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## Nine additional investments

*German Startups Group to extend its portfolio*

**Berlin, 22.08.2013:** German Startups Group Berlin AG, a new venture capital provider, has made nine additional investments. Just over a year after launching, German Startups Group therefore possesses a diverse and promising portfolio of 20 different stakes featuring different business models and startup teams.

"We are especially pleased with the collaboration with Team Europe to whom we already owe the addition of four promising new entrants to our portfolio", comments Christoph Gerlinger, CEO of German Startups Groups. German Startups Group is planning further selective investments in the next few months in Berlin and elsewhere.

A brief overview of German Startups Group's new portfolio companies:

- The stock listed **Cybits Holding AG** is the leading service provider for online identification of individuals on the German internet. Its product Verify-U is compliant with the demands of the German legislator regarding secure and reliable identifications. Verify-U is a patented and certified identification process, which enables Cybits to identify all end customers of its business partners online, instantly at any time and any place. As a purely IT-based solution, Verify-U is highly scalable. In the course of this year, the final operative breakthrough on the announced mass-markets of De-Mail, financial institutes and as the leading age-verification-system in the gambling segment should be achieved.
- **MIMOon** is a key player in the emerging 4G wireless market. This Duisburg company emerged from a university research laboratory to become a global leader in the development of the highly complex software embedded in LTE terminals and base stations. Companies like Texas Instruments bundle MIMOon's software with its chips



to top tier LTE infrastructure vendors. EETimes has selected MIMOon four years in a row for the Silicon 60 Hot Startups to watch.

- **SquadMail** lets teams save time and communicate more efficiently. The innovative service works like 'Dropbox for email' and allows users to share their email folders with others - independently of whichever email provider and client they use. The shared folders automatically appear in the email clients of users and additionally get their own email address. Even though still in beta development, several thousand companies from all around the world already use SquadMail. On top of that, the young Berlin-based startup won the main prize at Europe's No.1 startup conference, NEXT Berlin 2012.
- **A Space For Art** organizes art exhibitions outside the traditional galleries or museums. The owners of high quality venues like boutique hotels or premium restaurants have space, but often shy away from the logistics and costs of real art. A Space For Art solves both problems and offers a Win-Win-Situation: artists, galleries, venues and artlovers all benefit at the same time.
- **Wummelkiste** develops and delivers a monthly arts and crafts box for kids aged 3 to 8. The Wummelkiste team aims to uphold certain standards and criteria when developing its boxes including the use of sustainable, high quality materials to foster learning through play. The Wummelkiste enables kids to get creative and spend quality time.
- **Kirondo** offers parents a convenient way to clear out their kids closets without any effort, earn money with their unused clothes and support social causes. Kirondos concept is based on the circuit of sellers, buyers, our logistic and quality control. Only like-new high-quality brands will be sold in the Kirondo online shop at discounts of up to 50%. A part of our processed clothes and revenue will be donated to social causes.
- **Meine-Spielzeugkiste** disrupts the traditional toy industry. The subscription service brings the most popular high-quality toy brands to children. With a convenient monthly membership rate, parents receive up to six toys which they can return



anytime in exchange for new ones or decide to keep them at a discounted price. Meine-Spielzeugkiste was awarded second best at the Karlsruhe Venture Day and has won top position both at the Berlin Venture Lounge for a seminal online market place and especially at the San Francisco Startup Show for its business model and pitch.

- **sporTrade** is an one shop stop for sporting goods. Athletes and sport-enthusiasts can choose from a continuously growing assortment of sport products and compare prices from multiple retailers. At the same time users can sell their own used equipment. Offering more than 100.000 products from more than 120 registered retailers for running, biking, triathlon, water- and ball games, sporTrade is one of Germany's leading online marketplaces. All together Germany's sports industry has a growing trade volume, which consists of almost 15 billion Euros right now.
- **9Cookies** is a Berlin based startup that provides the first iPad management system for restaurants and delivery services. With the "GastroPad", restaurants can take orders and make payments. By linking directly to the internet, all of the data and transactions can be used to create reports, analysis and marketing arrangements. Through these tools, restaurants can be managed and permanently optimized. 9Cookies launched a new Satellite function in early August 2013 that allows the ability to connect iOS-devices like iPads, iPad minis, iPod touches and iPhones wirelessly with the POS System. This new function will make a waiters work easier and give them the opportunity to directly interact with the customers more efficiently. Just like the "GastroPad", the devices are extremely easy and intuitive to handle.

German Startups Group welcomes plans by the acting Minister of Economic Affairs, Philipp Rösler (FDP), which have emerged over the last few days, to create a new segment at the stock exchange, similar to the "Neuer Markt", for technology companies after the German general elections. "A powerful exit-channel via IPO is currently the main difference between the German startup scene, also referred to as Silicon Allee, and its archetype, Silicon Valley. A safe opportunity for successful startup risk investments at the end of their ramp up phase to generate fair exit proceeds would benefit all previous maturity stages and financing rounds and make the funding of startups much easier from day one. Startups



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have always been a significant driving force for each and every market economy, even if companies such as Siemens, SAP, or United Internet weren't referred to as such at the time of their foundation", says Christoph Gerlinger, CEO, who has already IPOed two companies himself. "It would benefit the entire startup eco system, and thus create a number of highly qualified jobs whilst simultaneously generating tax revenues in the medium term". Such a new stock exchange segment could also turn out to be interesting for German Startups Group in order to go public and therefore allowing it to offer a piece of the "Startups made-in-Germany" pie to a broader range of investors.

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## German Startups Group - We love startups!

German Startups Group Berlin AG is a venture capital provider in Berlin. Under the slogan, "smart, fast and friendly money", the German Startups Group gives new companies the chance to quickly secure financing, and to provide more mature startups with additional funding and established companies in special situations with additional funds to finance certain measures. Our main investment criteria are disruptive innovation in product or business model, high scalability and entrepreneurial talent. In addition to the capital, the German Startups Group offers its portfolio companies practical advice and active support from seasoned entrepreneurs, upon request.  
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