



**MAKERS Press Kit**

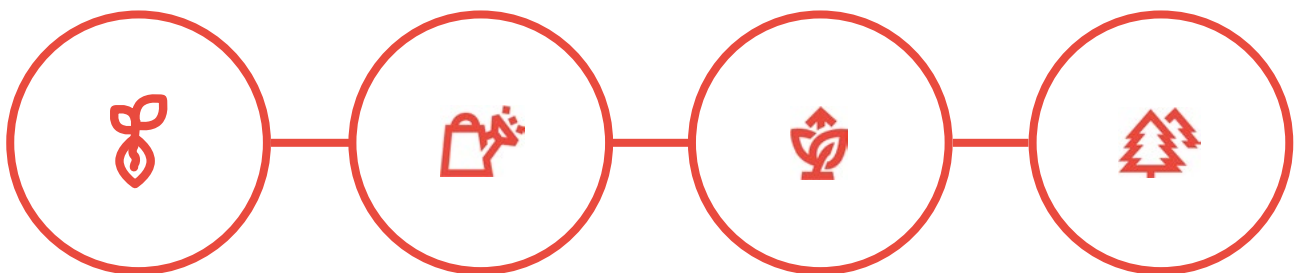
## What is MAKERS?

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 seven companies employing today 120 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](http://runashop.com)



#### Perdoo

Goal setting & goal  
management SaaS for  
the enterprise  
[perdoo.com](http://perdoo.com)



#### Iconpeak

Mobile marketing  
platform for apps  
[iconpeak.com](http://iconpeak.com)



#### Bidderplace

Performance marketing  
marketplace for  
mobile publishers and  
advertisers  
[bidderplace.com](http://bidderplace.com)



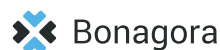
#### Brandnew

Influencer marketing  
platform for Instagram  
[brandnew.io](http://brandnew.io)



#### Cashboard

Multi-asset online  
investment platform  
[cashboard.de](http://cashboard.de)



#### Bonagora

B2B marketplace for the  
home fashion industry  
[bonagora.com](http://bonagora.com)



#### Cashout

Free currency exchange  
game for iOS  
[cashoutapp.io](http://cashoutapp.io)

## Facts & Figures



0

External Investors



2013

Founded



€60M

Revenue



120

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“

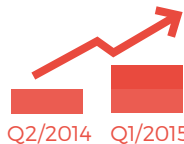
 **CASHBOARD**

## Berlin's Start-Up Ecosystem at a Glance



**40.000**

potential jobs  
in the startup scene  
by 2020 <sup>1</sup>



**~50%**

increase in announ-  
ced fundings from  
Q2/2014 to Q1/2015 <sup>2</sup>



highest concentra-  
tion of startups per  
capita in Germany  
**(128 per 10.000)** <sup>3</sup>

**>2 billion \$**

of VC investments  
in 2014 <sup>1</sup>



Berlin is the world's  
fastest growing  
startup hub <sup>1</sup>

 **12 min**

Every 12 minutes,  
a new company is  
founded in Berlin <sup>4</sup>

1 - [https://s3-us-west-2.amazonaws.com/compassco/The\\_Global\\_Startup\\_Ecosystem\\_Report\\_2015\\_v1.2.pdf](https://s3-us-west-2.amazonaws.com/compassco/The_Global_Startup_Ecosystem_Report_2015_v1.2.pdf)

2 - <http://www.berlinstartupgirl.com/wp-content/uploads/2015/07/Berlin-Startup-Funding-2014-vs-2015.jpg>

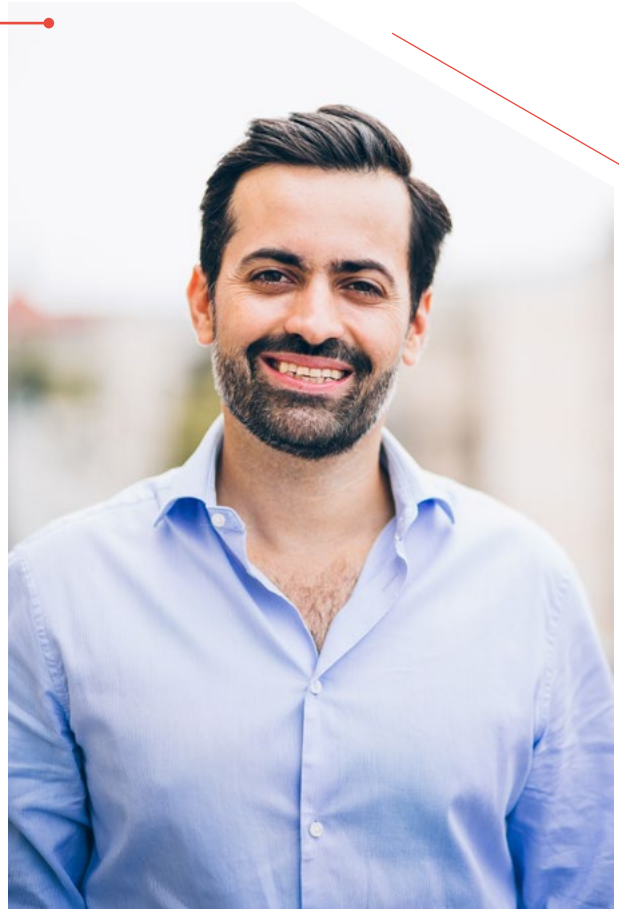
3 - <http://venturevillage.eu/infographic>

4 - <http://www.tagesspiegel.de/wirtschaft/berliner-wirtschaft-immer-mehr-menschen-haben-arbeit/9211164.html>

## The Founders

### Friedrich A. Neuman

Friedrich (36) 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 (35) 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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