

VC Stammtisch

München, 28 June 2011

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Background – Founder of Tech Ventures aimed at Global Markets (from Berlin)







NOKIA








'txtr



Angel Investments (Realized Investments)

Company	Description	Year	Role AV	Exit
 gate	Navigation & maps for mobile devices	2002	Co-Founder	Trade sale to Nokia
 PLAZES Right Place, Right Time	Social geo-location service comparable to Foursquare	2006	Co-Founder	Trade sale to Nokia
 studiVZ DAS STUDIVERZEICHNIS	Student Social Network	2006	Seed investor	Trade sale to Holtzbrinck
brands  friends	Private shopping club	2007	Seed investor	Trade sale to eBay

Attracting Global Venture Capital to Berlin

Company	Description	Co-Investors today
	Online platform for sharing audio & music (world market leader)	Doughty Hanson, Index Ventures , Union Square Ventures , A-Grade , Kleiner-Perkins
	Platform for sharing strong opinions & creating hitlists	Index Ventures , A-Grade , US Angels
	Online marketplace for authentic experiences	Index Ventures , Sunstone , Ashton Kutscher
	Leading mobile photo sharing application	Passion Capital , Wellington (UK)
	Platform for social reading	Passion Capital , Index Ventures , Wellington

- New Generation -- Think Big & Global
- The next 10 years: Re-Imagination
- What makes an Ecosystem



“Every Individual Is Now An Entrepreneur.”

Reid Hoffman, Founder LinkedIn

Active globally from Day 1 (from a Berlin base)



- ▶ *“YouTube for Audio”*
- ▶ A true platform, 3m users , 20 monthly
- ▶ Attracted investment from Union Square Ventures & Index Ventures



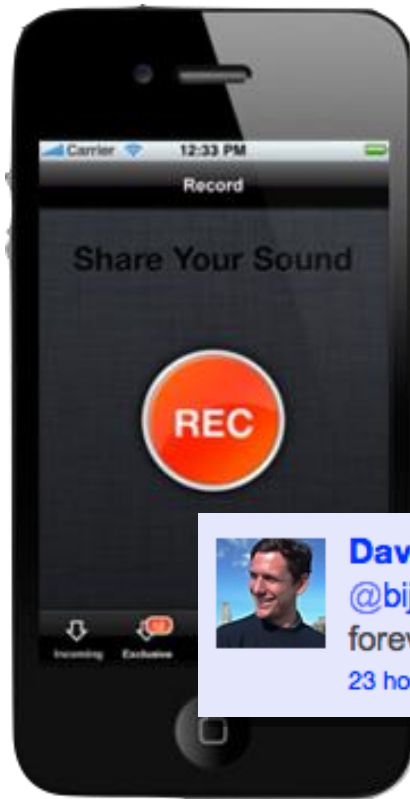
- ▶ *“Global eBook stores”*
- ▶ Serves 10m ereaders by Dec 2011
- ▶ Service Active in 21 countries today



- ▶ *“Mobile photo sharing”*
- ▶ *Topical Graph*
- ▶ Aiming for global footprint

SoundCloud's global reach ambitions from Berlin

Winning through product & platform model



Hej, David Noël | Settings | Inbox | Log out

App Gallery | Get help | Try Premium | What's new?

Dashboard You Tracks People Groups Upload & Share

ukuleleboy*
wes martin, United Kingdom, Britain (UK)
- Stop following | Send message | Share a track | Share
Mute ukuleleboy

Spotlight Tracks (31) | Sets (3) | Comments (320) | Favorites (52) | DropBox

Weekly noise—A year long project of songs,sounds and recordings
20 tracks, 51.20 Uploaded by ukuleleboy 4 months ago

Share **Alt Folk**

1. Blindsided (week18/52) 2.17 466 plays
2.for miles (week17/52) 3.19 460 plays
3. Time to align (wk16/52) 2.23 1709 plays
4. Pages from ceefax (wk15/52) 1.23 420 plays
5. If I Am Cold (wk14/52) 2.44 512 plays
6. The Dots (wk13/52) 1.26 308 plays
7. This Time (wk12/52) 3.33 393 plays
8. Aberration (wk11/52) 3.13 289 plays 120.1 BPM
9. Waney Oak (week10/52) 2.14 402 plays

The Speed of Sound – Blogcast
6 tracks, 27.07 Uploaded by ukuleleboy about 1 month ago

Share **Podcast**

1. The Speed of Sound – BlogCast #6– Lyrics, part 1 5.16 45 plays
2. The Speed of Sound – BlogCast #5– Time Signatures 3.15 106 plays
3. The Speed of Sound – BlogCast #4 – the motivation to write music 3.35 114 plays

Following 268 | Followers 1539 | Groups 35

David David Noël
@bijan record it with the SoundCloud app to capture the moment forever! :)
23 hours ago ☆ Favorite ↶ Reply 🗑 Delete ⚡ Proxlet

About
SoundClouder of the day
SoundClouder of the day
MySpace
YouTube
The Speed of Sound (BlogCast–Podcas
BlogCast/Podcast – subscribe
iTunes Podcast

I'm Wes Martin (ukuleleboy). 'Weekly Noise' (<http://snd.sc/j3mvKu>) is a year long project, to write, record and upload a song/soundpiece every week throughout 2011.

'The Speed of Sound' blogcast (<http://thespeedofsoundblogcast.wordpress.com>) is an audio blog charting and diarising my thoughts during this time. I'm from Lancashire in the North of England, I play Banjo and assorted instruments in 'The Existence of Harvey Lord', a psych-folk group based up here. I'm married with a couple of kids, all good.

Following
jesta (a.k.a. Bryan P... 18 public tracks
SoundCloud Commu 3 public tracks
Bruno Ito (to =) 9 public tracks
RoTARY EnCODER DySFUNCTIONAL 26 public tracks
Ynes Ze 3 public tracks
David Noël

'tXtr

A photograph of Oprah Winfrey sitting at a table, smiling warmly. She is wearing a vibrant red, long-sleeved top. In her hands, she holds a white tablet device. The background is a blurred red wall with large white letters, possibly part of a logo or set design. The overall mood is positive and engaging.

eBook's "Oprah moment" – Oct 08

EYE'EM – Mobile Photosharing

ONE PHOTO SAYS SO MUCH MORE THAN A TWEET OR A CHECKIN

EYE'EM



Checkin at
„Cookies Cream“



„Having
dinner with
Flo & Gen“

**Photo sharing becomes a new communication standard on the web.
*It's fast, simple & emotional!***

- New Generation -- Thinking Big & Global
- The next 10 years: Re-Imagination
- What makes an Ecosystem

**RE-IMAGINATION
EVERYTHING* –
POWERED BY NEW DEVICES +
CONNECTIVITY + UI + BEAUTY –
WHERE WE ARE NOW...**

The following slides are taken „as is from Mary Meeker latest and awesome presentation at D10 Conference:

<http://allthingsd.com/20120612/mary-meeker-explains-internet-2012-in-17-minutes-the-full-d10-interview-video/?mod=googlenews>

All credits due! Do watch the original Video!

Re-Imagination of Computing Devices...

THEN...

(Desktops / Notebooks)



NOW...

(Tablets / Smartphones)



Re-Imagination of Life Stories...

THEN...

Biographies / Item Exhibitions For
Famous People or Loved Ones



NOW...

(Facebook Timeline)

Broad Personalized Media Discovery Feed /
Automatically Created / Widely Accessible



Re-Imagination of News + Information Flow...

THEN...

Delayed / Dedicated Reporters + Cameramen /
Regional or National Reach



NOW...

(Twitter)

Real-Time / Citizen Reporting via
Mobile Devices / Global Reach



Re-Imagination of Photography...

THEN...

Dedicated Camera / Manually
Transfer Digital Files / Develop Films



NOW...

(Instagr.am / Camera+ / Hipstamatic...)
Always With You Camera (Smartphone) /
Instant Digital Effects / Share / Sync / Discover



Re-Imagination of Magazines...

THEN...

Piles of Print Copies



NOW...

(Flipboard)

More Content / Always Up-To-Date /
Personalized / Access Everywhere /
Interactive (Video + Audio) / Share

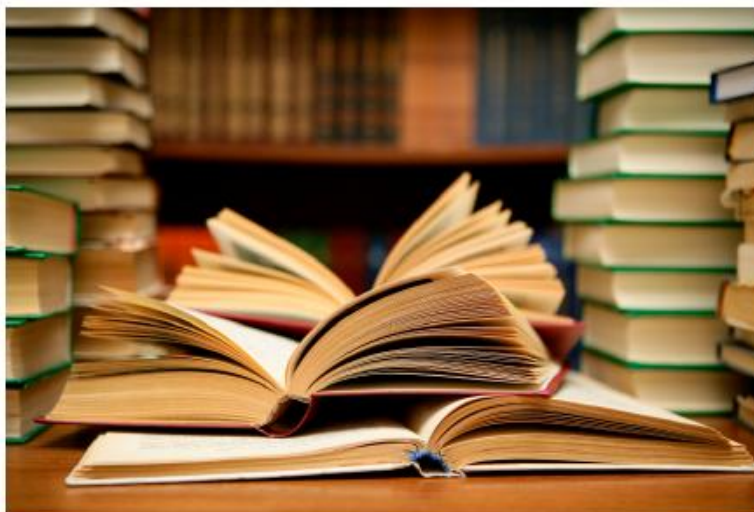


Your new  Flipboard

Instagram. Social search. Speed.

Re-Imagination of Books...

THEN...



NOW...

(Amazon Kindle / Apple iBooks)



Re-Imagination of Music...

THEN...

Buy Albums + CDs in Stores /
Playback via Dedicated Players



NOW...

(Spotify...)

Discovery of Music Through Friends + Experts /
Instant On-Demand Streaming on Internet-
Enabled Devices



Re-Imagination of Sound...

THEN...

Tape Recorder / Hard to Edit / Share



NOW...

(SoundCloud)

Record / Edit / Upload / Playback Anywhere /
Anytime / On Any Device / Playlist sharing /
Discovery



Re-Imagination of Navigation + Live Traffic Info...

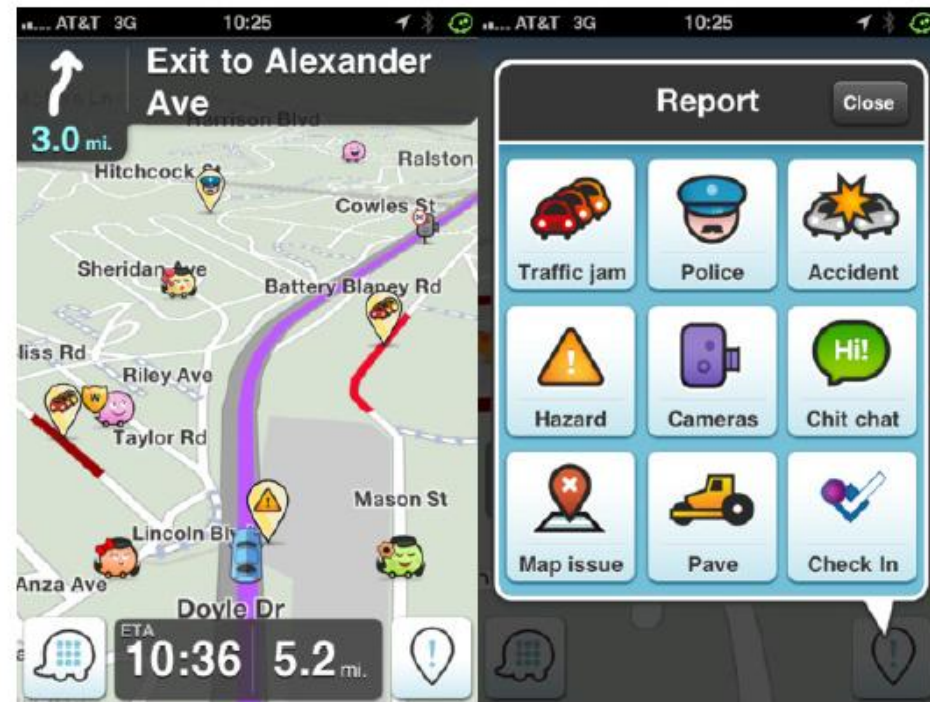
THEN...

Physical Copies of Map in Car /
TV, Radio Reporting of Traffic Info



NOW...

(Waze)
User-Generated Digital Map /
Live Crowd-Sourced Traffic Data



Re-Imagination of Calling a Cab...

THEN...

Long Lines During Rush Hours /
Rain / Some Areas May Not
Have Taxis Roaming on Streets



NOW...

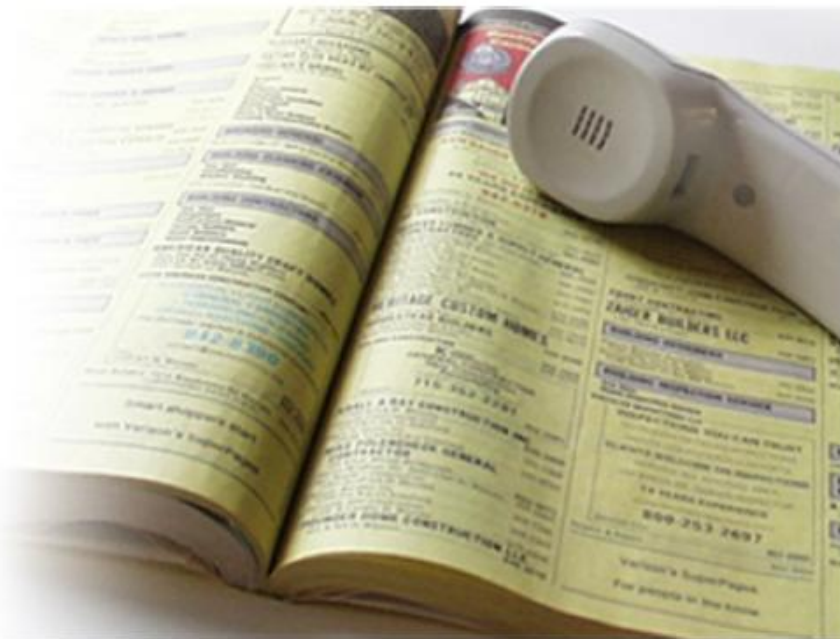
(Uber)
One-Tap Taxi Call /
Location-Aware / Electronic Payment



Re-Imagination of Yellow Pages...

THEN...

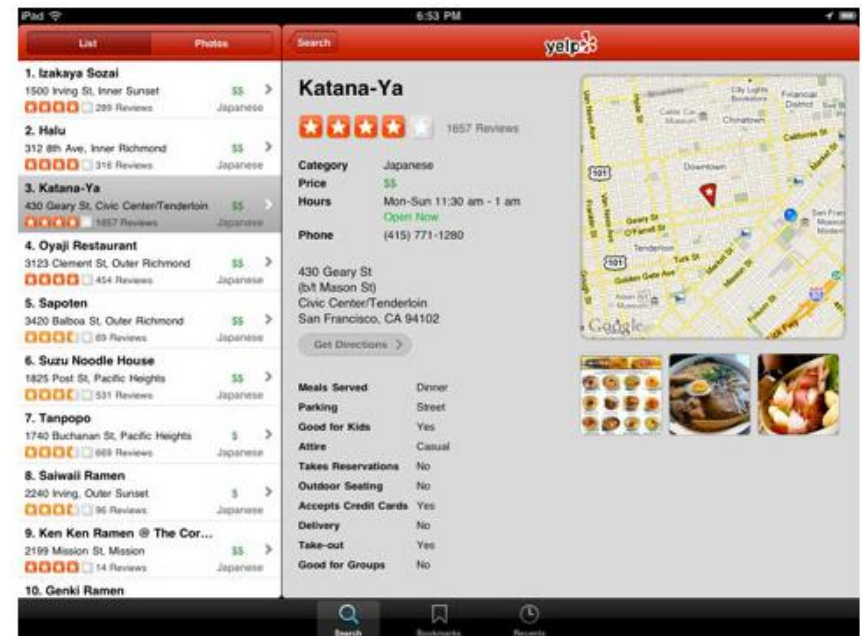
Big Heavy Printed Business Listings / No Reviews / No Easy Search Feature



NOW...

(Yelp...)

User Reviews / Pictures / Recommendations / Location-Aware / Easily Searchable



Re-Imagination of Window Shopping...

THEN...



NOW...

(One Kings Lane / Fab)
Click & Buy

ONE KINGS LANE

Welcome Jason! (Log Out) | Profile/Orders, Get Help | My Account | Shopping Cart (0)

ALL SALES | UPCOMING SALES | *Get Inspired*

The Foyer
SALE STARTS in 2 Days, 12 Hours | [remind me](#) | [Share this sale, Earn \\$25 when Foyers Day](#) | [Facebook](#) | [Twitter](#)

SHOP NOW! MOVE YOUR CURSOR OVER ANY DOT TO PURCHASE THE ITEMS YOU LOVE IMMEDIATELY.

Fab. | [Feed](#) | [Calendar](#) | [Inspiration](#) | [Invite](#) | [Share](#)

[Art](#) | [Furniture & Lighting](#) | [Gifts & Gadgets](#) | [Home](#) | [Kids](#) | [Kitchen & Pantry](#) | [Linen](#) | [Pets](#) | [Women's](#)

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Sale Ends in 6 days and 14 hours | [Share this sale and earn cash!](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [StumbleUpon](#)

New! [Shop With Your Facebook Friends](#) [Learn more](#)

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Amitrani
Contemporary Home Furnishings

Amitrani's stylish and practical **chairs, storage units** and **home accents** are crafted in new and unusual shapes that satisfy both rational and emotional needs. Sourced from sustainably managed forests, each piece **balances visual impact and function** with environmental responsibility.

Roberto and Stefano Tuzzo

"Amitrani products combine great Italian handcraft quality and new manufacturing technologies. We try to shape wood in new and unusual ways that almost gives it a sculptural character."

— Roberto and Stefano Tuzzo, Co-Founders and Designers

Re-Imagination of Manufacturing...

THEN...

Mass Production of High-Volume
Standardized Items



NOW...

(Zazzle / Shapeways)
Customized / Personalized Design / 3D Printing
Process



Re-Imagination of Business Collaboration...

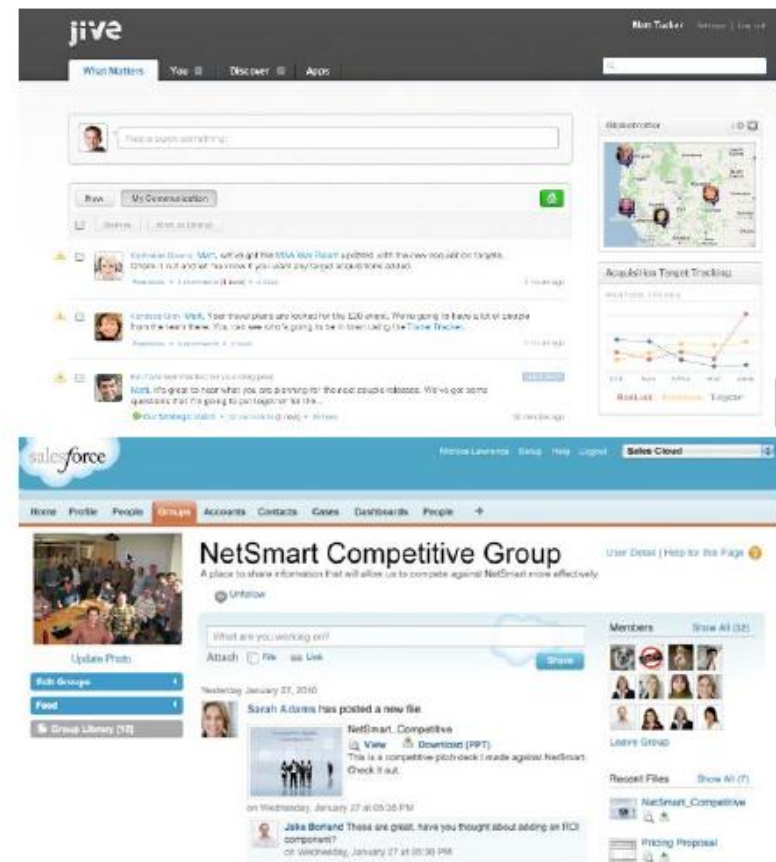
THEN...

Meetings / Whiteboards /
Teleconferences



NOW...

(Salesforce.com / Yammer / Jive...)
Online Working Groups / Data Sharing /
Instant Messages



Re-Imagination of Education...

THEN...

Classrooms / Lectures / Reading Materials



NOW...

(Codecademy / Coursera / Khan Academy...)
Interactive / Online / Accessible by
Anyone Anywhere Anytime

Codecademy Courses Creators Jobs Sign In Create Account

Hey! Let's get to know each other. What's your name? Type it with quotes around it like this "Ryan" and then press enter on your keyboard.

```
> |
```

Learn to code

Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends.

Get Started
It's free!

```
var codeMaster = false;
if ( codeMaster == false ) {
  print( "Use Codecademy to start on \
the path to becoming a better \
programmer" );
}
else {
  print( "Done your skills or help teach \
the staff" );
}
```

Program Websites and More

Learning with Codecademy will put you on the path to building great websites, games, and apps.

Learn with Friends

Keep tabs on your friends' progress and make sure you're learning more - faster!

Track and Share Your Progress

Start learning - and don't stop. See how fast you're learning and stay motivated.

Soo, is Germany missing out on Internet Revolution ?

-- Despite great talent pool and infrastructure

- 
- **How many German company in Top 100 ?**
 - **VC investment ratio to US/Is - 10 / 1**
 - **Major VC support programs in UK / F**
 - **Lack of public discussion**
 - **About strategic relevance of new technologies**
 - **Still a large investment gap (good for VCs)**

Yes, it is bad.


Berlin Ecosystem can become Europe's innovation hub

Competes with London – a few elements in place, but still early

„Berlin IS a Startup“

- ✓ Socially open city – globally minded
- ✓ No „opportunity costs“ for talent
- ✓ Open network between firms
- ✓ Role Models
- ✓ Still a large investment gap (good for VCs)

Neue Interesting Ventures in Seed stage

Company	Description	Co-Investors today
<p>MONOQI</p>	<p>Design Selling Online</p>	<p>A round</p>
<p>headr</p>	<p>Headr Facebook to Mobile Chat (similar to Airtime)</p>	<p>Seed</p>
	<p>Personal Magazines</p>	<p>Seed</p>
<p>IEWS</p>	<p>Mobile shopping 2.0</p>	<p>Seed</p>
<p>Mornin' Glory</p>	<p>Online subscriptions / Brand</p>	<p>Seed</p>

Many Thanks

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