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Six investments in six months

German Startups Group presents a promising and diversified opening portfolio

Berlin, 12.12.2012: The German Startups Group Berlin AG, a new provider of seed venture capital for Germany's booming startup scene, has made six seed VC investments in the first six months since its official launch, thereby acquiring some auspicious holdings. The promising and diversified opening portfolio consists of six promising Berlin-based companies with complementary business models and founder teams.

"With Datapine, Fraistr, Infernum, Itembase, Schutzklick and Startupbootcamp we have a great mix with strong founders and exceptional potential," says German Startups Group CEO, Christoph Gerlinger, about the activities since the launch in June. The coming months will see the German Startups Group carrying out further targeted investments that are not limited to the Berlin startup scene.

A brief overview of German Startups Group's portfolio:

- Datapine (www.datapine.com)
Datapine is a data analysis tool that enables small and medium-sized enterprises, in particular, fast access to their business intelligence data without the need for SQL knowledge. It is Software as a Service (SaaS) meaning the user does not have to pay any license, installation or maintenance costs, only a performance-based monthly subscription fee.
- Fraistr (www.fraistr.com)
fraistr is the first marketplace on the Internet with a focus on trading for a good cause. It enables individuals and commercial sellers to initiate sales campaigns that can be promoted directly via Facebook and Twitter. Part of the sales revenue is



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automatically donated to a non-profit institution of their choice. The seller pays a commission to fraistr for the service and for handling the transaction.

- Infernum (www.infernum.com)

Infernum is an international publisher and developer of online games based in Berlin. The company was founded in summer 2011 and specializes in MMOGs (massively multiplayer online games). As a publisher, Infernum purchases online gaming licenses from game developers, operates all the virtual worlds on its servers, offers the gaming experience in different languages for free, and charges for special virtual goods and add-on features or game advantages. Within one year of its founding and a few months after the launch of its first game, "Brick Force", Infernum had achieved high six-digit monthly revenues, 1.5 million registered users, and tens of thousands of videos uploaded to YouTube by its fans.

- Itembase (www.itembase.de)

Itembase operates a social Internet service helping online shoppers organize their purchases. So, for example, users can digitally store the invoice for their new iPhone, view its operating manual, monitor the warranty period or sell it again, at the click of a mouse. The Itembase service is fully integrated into the eCommerce buying process and is free for users. Itembase gets a performance-based commission from its affiliated eCommerce partners and aims to become the online inventory for everyone and everything. Itembase is already "Winner of the 10th Silicon Valley Founder Showcase" in Silicon Valley and "Winner of the German Silicon Valley Accelerator Award".

- Schutzklick (www.schutzklick.de)

In partnership with reputable insurers, Schutzklick offers consumers individual product insurance, e.g. against iPhone breakages, directly at the point of online sale with just a few additional clicks, and at very reasonable conditions. The online shop earns a commission and can offer its customers an additional service. Schutzklick earns a margin on all insurance policies sold online.



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- Startupbootcamp (www.startupbootcamp.org)

Startupbootcamp Berlin is a three-month accelerator program focusing on connecting startups to a large network of the best mentors and advisors, and accelerating their growth. The program has already been successful in Amsterdam, Dublin, Copenhagen and other cities. The German Startups Group is involved as an investor and mentor and, in return, receives a small percentage of all participating startups. One of the finalists was voted third-best European startup at the highly regarded NOAH Internet Conference in London in November.

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German Startups Group - We love startups!

The German Startups Group Berlin AG is a seed venture capital provider in Berlin. It gives new companies the chance to quickly secure initial financing. This is all implemented with the experience of seasoned entrepreneurs and closes the gap between business angels and classic venture capital financing. Under the slogan: "smart, fast and friendly money", our focus is on Berlin's digital economy - but other locations, value creation and business models are not excluded. Initially, the German Startups Group invests EUR 250 thousand for a minority stake in the startup, or jointly with other investors. Significant investment criteria include disruptive innovation in the product or business model, high scalability and entrepreneurial talent. In addition to the capital, the German Startups Group offers startups practical advice and active support from seasoned Internet entrepreneurs on all aspects of corporate structure during the startup phase.

Internet: www.german-startups.com