



MAKERS Press Kit

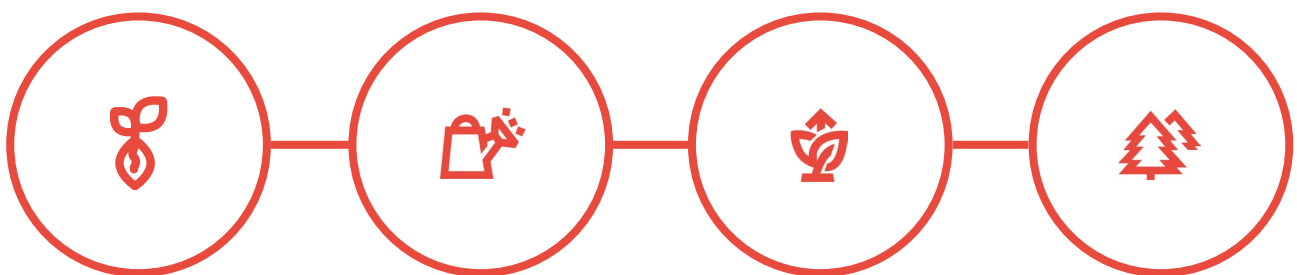
What is MAKERS?

MAKERS is a community of entrepreneurs, investors and experts who helps turn vision into reality. Being tech entrepreneurs ourselves, we are best equipped to support founders in their startup life. We're excited about sharing ideas, experiences, best practices and our network around technology and startups. MAKERS provides founders an ideal framework to build, launch and grow companies very quickly. From engineers and product designers to seed investment and office space - our goal is to provide founders with an ideal framework to build, launch and grow sustainable business models.

Our Journey

Friedrich A. Neuman and Marius Schulze started Run a Shop in 2012. They bootstrapped the company into "Germany's fastest growing Startup" according to The Next Web and Deloitte in 2014 (70,370% revenue growth within 3 years). The founders decided to re-invest the proceeds in new startups. That turned out to be the very beginning of MAKERS in 2013. Under MAKERS, Friedrich A. Neuman and Marius Schulze have built and invested in more than eight companies employing today 150 people from over 25 nationalities.

How We Work



Seed

The ideas are generated outside-in and inside-out. This means we invest in entrepreneurs with big ideas and foster new business models in-house.

Pour

We like to follow the lean startup approach by building and iterating products until reaching market fit.

Sprout

Once a product has been successfully tested and is ready for launch, we introduce it to the market while increasing the products' traction.

Grow

We collaborate with international top-tier VCs to grow proven business models into sustainable category leaders.

Our Portfolio

RUN@SHOP

Run a Shop

Performance based
& data driven user
acquisition platform
runashop.com



Perdoo

Goal setting & goal
management SaaS for
the enterprise
perdoo.com



Iconpeak

Mobile marketing
platform for apps
iconpeak.com



Bidderplace

Performance marketing
marketplace for
mobile publishers and
advertisers
bidderplace.com



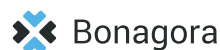
Brandnew

Influencer marketing
platform for Instagram
brandnew.io



Cashboard

Multi-asset online
investment platform
cashboard.de



Bonagora

B2B marketplace for the
home fashion industry
bonagora.com



Cashout

Free currency exchange
game for iOS
cashoutapp.io

Facts & Figures



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External Investors



2013

Founded



150+

Employees



8

Companies



25

Nationalities

Awards



Rising Star 2014

Deloitte.
Technology Fast50

*„70.370% revenue
growth in 3 years“*

RUN@SHOP



Rising Star 2015

Deloitte.
Technology Fast50

*„Germany's fastest
growing tech company“*

 **ICONPEAK**



NOAH Conference 2014

LEADERS CONNECTED
NOAH
CONFERENCE

*„Winner of € 4m TV
advertising-budget“*

 **CASHBOARD**

The Founders



Friedrich A. Neuman

Friedrich studied Business & Economics in St. Gallen, Switzerland. After his studies he moved to Berlin to start his first company. Later he led business development at Glispa. In 2012, Friedrich joined Rocket Internet and co-founded Dropgifts, a social gifting platform active in 25 countries with 120 people. Together with Marius, Friedrich is the founder and CEO of Run a Shop and founding partner of MAKERS. At MAKERS, Friedrich is responsible for Finance and Operations.



Marius Schulze

Marius studied Business and Computer Science in Dresden, Germany, and is a serial entrepreneur and business angel (Research Gate and Aupeo!). Marius has more than nine years of entrepreneurial experience. Next to his position as CEO of Run a Shop and founding partner at MAKERS he is also a co-founder of Cashboard. At MAKERS, Marius is responsible for IT and Product.

Contact

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