 CUPS AND SOME SUGAR

Create Your Individual Tea Blend

Explore your individual taste in tea and repeatedly try something new. With 5 Cups, you can create your very own tea blends by choosing from over 50 high-quality ingredients. Discover your favorite tea from more than 2 billion mixing options and get it delivered right to you. You can even choose the name of your blend to be printed on the hangtag. Lovingly illustrated packaging adds an extra touch to your order. The product offering is completed by several premixed blends, as well as accessories and treats: All things tea. Five young entrepreneurs, the 5 Cups, vividly combine drive, design, vision and humor in this innovative brand. Not to mention, two herbal certificates, a pinch of charm, tons of expertise and, naturally, a love for tea. The focus is on superb certified organic teas and wholesome ingredients at a reasonable price. Owing to its convenient usability and its appealing design, 5 Cups triggers your love of experimentation. The goal: Having fun and ending tea-shelf dreariness.

www.5cups.de

Find the complete interview at www.the-hundert.com/5-cups-and-some-sugar



42 REPORTS

Empowering Data-Driven Decision Making in Retail

As founder and CEO of 42reports, Christian Wallin is on a mission to transform offline retail through data driven decision-making. 42reports is the answer to all of your questions, and as a result of Christian's previous two ventures, the global jewelry e-commerce Juvalia & You, as well as the frozen yogurt company, frole, 42reports was born out of deep market intuition. The Retail Analytics product that Wallin sells gives retailers quick and easy access to relevant and actionable data. The plug & play sensor captures WiFi pings from smartphones and measures foot traffic, capture rates, visitor loyalty and walking paths. Quick Service Restaurants, Fashion Stores and Supermarkets are rolling out 42reports across their complete store network to unleash the power of benchmarking and store comparison. Together with Co-Founder Kai Gruenewald and a team of 12, 42reports is bound to set the standard in Retail Analytics.

A balcony on the Spree and free popcorn all day certainly sets the standard for team happiness.

www.42reports.com

Find the complete interview at www.the-hundert.com/42reports



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MAKERIST

Learn Handicrafts with Video Tutorials

makerist is the new destination site for e-learning and handicrafts. They work with professional handicraft trainers and professional production teams to offer detailed and engaging videos courses in HD quality, along with material boxes providing all necessary materials to complete projects in the course. makerist's ‚werkschau‘ is the perfect place to show off completed work or to get inspiration from the community for your next project. Whether it is your first or hundredth project, with makerist, there is something for everyone. For co-founders Axel Heinz (DaWanda, Ebay) and Amber Riedl (1001hochzeiten, 1001hochzeitstische), makerist is an affair of the heart. makerist originated out of their combined passions for crafting, film, Internet and design. What started as a simple test of interest over facebook, has developed into a serious business. Only months later, the combined facebook fan pages of Näh Café, Strick Café, DIY Café and makerist have well over 100,000 fans. This demonstrates a real demand from the DIY community for patterns, tutorials and inspiration. Amber and Axel work closely together with the DIY community to expand and develop their original ideas. The outcome: makerist, a combination of maker and artist, stands for the merngence of crafting and creativity. With these two qualities, everyone can make something unique and fabulous.

www.makerist.de

Find the complete interview at www.the-hundert.com/makerist

MOBILE EVENT GUIDE

The Premier App for Your Event

Mobile Event Guide is the leading event app provider on the German market. The company was founded in 2009 by Felix Swoboda, Nick Thomas, and Marc Schuba with the goal to enhance overall event communication at trade shows and conferences. The app aims to help attendees and exhibitors to achieve their main goals – connect with other professionals and learn more about new market trends. Attendees can plan their visit more efficiently with a personal agenda and easily identify and connect with interesting people at the event. Exhibitors use location and interest based audience segmentation to generate additional leads and increase sales. Organizers can collect live feedback and react to it with real-time updates throughout the event. With these and other application features, Mobile Event Guide enhances the event experience for attendees and exhibitors and helps organizers to generate additional revenue.

www.mobileeventguide.com

Find the complete interview at www.the-hundert.com/mobile-event-guide





KINDERFEE

Matching Young Parents and Qualified Babysitters

In 2010, Stefan Gärtner and Daan Löning rarely spent time with their friends who had just become parents. By founding Kinderfee they wanted to help them find the perfect babysitter to make time again. Today, Kinderfee operates in 25 cities, and is Germany's leading babysitter service with a focus on care taking before and after the opening hours of kindergartens. Parents can choose from a broad range of qualified babysitters, which present themselves in detailed profiles with photos, qualifications and a telephone interview uploaded as a podcast. Kinderfee checks and verifies all sitters before parents can request a personal get-to-know meeting. Via a web and mobile scheduling app, parents are able to easily book further appointments. Payment of the sitters is cash-less (handled by Kinderfee) and parents get a tax-deductible receipt at the end of each month. To round off its service, all children and babysitters are automatically insured via Kinderfee.

www.kinderfee.de

Find the complete interview at www.the-hundert.com/kinderfee



TESTHUB

Test Like the Best - Or Fail Like the Rest



Location: Saiturn, Alexanderplatz

Crowdtesting expert testhub was founded in 2011 and is a Berlin based startup with 20 employees, managed by Jan Wolter and Torsten Meyer. For years, testhub has been developing and implementing software tests for large, medium-sized and small companies from all different sectors. For that, testhub uses a heterogeneous pool of over 20,000 testers, which helps businesses receive

target-group specific, high-quality test results in all phases of software and web development. The whole testing process is very cost-efficient in comparison to conventional software tests. testhub's crowdsource testing procedure is based on both quantitative and qualitative testing methods. Testers use their own devices to either check websites and software for usability, or find functional

errors in apps and games. Implementing a test does not require a lot of preliminary – the testhub platform allows easy access to testers and results. Tests can even be conducted over the weekend and overnight.

www.testhub.com

Find the complete interview at www.the-hundert.com/testhub



UNLOCK YOUR BRAIN

Learning on the Lock Screen

UnlockYourBrain targets anyone who has a Smartphone and wants to learn something. "By showing a quiz on the lock screen, we make learning easy and natural," explains Felix, one of the founders. "Busy professionals use our App as a stand-alone tool to prepare for their next trip and students use it to complement their courses." "We want to make learning better for everyone. That's why we are going to provide a platform for adding, sharing and monetizing user content," adds Simon. The engineer-economist dyad met at a seminar in 2003, and started to work together immediately, first promoting bank accounts to students. The savings from this endeavor were used to launch epictor.com in 2009, selling background free images for architects. "We love data and we love learning. When we felt that we could change the way learning works, we pitched the idea to over 60 potential users, rented our office near Gendarmenmarkt and started building."

www.unlockyourbrain.com

Find the complete interview at www.the-hundert.com/unlockyourbrain

ROCK IT BIZ

Start-Up Skills For Kids

Successful and innovative start-ups are essential for our economic future. In the best possible scenario, the required mindset, skills and knowledge would be fostered from an early age independent of a child's social background. Rock it Biz has developed a curriculum focused on students aged 11 to 15 years with the mission to develop independent thinkers who seek out opportunities and take action on them. The workbook and program developed by Rock it Biz walks the child through incubating their idea then funding, marketing and selling their product. It also encourages effective communication and that failure is not a negative thing if a positive lesson is learned. The program has been implemented in schools from Bavaria to Berlin in grades five to nine. Over 180 students completed the curriculum during the pilot phase. Rock it Biz was founded in 2010 by Martina Neef, Max Thinius and Ronald Seeliger as a not-for-profit.

www.rockitbiz.org

Find the complete interview at www.the-hundert.com/rock-it-biz



MACHTFIT

Workplace Health Promotion Made Easy



The Berlin based company machtfiit was founded in 2011. Since then, the team has been dedicated in bringing more health and wellbeing to employees in Germany. Its online platform works as a one-stop shop for all health related topics for a company, and offers health courses, news, videos, and more. Every company gets its own machtfiit-platform, which can be white-labeled according to the respective company Corporate Identity. Through the platform, employees get access to a nationwide network of health providers, such as fitness studios, personal trainers or physiotherapists. Users of the platform can then easily search and book health courses like yoga, Pilates or stress management. As a special incentive, employers can subsidize these courses by providing a tax-free personal health budget for each of their employees. With its online platform, machtfiit creates a unique environment for workplace health promotion by connecting companies, employees, and health providers.

www.machtfiit.de

Find the complete interview at www.the-hundert.com/machtfiit



Achieve innovation, shape the future

Start shot for young technology companies

High Tech Gruenderfonds is your partner for Seed Stage investing. We help out young, high potential startups in the early phases of technology and product development, as well as successful launching. Our assistance is not limited to our cash investments, instead we strive to add long term added-value to portfolio companies through our extensive network of professional and our accredited coaches.

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<http://www.high-tech-gruenderfonds.de>



INVESTORS OF HIGH-TECH GRUENDERFONDS II





TILO BONOW IS THE FOUNDER AND CEO OF PIABO, THE PUBLIC RELATIONS AGENCY OF CHOICE FOR ENTREPRENEURS, DISRUPTERS AND CHALLENGER BRANDS BASED IN BERLIN. TILO AND HIS RESULT DRIVEN TEAM HAVE SUCCESSFULLY SUPPORTED A NUMBER OF HIGH PROFILE INTERNATIONAL TECH COMPANIES WITHIN EUROPE. AMONG THEM INCLUDE Groupon, FACEBOOK, WITHINGS AND EVERNOTE. SERVICES PROVIDED INCLUDE PUBLIC RELATIONS ALONG WITH STRATEGIC SOCIAL MEDIA MANAGEMENT AND CONTENT MARKETING. PIABO SUPPORTS CLIENTS IN ACTIVELY ACHIEVING THEIR LOCAL AND GLOBAL GROWTH TARGETS, THUS CONTRIBUTING SIGNIFICANTLY TO COMPANY'S FURTHER SUCCESS.

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Congratulations, you have built your business and now you deserve widespread attention! We would like to inspire you with the following PR tips that will generate new customers, attract investors and motivate talents to become part of your team.

3 PR TIPS THAT WILL BOOST YOUR COMPANY CREATE MEDIA BUZZ

1. TAKE A DATA DRIVEN PR APPROACH!

Using media analytics and monitoring tools you can not only keep an eye on your coverage but also observe the market and your competitors, identify influencers as well as anticipate potentially critical issues. Moreover, you will be able to find out which channels your target group use to avoid wastage. Be it customers, suppliers or potential employees, every target audience is unique and needs to be approached differently.

2. VISUALIZE YOUR STORY TO GAIN MORE COVERAGE!

Always keep in mind that PR is not limited to the written word! Be a storyteller and communicate the idea behind your service with the help of infographics, pictures and videos that will catch the eye of multipliers and your target group right away as well as highlight the uniqueness of your company.

3. CREATE A COMPELLING AND AUTHENTIC CONTENT MARKETING STRATEGY!

Arouse curiosity by creating informative, inspiring and intelligent content in the form of video channels, podcasts, corporate blogs, digital magazines, graphics etc., that will procure public reaction and improve your SEO.

5 SALES TIPS FOR B2B-START-UPS



FINN IS THE FOUNDER OF WENDERO. HIS VISION: NEVER AGAIN SHOULD AN INNOVATIVE COMPANY FAIL DUE TO A LACK OF SALES EXPERTISE! WENDERO HELPS START-UPS TO MAKE THEIR BREAKTHROUGH BY BUILDING AND BOOSTING THEIR SALES. HOW? FIRSTLY, WENDERO DESIGNS THE RIGHT SALES SET-UP FOR EACH INDIVIDUAL CASE (INCLUDING SALES PITCH, SALES CHANNELS, LEADS, CRM SYSTEM, ETC.). THEN, THE WENDERO SALES FORCE ACQUIRES NEW CUSTOMERS THROUGH TELESales OR FIELD SALES AND DELIVERS BEST SALES PRACTICES FOR THE START-UP.

1. LISTEN TO YOUR CUSTOMERS. A LOT.

Make sure that you know who your customers are, which needs they have and for what kind of offers they are prepared to pay you. Special deals for reference customers and free trials can be useful, but you won't get enough paying customers before you haven't figured out the proper product-market-fit. Talk to potential clients who are not from your personal network to get honest feedback in the beginning.

2. ALWAYS Talk to the big boss.

Especially when selling to larger corporates you can spend months on talking to various people and waiting for their decision. Find a shortcut to the decision-maker and talk to him directly. Even if his staff and colleagues (say that they) like your services, they will never be as competent and convincing as you when presenting them to the final decision-maker.

3. evaluate ALL your sales activities.

Start collecting key performance indicators (KPIs) on each of your sales channels right from the beginning. In telesales, for instance, track the number of calls and call time needed to make an appointment or sale. Do A/B Testing with different leads, sales pitches and price/product bundles and measure the effects on your KPIs. Set up a lean CRM system in which you directly feed all relevant data and which allows for meaningful reportings.

4. SALES NEEDS SALES PEOPLE.

You wouldn't let interns or part-time students do your coding, so don't let them do your sales either. Do sales on your own in the beginning, even if you are not a sales guy. Then, get sales professionals and make sure that they have got the right skills to deal with your customers and services. Many of your hires still won't perform. Therefore, active sales performance monitoring is crucial. Know which KPIs to expect from each of your sales managers and agree on a coherent bonus scheme.

5. KNOW YOUR SALES METRICS.

As a start-up, it will take time and money to test and optimise sales channels. But be aware of your Customer Acquisition Cost and Live Time Value (LTV). When the cost to acquire customers is higher than your ability to monetise those customers, your business model fails. Even start-ups with limited customer data should think about LTV before making marketing and sales spending decisions.

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MYSTYLESPOTHUNTER

The Personal Shopper “to go”

Imagine you're in a foreign city; you want to go shopping, see some typical shops, but not the mainstream crap you can find everywhere. But you don't have much time, so you only want to go to shops that have exactly the stuff you like. A shopping insider would be perfect now! This is the point where myStyleSpot-Hunter comes into play! Started as a personal shopping agency in Berlin, and founded by fashion designer Johara Raukamp, the two developed the first personal shopper “to go”, and their award winning CityShopper App, followed by the corresponding homepage myStyleSpotHunter.com. The goal is to bring small but amazing shops (which are usually well hidden from any main, tourist shopping area) together with more potential clients that are looking exactly for what these shops carry. These tools allow shoppers to organize their own shopping tour routes based on criteria such as style, budget, product and time. Started in Berlin, myStyleSpotHunter is now ready to bring this concept to other cities.

www.mystylespohunter.com

Find the complete interview at www.the-hundert.com/mystylespohunter



Location: NICHE parfum & Showroom

SABLONO

Making Construction Projects Manageable



Planning and keeping track of construction projects can be a very challenging task. The Berlin-based startup Sablono is about to change that. As a spin-off from TU Berlin, Sablono develops innovative software solutions for the Architecture, Engineering and Construction Industry (AEC). With the company's main product, Sablono BIMtime, users can now create reliable project schedules on the basis of virtual 3D building models. The approach makes use of a highly detailed process model by associating the components of a building with Sablono-certified standard building processes.

The result is a significantly more reliable project schedule that is automatically updated if the model should be changed. At the same time, users can use Sablono's mobile apps to report the latest developments on-site in order to keep track of delays and other unpredictable events. For its idea, the team was awarded by the Federal Ministry of Economic Affairs as one of the most promising startups in Germany.

www.sablono.com

Find the complete interview at www.the-hundert.com/sablono

PAYLEVEN

Sell More: Accept Credit Card Payments

The story of payleven begins with a simple question: "Do you accept card payments?" Too often, the answer is "unfortunately not". Cumbersome paperwork, monthly fees and long-term contracts of traditional payment providers are not matching the needs of small businesses. We offer companies a flexible solution to grow their business by turning a smartphone or tablet in combination with a Bluetooth card reader into an acceptance device. Our Chip & PIN device is as secure as a traditional card terminal, but fully mobile and priced in a simple, pay-as-you-go way. Our merchants do not need to file a lot of paperwork with us, we run a digital process allowing them to be live even on the same day. Payment though, is only the first step to a longer journey. Our mission is to deliver easy-to-use and smart technology solutions that help our merchants to enhance their business. Whether it is growing their revenues or saving time on administrative tasks, we want to be the partner helping them with relevant tools.

www.payleven.de

Find the complete interview at www.the-hundert.com/payleven

BERGFÜRST

Private Equity Investments for Everyone

Who: Dr. Guido Sandler / Dennis Bemmann

Occupation: CEO / CTO of Bergfürst

What: Bergfürst is the only regulated crowd investing platform in Germany. Private individuals invest money into self-picked growth-stage companies in exchange for straight equity. Another unique feature: Investors can buy and sell shares on our exclusive online trading platform as a secondary market. Our next goal? Investments in properties!

Mission: Private equity investments for everyone

How much: 250 € minimum investment / 5 € per order

Why Berlin: Berlin offers the ideal mix of creatives, geeks, visionaries, politicians and entrepreneurs that inspire our business and promote it further. While people elsewhere regard you mainly in the context of your past achievements, Berliners expect you to continuously reinvent yourself and try something new. Berlin is not your typical hub for finance people, but the perfect surrounding with just the right personalities and spirit to reinvent venture capital.

www.bergfuerst.com

Find the complete interview at www.the-hundert.com/bergfuerst



Photographer: Viktor Strasse

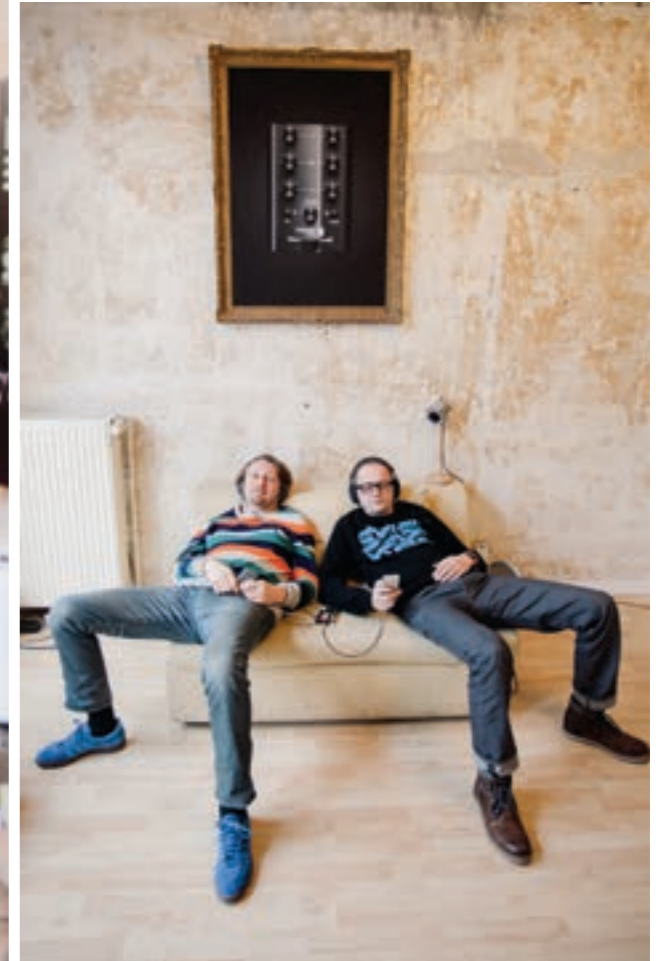
LUUV

Camera Stabilizer for ActionCams and Smartphones

Luvv is a hardware startup founded in Berlin by Felix Kochbeck, Tim Kirchner, Tobias Gerhardt and Friedrich-Paul Spielhagen in January 2014 that develops a plug & play stabilizer for action cams and smartphones. It all started in winter 2012 during a snowboard vacation in Austria. The efforts to capture our snowboarding skills, shake-free on video kept failing even with our action cams mounted on camera stabilizers. Our idea generator, Felix Kochbeck, was fixed on the idea of developing a camera stabilizer tailored to the needs of people passionate about fun sports. The result of a few months and hours of hard work: The first functioning Luvv prototype. To further develop Luvv, we leveraged the advantages of 3D printing and are now using industrially 3D printed models to shoot our videos. For several months we have been working around the clock in the co-working space, betahaus Berlin, to be sure that Luvv is the perfect product for your needs.

www.luvv-is-awesome.com

Find the complete interview at www.the-hundert.com/luuv



POCKET MIXER

The First Mobile Mini DJ Mixer for Everybody

German designers Christian Komm and Robert Thomalla have created the 'Pokketmixer' - a mobile mini DJ platform, requiring no power supply so that a user can mix their own music wherever they might be. The 130 gram console features a cross fader, a 'listen' switch which allows music to be heard from any device through headphones, and "equalizer switches" which can change low, mid and high frequencies of the left or right player. Every device with a headset output can be plugged in such as an MP3 player, mobile phone, notebook, iPad, PC or personal CD player. The "Pokketmixer" uses only a headphone signal to activate it, making it the first DJ mixer that does not require battery or electricity. Meanwhile, the device has become really popular not only for specialist stores but also in lifestyle stores around the globe. At their own store in Berlin, many color options and designs are available.

www.pokketmixer.com

Find the complete interview at www.the-hundert.com/pokketmixer



PHONEDECK

Your Smartphone Communication into the Cloud

Phonedeck launched its first product in 2012, a cloud service that empowers smartphone users to make and take mobile calls, send and receive text messages as well as manage their contacts in a browser on a larger screen. Soon it became clear that this web app is a powerful tool for businesses of all sizes. Today, Phonedeck focuses on professional users who want

to keep track of their conversations with customers on a mobile phone. With Phonedeck, sales and service people can make, take and log mobile calls right inside their company's Customer Relationship Management (CRM) system. This saves professional users a lot of time, significantly improves customer service and increases the transparency in sales and service departments.

By enhancing business processes with mobile communication, Phonedeck acts at the front of the current smartphone revolution in the enterprise and aims to disrupt the business telephony market. We have smart phones, why not smart calls?

www.phonedeck.com

Find the complete interview at www.the-hundert.com/phonedeck

SMARTLAW

Legal Services are Expensive... or Not?!



Digitization and customization are progressing. Still, some areas seem to be fortresses hard to conquer; Legal services, for example. In August 2012, Daniel Biene faced the challenge and made plans with Christoph Herrlich and Ralf-Michael Schmidt, all lawyers with media industry management backgrounds. They founded SmartLaw to offer legally bulletproof but affordable documents. Unlike mere templates, SmartLaw is able to take individual circumstances into account and give personalized recommendations. Since then, SmartLaw has developed into an innovation leader: It is the first service in Germany to offer high-quality, individualized do-it-yourself contracts. SmartLaw cooperates with prestigious law firms to ensure the legal quality. CTO David Linner and his team have built a platform that translates that legal knowledge into a dynamic, web-based Q&A, which guides clients to build custom documents. Long story short: Smart legal services can be expensive. But they don't have to be.

www.smartlaw.de

Find the complete interview at www.the-hundert.com/smartlaw



ASUUM

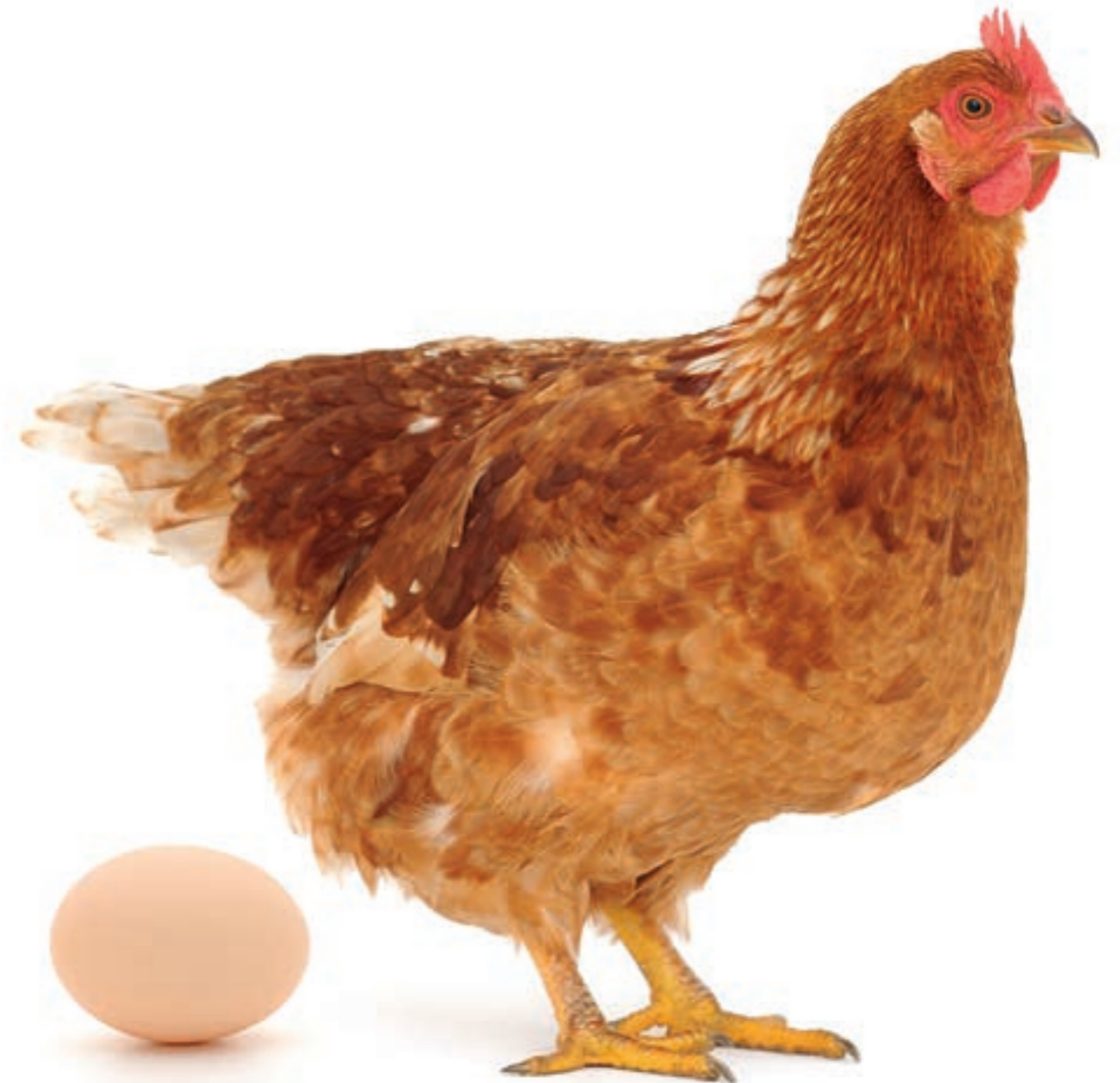
Enriching & Monetizing Content

Founded in early 2013, Asum has proven that publishers are seeking ways to monetize and enrich content at the same time. The problem is that publishers need to monetize their content, but cannot afford to annoy their readers in doing so. Asum's vision is to help publishers focus on creating great content instead of monetizing, and at the same time, enriching the end user's experience. The newest addition in Asum's product portfolio, which is called Bounce, helps publishers reduce their bounce rate by showing contextually relevant articles in the second the user is about to leave. Asum helps the user discover what they've been looking for, along with assisting publishers in generating additional page impressions that increases monetization.

www.asuum.com

Find the complete interview at www.the-hundert.com/asuum

Digital Transformation



Digital Business Factory | www.dbf.io

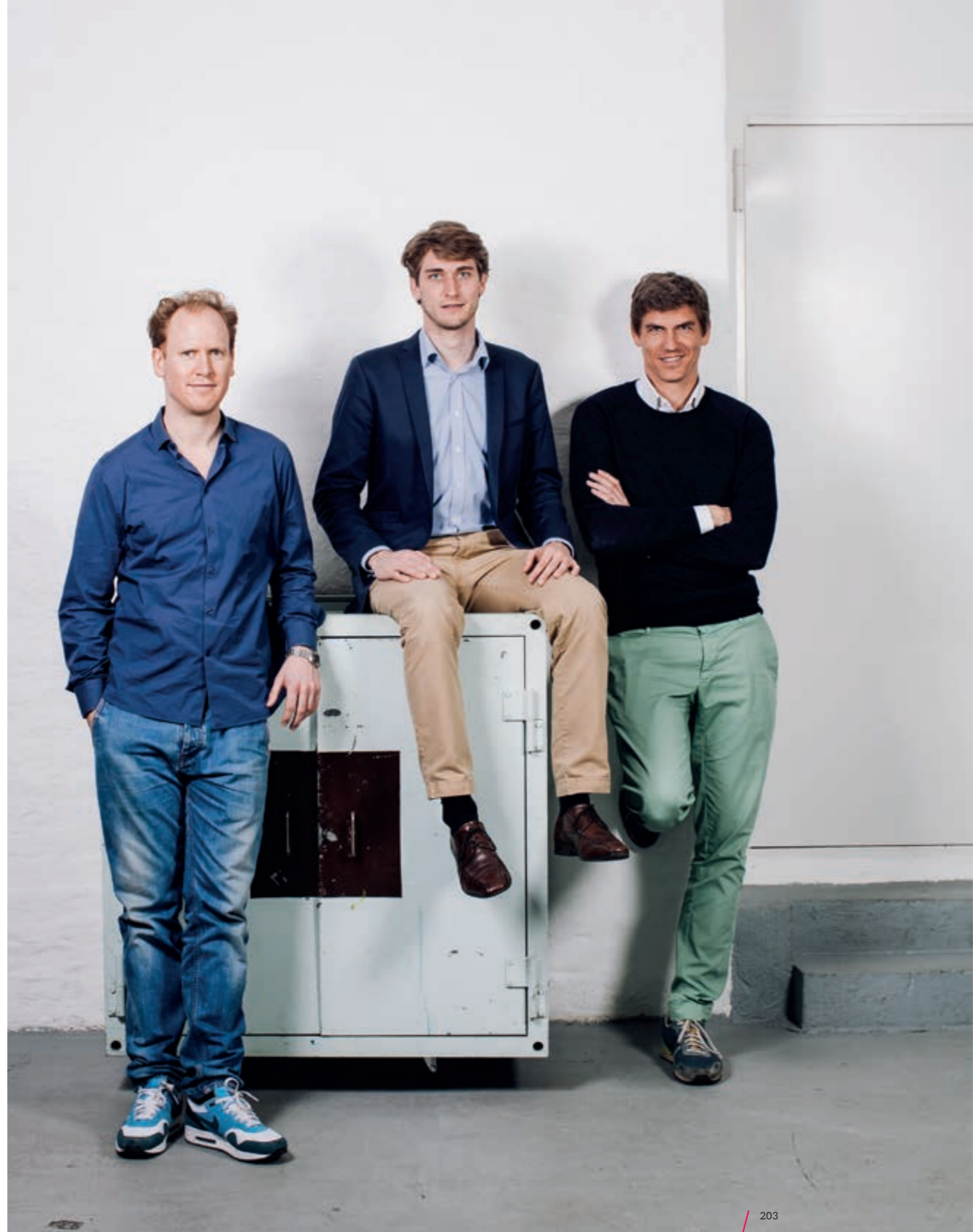
THERMONDO

Simply Get Your New Heating System

Thermondo sells and installs heating systems with the competitive advantage of applying E-commerce methods in a traditional industry. Philipp A. Pausder, Florian Tetzlaff, and Kristofer Fichtner, who all have professional backgrounds in the energy industry, founded the company. Together with a team of engineers, IT developers, craftsmen and online marketers, they developed an algorithm-based planning tool for heating systems which enables an automated offer creation based on 14 data points entered by the customer. Thermondo's offers include hardware, installation, and value added services like insurances & financing. Simplicity, speed, transparency, brand neutrality, and a best-price guarantee are all part of Thermondo's USP. After only six months in business, Thermondo is already selling and installing multiple heating systems per month, amounting in more than the average craftsman business does in a year. As of March 2014 the team consists of 15 people, a dog and the plastic monkey called Dita.

www.thermondo.de

Find the complete interview at www.the-hundert.com/thermondo





ADJUST

We Make Data Work for You

adjust by adeven was created by a group of talented and determined app developers and marketers to bring transparency to the mobile app market. They aim to give app businesses of all sizes the insights they need to see how effective their marketing campaigns are. "Marketers are all too often in the dark about whether their ad spend is actually reaching its intended mark and this is where we come in," CEO Christian Henschel said.

Founded in April 2012 in Berlin by Christian Henschel, Manuel Kniep and Paul Müller, adjust is a mobile app tracking and analytics firm that has risen fast to become a global market leader in this area. adjust is an official Facebook Mobile Measurement Partner that is also integrated with nearly 200 other networks and partners worldwide, working to ensure that app marketers know exactly how their app is performing, anywhere that they choose to market it. Being vocal advocates of user privacy protection, their platform is fully ePrivacy compliant and their SDK is open-source. With their sights set on becoming the SAP of mobile apps someday, adjust is already working with companies like Deutsche Telekom, Universal Music, Viacom, Vivaki, Publicis and GroupM to provide them key metrics and insights into in-app behavior.

www.adjust.com

Find the complete interview at www.the-hundert.com/adjust

OMQ

OMQ Develops Support Software Products to Minimize Customer Requests

OMQ develops intelligent software to make customer service more efficient and easy by reducing total customer requests and minimizing the time needed to find a matching answer to a customer request. OMQ is based in Berlin, and was founded by Matthias Meisdrock and Sven Engelmann in 2010. Starting as a research project at Freie Universität Berlin, they soon turned the project into a company and signed first contracts with companies like MyHammer and Magix. OMQ's vision is: "Answer every support request only once." The core of the software is a self-learning knowledge management. In doing so, process time and request volume can be reduced from medial 33% up to even 80%. Since 2012, they attracted leading companies such as Brille 24, lieferando, Prosieben and Deutsche Bahn. Cooperation with an international research partner has expanded the usage of the system, readily available in 22 languages including Russian and Chinese, attracting customers from all over the world.

www.omq.de

Find the complete interview at www.the-hundert.com/omq





Berlin-Mitte, Mohrenstraße, Number 60. Here you'll find the headquarters of Delivery Hero as well as its German sister company, Lieferheld. 340 employees work here. There are 700 heroes worldwide making hungry people around the globe happy. We achieve this by working together with 60,000 partner restaurants worldwide - the biggest catering network in the world. Why do people order with us? Because it's so convenient! In addition to the easy ordering process, there are heaps of other benefits, for example, independent restaurant reviews, ample choice and the option to pay without cash. Our motto is: Your hunger. Our mission. Hungry yet? www.lieferheld.de

www.deliveryhero.com

Find the complete interview at www.the-hundert.com/delivery-hero

DELIVERY HERO

The Future of Online Food Ordering

PRINTPARTNER **LASERLINE**

								<p>Berlin</p> 	
	<p>„I can always rely on LASERLINE for all of our printing needs.“ Oliver Tautorat, Founder of Prime Time Theater</p>	 <p>Sport</p>			<p>„We thank LASERLINE, a company with high social responsibility, for helping us bring our message to print.“ Maik Turni, RICAM Hospiz</p>		<p>„Through our partnership with LASERLINE, we have already gained and implemented many new ideas.“ Melanie Bähr, CEO of Berlin Partner for Business and Technology GmbH</p> 		
<p>Culture</p> 		<p>„Our partnership with LASERLINE is proactive from both sides. That's how it should be.“ Bob Hanning, CEO of Fuchse Berlin</p>		 <p>Charity</p>					
			<p>17. November 2013 TÜVRheinland 21. BERLINER MARATHON-STAFFEL</p>						

Together, we can change the world. When you have fully understood this once, then the commitment to social, cultural and sporting activities seems indispensable. For us, it's been this way for many years. With strong partners, goals and objectives can be better reached. These rules apply not only for four-color printing, but also with the back four defense of a football team.

We print it. You love it! www.laser-line.de

LASERLINE Druckzentrum · Scheringstraße 1 · 13355 Berlin · Tel. 030 46 70 96 - 0



"DURST" BY APE UNIT

Don't let Thirst Ruin Your Night!

You know it: Nighttime in Berlin. You need a beer. Cigarettes. Something to eat. A housewarming gift. Condoms. And you need it right now. You are looking for the bright light in the dark night, but you don't know how to find the next store... and so was born the ingenious idea for the "Späti finder", Durst. This app, compatible with both iOS and Android, localizes Spätis nearby. Users can also map a new Späti and even get some interesting recipes for drinks and cocktails mixed with ingredients you only find in a Späti. "The Späti culture in Berlin is unique. The app was created by Berliners

for Berliners to nurture this culture and to prevent any drinkers from dying of thirst," says CEO Alexandre Peschel. Durst was created by Ape Unit, an independent digital innovation studio based in Berlin. As a team of designers and developers who craft digital experiences, they consider themselves a special task force that gets called in by media agencies for technically challenging solutions.

www.apeunit.com

Find the complete interview at www.the-hundert.com/durst

Jetzt bestellen:
POCKETMIXER.COM

ICH BIN EIN BERLINER

Die stärkste Marke ist Berlin selbst. Und so wie der POKKTMIXER vom Image Berlins profitiert, gibt er auch etwas zurück: Die Stadt, wo dieses Gerät herkommt, kann ja nur Spass machen!



PLUG & PLAY



POCKET MIXER™

wunderkinder

6Wunderkinder is a young and innovative software startup founded by six friends in Berlin. 6Wunderkinder designs and develops cloud-based, platform independent productivity apps such as the popular Wunderlist, which boasts more than 6 million users.

www.6wunderkinder.com



DaWanda is the online marketplace for unique and handmade items. Designers and creatives offer their one of a kind and limited-edition products for sale at www.dawanda.com. DaWanda is a haven for those who value individuality and responsible consumption as much as they like the latest looks. On the website you can find unique fashion, accessories, baby items, art and home decor.

de.dawanda.com



GetYourGuide.com connects people with more than 24,000 things to do all over the world so they discover more and research less. On GetYourGuide.com travelers can find everything from historic walking tours to skip-the-line Eiffel tower passes, entries to museums and attractions, and even tickets to sporting events and shows. GetYourGuide.com offices are in Berlin, London, Las Vegas, and Zurich.

www.getyourguide.com



SoundCloud, launched in 2008 by Alexander Ljung and Eric Wahlforss, is a social sound platform that gives users unprecedented access to the world's largest community of music and audio creators. With unmuting the web as its continued ambition, SoundCloud allows everyone to discover original music and audio, connect with each other and share their sounds with the world.

www.soundcloud.com

ADSPERT

Adspert makes people and companies rich and happy. How? It's very simple. Our software sets the ideal bid at the right time for every Google ad you are using to advertise online. Thereby, you spend less of your budget and achieve more sales at the same time. Adspert works for an amazing group of smart people at companies all over the world such as Plus Online GmbH, one of the biggest German retailers.

www.adspert.net/de



Affinitas GmbH, the company managing eDarling, is one of the leading online dating enterprises in Europe. eDarling caters to sophisticated singles who are looking for a successful, long-term relationship. The matchmaking is based on an extensive personality questionnaire in order to identify the compatibility of the registered members.

www.edarling.de



HitFox Group is an incubator building companies and careers. HitFox is a fast growing incubator with over 200 professionals in Berlin, San Francisco and Seoul. The company was founded by serial entrepreneurs Jan Beckers, Hanno Fichtner and Tim Koschella in 2011. HitFox is committed to grow companies within the fields of Big Data, Advertising & Game Distribution.

www.hitfoxgroup.com



Sociomantic empowers advertisers in more than 50 markets worldwide with a suite of intelligent performance display tools that drive incremental sales for sustainable revenue growth. As a market leader in real-time bidding and stream-based marketing, Sociomantic helps marketers reach new and existing customers and grow Customer Lifetime Value using today's most advanced display advertising solutions.

www.sociomantic.com

AMORELIE

Since 2013, Amorelie.de is a sensual lifestyle online shop. The product range not only includes sex toys, but also exclusive lingerie as well as sensual products such as erotic literature. Passion, physical well-being, sex and happiness are the main focus of AMORELIE.de, which is why the site presents a stylish, innovative and accessible love style-world instead of intimidating "erotic products" of low quality.

www.amorelie.de



Elasticsearch has positioned itself as a scalable distributed enterprise search system for Big Data search and analytics based on Apache Lucene. The key differentiator is the firm's emphasis on delivering higher performance than other open source search systems. The company has a strong following among developers, and it is working to expand its market presence.

www.elasticsearch.org



MODOMOTO

MODOMOTO has been established as Germany's first curated shopping service in 2011, and is a salvation for men who hate shopping. The startup's stylists create unique outfits based on the liking and needs of their clients. The wardrobe box is delivered to the customer's home. Men who want an even more personal guidance are invited to MODOMOTO's 'fitting room' in Berlin.

www.modomoto.de



ProfitBricks is a globally operating company in the hosting industry that offers Infrastructure as a Service (IaaS) solutions based on cloud technology to professional users. ProfitBricks founder and industry veteran Achim Weiß assembled an international team of around 50 engineers from various specialist fields in 2010 in Berlin. Over the next two years, the IT experts together developed the next generation of hosting based on the latest cloud technologies - the virtual data center on a cost-effective rental basis.

www.profitbricks.de

23 STARTUPS THAT WERE CONSIDERED

Even though these 23 companies belong to the best startups Berlin has to offer, we unfortunately could not include them in the magazine this time.

Most of them already participated in our first edition. In other cases, lack of time or simply the timing was the reason that they were not the right fit.

We would like to give them a mention anyhow.



reBuy.de is the easy-to-use online reCommerce retailer. Here, users can quickly and securely buy and sell electronics and media items like mobile phones, Apple products, books, video games, movies, music, software, consoles, laptops, tablets and eBook readers for a set price. Just entering an ISBN, an EAN or any item name will immediately bring up the purchase amount.

www.rebuy.de



Wimdu is a fast growing online platform for private accommodation of all kinds, and is radically changing the way we travel. The goal: Forego crowded hotels for individual private accommodation. Wimdu brings together travelers with hosts from all over the world. In line with the company's motto - Travel like a local - Wimdu promises an entirely different travel experience

www.wimdu.com



Tollabox.de is a monthly subscription box for children aged 4-10 with ideas and material for creative play. The idea is to provide family fun and convenience to busy parents, and foster children's natural creativity and various skills through discovery play. Tollabox is created by school founder and edupreneur, Béa Beste with renowned educational experts.

www.tollabox.de



Since 2008, Mister Spex has been selling an impressive range of glasses, sunglasses and contact lenses. Included in the assortment are over 2000 eyeglass and 25000 sunglass models from respected brands such as Dolce & Gabbana, Calvin Klein, Gucci, Prada, Ray-Ban, Oakley, etc, as well as 100 different contact lens choices.

www.misterspex.de



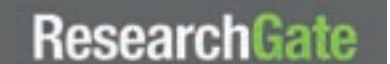
moviepilot.de is the largest independent movie and entertainment community in Germany, and as such, home for movie fans to discover, follow and talk about movies, stars and TV shows. Founded in 2007 by Tobias Bauckhage, Jon Handschin, and Benjamin Kubota, moviepilot employs a permanent staff of 100, and has expanded internationally by launching moviepilot.com with offices in Los Angeles and Berlin.

www.moviepilot.de



Zalando is an online shop that specializes in the sale and shipment of shoes and fashion items. At Zalando, both the shipping and the return shipping are always free. The star of the Rocket Internet Empire was founded in 2008, in recent years has revamped the European fashion market, and is considered one of the most successful German Internet companies.

www.zalando.de



ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. The site has been described as a mashup of "Facebook, Twitter and LinkedIn". Members are encouraged to share raw data and failed experiment results as well as successes, in order to avoid repeating their peers' scientific research mistakes.

www.researchgate.net



Onefootball is a popular football news and fan service available for smartphones, tablets, desktops and connected TV. The platform features live ticker, news, video content and statistics for more than 100 leagues worldwide in seven languages. The vision is to build THE global social network for football by informing, connecting and engaging fans around the world around their passion for football.

www.onefootball.com

BERLIN WEB/WEEK //LOUNGE//

A nightcap in the evening, relaxed business card exchange while drinking beer, dancing while networking or the last stop on the way back home – that's what you find at the Berlin Web Week LOUNGE during BERLIN WEB WEEK. End the evening together with familiar or new contacts in the vaults and the exterior of Berlin's trendy nightclub, GRETCHEN.

www.medianet-bb.de



THE SUMMIT MEETING OF THE GERMAN ECONOMY
The goal of Best of Both is to initiate business contacts and partnerships between Old and New Economy. At the event, more than 100 companies from all industries meet with 250 selected international startups from more than thirty countries. With keynote speeches, international startup pitches, the Night of Game Changers and an exhibition ground, Best of Both Berlin offers all the major networking features for successful initial business contacts between startups and industrial companies.

www.bestofbothberlin.com



berlin 6. - 7. mai 2014

With the motto "Media Rules!", MEDIA CONVENTION is dedicated to the mechanisms and perspectives of the global media world. The new conference for national and international media as well as the digital industry will take place for the first time during Berlin Web Week at the STATION-Berlin location, along with their new cooperation partners, republica. This creates one of the largest and most important gatherings of the digital media industry in Europe.

www.mediaconventionberlin.com



Small talk, big business – that's the idea of the successful networking event series Spätschicht, hosted by Gründerszene. Spätschicht gives founders, investors and digital experts the chance to network and exchange ideas. Forget your ordinary nine to five events and enjoy a chilled and animated evening to feed the networking world with new ideas.

www.spaetschicht-event.com

THE HUNDERT AT EVENTS

"The Hundert" will be distributed for free Germany wide, and will be available at the following conferences and events:



Capital On Stage is the unconventional funding conference where investors pitch to startups. Held annually in Europe, America and Asia, the reverse pitch event includes the popular Open Office Hour sessions where founders book private meetings with world-renowned investors covering a range of investments. Only startups actively seeking funding between \$400K - \$10M will be chosen. Founders apply at:

www.capitalonstage.com



CEO Dinner is a highly exclusive and invitation only event series, which offers a selected round of international CEOs, entrepreneurs and key managing partners of the most renowned Venture Capital firms. At exciting dinner locations, participants have the chance to interact and exchange in an informal way. The key selection criteria are the relevance and performance of the invited participants.

www.ceo-dinner.com



tools is the showroom for divisional heads and decision-makers in the digital industry. The Expo & Conference presents web-based business applications and will be held as part of the Berlin Web Week at Berlin ExpoCenter City on 7 and 8 May 2014. Taking as its slogan "build your digital business" the event provides an in-depth and practical look at the prospects for digital solutions in business and company divisions.

www.tools-berlin.com



FridayatSix is a live-streamed media event with main actors from the Berlin startup scene. With peer-to-peer learning, best practises and the informal interview setting, it's the ideal place to meet likeminded people. The uniqueness of FridayatSix is best described by the ever-changing location and personality of experienced journalist Derk Marseille. Over the past 2.5 years he interviewed more than 200 startup CEO's. Theme on the 9th of May: Money and politics in the Berlin startup scene.

FridayatSix.com



GrowthCon is an annual, invitation-only tech-conference hosted by VCDE Venture Partners and Corporate Finance Partners. The event offers an exclusive platform for over 300 investors and entrepreneurs to discuss current trends and innovative business models. Furthermore, at GrowthCon CTO Award, inspiring tech-companies represented by their CTO are provided the opportunity to present their technology to an experienced audience.

www.growth-con.com



After the success of the past two HEUREKA Conferences, the one-day event is coming back in 2014 with top-notch speakers and interactive workshops. HEUREKA 2014 is THE conference for founders who want to bring their business to the next level. Learn about the key factors of success, get inspired by like-minded entrepreneurs and meet high-level investors and media representatives.

heureka-conference.com



Family Day is one of the most important events in the seed sector in Germany as well as for the overall German VC sector. The agenda of the two-day event is divided into three essential subject areas: An entrepreneurs' day, an evening reception and the investors' day. The intention of the event is to connect the innovative entrepreneurs with the investors. The event is invite-only.

www.high-tech-gruenderfonds.de



The Investors' Dinner Berlin takes place twice a year and gives 24 innovative startups with high growth potential from the Internet, mobile, games, and media sectors, the chance to meet twelve venture capitalists. During a three-course dinner in a confidential and exclusive atmosphere, the startups present their business ideas to the venture capitalist who want to invest in young startups.

www.medianet-bb.de/startup-net



Since 2008, deutsche-startups.de have organized Echtzeit Berlin, a network meet-up in the German capital. The event is aimed at founders, business angels and investors. Attendance is only possible via personal invitation by the deutsche-startups.de team, and each Echtzeit Berlin event normally has about 200 guests. Echtzeit is also held in Hamburg, Cologne and Munich.

www.deutsche-startups.de



The Entrepreneurs Club Berlin (ECB) is a charitable organization promoting the goal of a vibrant entrepreneurial culture, collaborative learning and a positive business image. The next ECB events:
13.05. Founders Meetup - Participants exchange ideas about founding, establish contacts and discuss trends.
27.05. Startup Lounge - With many guests attending, this time around Stephan Schmidt, CTO Brands4Friends, will share his experiences with the title "How to make an M&A technical due diligence smooth".

entrepreneursclub.de



Software is eating the world. The Internet is disrupting industries and the rate of innovation is accelerating. At Exec I/O, we bring together selected corporate senior executives and startup founders to build partnerships and shape the future of their industries. We aim to keep Exec I/O events small and exclusive.

execio.co

tech openair BERLIN

Tech Open Air Berlin is the first interdisciplinary technology festival in Europe that brings together Tech, Music, Art & Science and focuses on effective knowledge exchange and collaboration. With its open format, conference meets festival, Tech Open Air aims to be a platform on which different industries can grow together using the common denominator of Technology. Tech Open Air was founded in 2012 by Nikolas Woischnik (previous founder of TechBerlin and Ahoy! Berlin, among others), and the first edition was successfully crowd-funded. In 2014 it will return on the 10th/11th of July 2014.

www.toaberlin.com



TechStartupJobs runs a successful job board for startups within Techmeetups' 21 global tech communities crossing 15000+ active members. TechStartupJobs Fair has been setup to help Startups find the talent they are looking for and for talent to find their way into the hottest Startups around. The aim of the event is to help companies find young, determined and talented individuals with a creative flair and passion for technology, to join their team for profitable development of the business.

www.techstartupjobs.com



10 YEAR ANNIVERSARY of the EUROPEAN VENTURE MARKET!
It seems like yesterday that we launched the EVM, where Entrepreneurs and Venture Capitalist are gathering for a clear and strong message:
TO FIND THE PERFECT MATCH

40 entrepreneurs (angel - exit stage) will grab the opportunity during the 2-day event to convince an equal number of investors of their business cases. 4 pitch sessions: Cloud & SaaS, New Media & Marketing, Mobile & Apps, e-Commerce Join us and our partners to celebrate this 10 year milestone of innovation at the VBKI in Berlin on May 6th and 7th 2014, Ludwig Erhard Haus, Fasanenstraße 83

www.europeanventuremarket.com



The startup.netALUMNICLUB, taking place every three months, connects the participants, experts and partners of media.net:catapult and Investors' Dinner Berlin with each other as well as with the startup scene in the capital region. Attendees especially benefit from the mixture of young and successful founders, industry experts and companies from the relevant sector.

www.medianet-bb.de/startup-net



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www.the-rockstar.com



German Silicon Valley Accelerator's legendary networking event is coming to Berlin! Once again, we bring together Silicon Valley's spirit and Germany's most innovative entrepreneurs!

Be part of our event to see cutting-edge technologies come to life and get inspiration to work on. Get insights into the businesses of many inspiring startups and entrepreneurs.

Furthermore, you will get the chance to meet the spotlight finalists who applied to participate in our acceleration program in the second half of 2014. Whether you're an entrepreneur, angel investor, venture capitalist, corporate, Silicon Valley guy, dreamer or tech maniac, we want to see you at our unique event Celebrating Innovation in Berlin. Join us and watch! Be our guest in Berlin and register here:

www.celebrating-innovation-berlin.eventbrite.de



NEXT Berlin 2014 is the place-to-be to embrace 'The New Normal'. The two-day-conference offers a spectacular program to kick off the Berlin Web Week on May 5-6 at bcc Berlin. This includes great speakers like Internet hero Brad Templeton and Federal Minister Thomas de Maizière, an interactive Demo Area, many workshops, and a great Start-up Pitch curated by a jury filled with international experts.

www.nextberlin.eu



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MAX THRELFALL

Photographic Services

Max is a Berlin based freelance photographer. He mostly shoots people in a nonviolent way. You can find him commuting between the city and nature. He loves doing image work for business clients as much as he enjoys doing editorial stuff for magazines. Between commercial work and living the Berlin life, he carries his camera everywhere he goes. Consider him to be a bit of an allrounder who finds his job in catching the singular aesthetic of all those beauty spots, from cramped concert halls to the lakes and woodlands of the surrounding country around Berlin, from the vibrant urban everyday life to the tristesse of the suburbs.

Doing the "Hundert Project" was a huge enrichment for him, he could have never imagined the amount of inventive talents in one city. Consequently with all those start-ups, all those new markets and businesses and especially the dispersed creativity in town, there has to be someone documenting, gathering and visualising it.

Max's work is inspired by simplicity and a symmetric composition. By the way that is why, in a couple of his publications, the focus happens to lie directly on the fold of the pages. He's always open for a coffee or a beer, so if you want to hang out or plan some wonderful work, just call or shoot him an email.

Max Threlfall Photo

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For further information and your application visit our website



THANK YOU!

As I said before, the core team of "Hundert" is incredibly small. However, just as with our first edition, a project of this magnitude could not have been realized alone. Therefore, we don't want to forget to say thank you for the support to the many people who helped us and stood by our side during the entire process: The photo team, led by Max Threlfall, who are responsible for about 95% of the photos in this issue, along with his team Viktor Strasse, Philipp Görs and Jakob Reimann; a big thank you goes to Susanna Pozzi, Balázs Tarsoly and the entire Operation Butterfly team for another great design and a wonderful cooperation. It is always a pleasure to have the opportunity to work with you guys; the entire Ape Unit team for the last minute all-nighter action (Codename: "Website"); Thomas Schneider for his technical support; Konstantin Iwanow for his continued support; Stefan Setzer and Manuela Wachs from Laserline for the reliable cooperation; David Pelletier and Robert Oldham for the editing, translations and hours of overtime; the entrepreneurs and media experts for the contributions and providing us with your "from the outside looking in" insight - we are very excited about your perspectives; the UFOStart team for your foresight, the informative interview and the direct answers; Thomas Letz for your anti-bureaucratic ways; all our media partners; our sponsors and advertising partners, Christian Herzog and Saskia Riedel of Berlin Partner, Tim Dümichen and Marius Sternberg of KPMG, Torsten Oelke of Digital Business Factory, Cem Ergün-Müller and Özge Okcu of Deutsche Telekom, Matthias Birkholz and Kristina Karsten of Lindenpartners, Andreas Thümmeler and Lukas Bennemann of Corporate Finance Partners, the Team von Vertical Media (Su Song, Corinna Link und Judith Kühn), Alexander Hüsing of Deutsche Startups, the one and only Candy of Hit Fox, Sascha Karstädt of YouIsNow, Peter Kükenshörer of Ströer, Philipp Hartmann of Rheingau Ventures, Torsten Krug of SWAB, Sylke Hünninghausen and Beate Hofmann of Deutsche Bank, Klaus Wowereit, Tim Brandt of IHK, Tilo Bonow, Finn Rieder, Michaela Kagerer of Amazon Web, Julian Riedelbauer of GP Bullhound, Julia Derndinger, Sabine Stengel of Cartogis, Ansgar Oberholz, Edda Fels and Robin Haak, Clara Sokol of Studio Chérié for her warm Support, Bron Kobold for giving us light - without all of you, we not be able to make "the Hundert" a success; the very many assistants and helpers from the startups for the relentless management of your founding teams (keyword "a sack full of fleas"); and last but not least, we want to thank all one hundred startups for your great statements and for smiling for the camera. It has been a pleasure working with you all. With such entrepreneurs, Berlin can honestly succeed at something big.

Jan, Nina, Petra, Kata



WHAT BERLINERS DON'T SAY

What Berliners DON'T SAY posts daily German phrases that people from Berlin would never say. The best phrases have been selected and published from a variety of suggestions posted on the Facebook fan page. Anyone can participate, and post their suggestions.

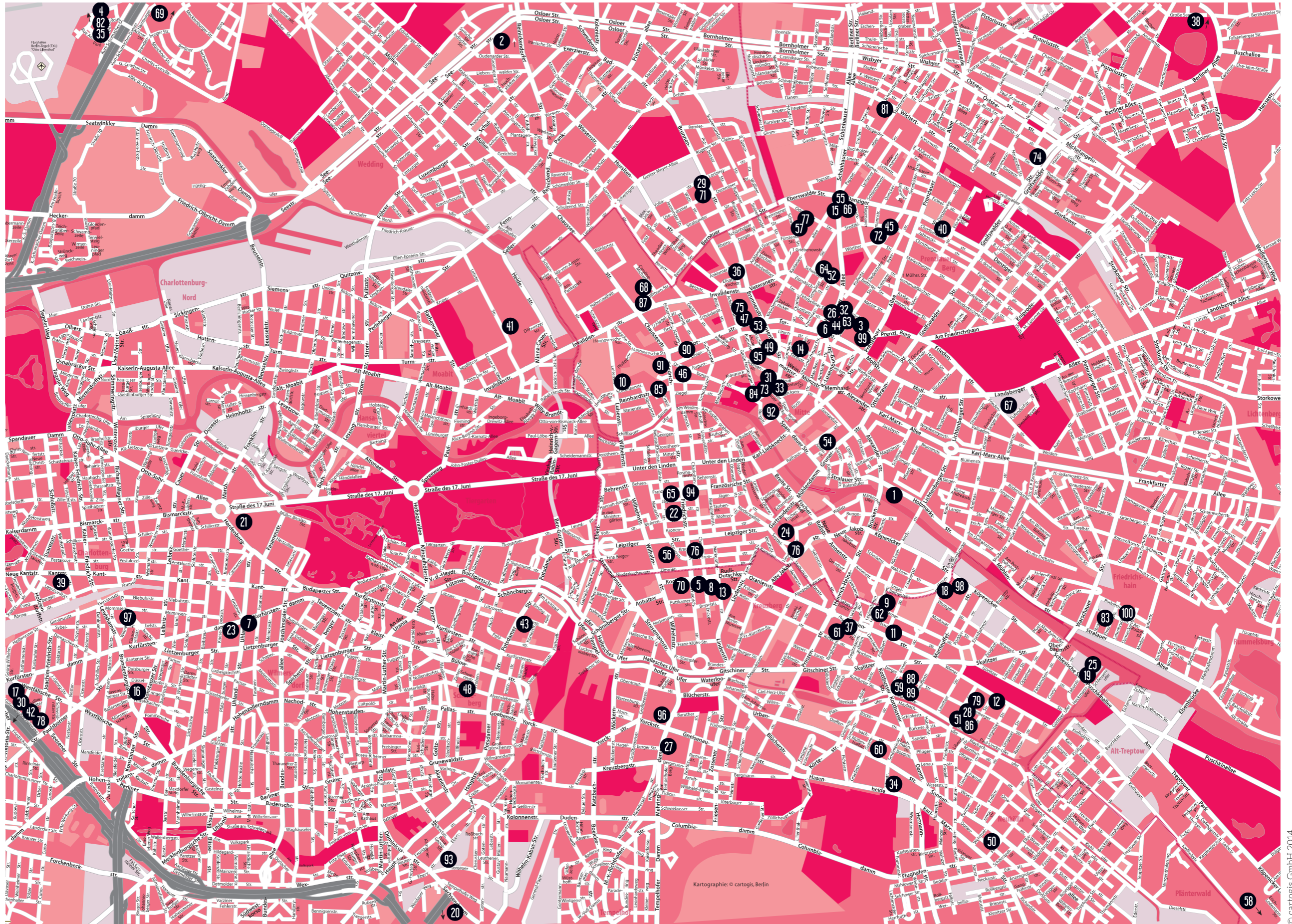
www.facebook.com/WhatBerlinersDontSay

"WAIT A SECOND, UNTIL ITS GREEN!" "THE EVEN HOUSE NUMBERS ARE ON THE LEFT SIDE OF THE STREET, AND THE ODD NUMBERS ON THE RIGHT." "LOOK, A BIKE RIDER WITHOUT A LIGHT!" "IT'S STILL TOO EARLY FOR A KEBAB!" "YOU DON'T HAVE TO WORRY, THE S-BAHN COMES EVERY 5 MINUTES." "LET'S MEET AT THE PARTY AT 10." "NICE HERE, BUT IT COULD BE RESTORED AGAIN." "LOOK, SOMEONE PAINTED ON THE S-BAHN." "I THINK IT'S GREAT THAT SO MANY STUDENTS WITH THE BEST MARKS COME TO BERLIN TO STUDY, AND THAT THE NORMAL HIGH SCHOOL GRADUATES FROM BERLIN (NOT THE GEEKS) HAVE THE OPPORTUNITY TO LEARN MORE ABOUT OTHER UNIVERSITY CITIES IN GERMANY." "WERE YOU ALSO AT BRANDENBURG GATE YESTERDAY CELEBRATING? YES, IT WAS AWESOME!" "COME ON, WE'RE TAKING A TAXI!" "HOW HIGH IS THE PRENZLAUER MOUNTAIN?" "€700 FOR A ONE ROOM APARTMENT? I'LL TAKE IT!" "WEDDING IS UP AND COMING." "I ALWAYS HAVE TO FIGHT THE URGE TO EAT SOMETHING WHEN WALKING BY THE FOOD STANDS, AND SMELLING THE DELICIOUS SCENTS ON THE WAY TO THE U2 AT ALEX." "I CAN'T TALK RIGHT NOW. . . I'M SITTING IN THE S-BAHN." "HEY THERE'S A QR CODE ON THAT BILLBOARD, LET'S SCAN IT!" "BRING ME A NORMAL, BLACK COFFEE PLEASE." "A BUBBLE TEA PLEASE." "I BOUGHT A LIGHT FOR MY BIKE!" "OH, HOW NICE, A SUBWAY MUSICIAN." "HELLO, I'M YOUR NEW NEIGHBOR!"

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THE HUNDERT – BERLIN STARTUP MAP 2014

where to find them in the city and in the magazine



IMPRINT / LEGAL

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BANKING INFORMATION

Why Berlin? Media Publishing House GmbH / Konto 181008400 / BLZ 12040000 /
Commerzbank Berlin

PRINTING

Laserline Druckzentrum Bucec & Co Berlin KG / Scheringstraße 1 / 13355 Berlin

THE *Hundert*

IS CAREFULLY CRAFTED BY:



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