

BMS Excursion to Berlin 04.06.2018 – 06.06.2018

Topics: Start-ups, Affiliate Marketing, Venture Capital, Blockchain, Artificial Intelligence



1. Programme (Anna Mueller)

DAY 1 (Monday):

Date	Time	Company	Website	Contact
04.06.2018	14.00	AWIN AG	awin.com	Sabrina Brink
04.06.2018	17.00	WestTech Ventures	westtechventures.de	Alexander Koelpin

DAY 2 (Tuesday):

Date	Time	Company	Website	Contact
05.06.2018	9.00	BigChainDB	bigchaindb.com	Sarah-Jean Vallon
05.06.2018	14.00	Gnosis Service GmbH	gnosis.pm	Mareen Glaeske

DAY 3 (Wednesday):

Date	Time	Company	App/Website	Contact
06.06.2018	9.00	The Jodel Venture GmbH	Jodel for iOS or Android	Niklas Henckell
06.06.2018	14.00	Cross Engage	www.crossengage.io	Michael Lippert

Additional Events

DAY 4 (Thursday):

Date	Time	Event	Website	Add. Information
07.06.2018	9.00 - 18.00	ESMT Annual Forum	annualforum.esmt.org	Registration needed

2. About Affiliate Marketing (Lilly Charlott Koch)

The first company we visited was AWIN, the globally leading affiliate marketing network.

Affiliate marketing is an advertising strategy, where a company pays provision to publishers (affiliates) in exchange for increased traffic, for example marketing or sales. This can either take place in real life or online, transparently or unknowingly towards their customers. Programs offered by networks help to increase the success of publishers, as they support the matching process between companies and affiliates, which together with customers make up the four main components of the affiliate marketing process.

First of networks like AWIN help to decide upon terms and conditions between the affiliate and the company. After that the publishers are provided with a product or service of the company to promote to potential customers among their audience. This can be done through various kinds of advertisements like blog posts or online videos or simply mouth to mouth in a public place. If the publisher did a good job the customer will place an order or directly purchase the product or service and the company sells it to the consumer. As a compensation for the increased sales the publisher gets paid a fraction of the purchase price as provision.

There are three different kinds to generate provision:

1. Cost per Mille (CPM)

Provision is calculated as part of the cost an advertiser pays per 1.000 clicks or views and is therefore contact oriented.

2. Cost per Click (CPC)

As opposed to CPM provision is generated per single click on a advertisement and focussing more on the number of visitors.

3. Cost per Action (CPA)

This kind of performance advertisement generates provision for every successful purchase.

Cost per Action is what AWIN is focussing on for compensating their publishers.

Benefits for implementing affiliate marketing in a company are cheap marketing for new products and services as well as increased sales. Additionally, publishers can provide feedback and ideas for improvement from their audience to implement by the companies.

Becoming a publisher in affiliate marketing is not cost intensive and can easily be done as a side profession to generate passive or additional income. The most basic tools needed are internet connection and a small audience, which often starts out with friends and family and progressively increases over time as marketing skills improve, knowledge of the target audience develops and multiple variations of advertisements are offered. Most costs like production, storing and shipping are covered by the companies themselves.

3. About AWIN (Theresa Thiem)

Our excursion started June 6th 2018, but many course participants already arrived the day before to enjoy some additional time in Berlin, or simply for matters of organisation to make sure to be in time the next day.

AWIN

Our first meeting took place on Monday 2 pm and was with AWIN - a company operating in the field of affiliate marketing. AWIN was founded in 2000 and has become no° 1 in Europe among its competitors within the last years. Today they process one third of all travel agencies. A crucial element in every business may be to conduct a strategy to create a competitive

advantage. AWIN stays for “advertising without risk”, in this instant. No affiliate company serves more clients, more publishers, and across more territories than AWIN. The company acts performance oriented, which means a customer is not going to pay money to the corporation if there is no evidence the customer came to the



advertiser due to an AWIN publisher. Cookies on websites, advertisements next to search engines and at homepages make this business model working. (Btw: AWIN cookies delete after 90 days

for reasons of data privacy protection.) AWIN advertisement takes mainly place in the Travel industry. Fewer advertisers come from the Retail & Shopping industry, financial services and even Telco & services.

Visiting AWIN, the corporation got introduced by Marvin Dubiel and Michael Krumm, both Key Account Manager in the company (M. Dubiel - Senior Key Account Manager). A Key Account Manager is responsible for successful partner programs with advertisers. Important here is a balance between hard facts and soft facts, e.g. an adequate balance between payment/tracking/product and incentives/strategy and communication. To make a good job, a Key Account Manager should have good software skills, sales- and retail skills, be a mediator, be communicative, and have an analytic mind for numbers.

AWIN maintains many partnerships with well-known companies, i.e. Douglas, Expedia, TESCO, Nike, SONY, Microsoft etc. Probably every one of us has already seen “ads” from those firms. So, probably, we all have seen advertisements AWIN-publishers were involved in. This shows how big and influential a company operating almost invisible in the background can become within just a few years.

Summarized, AWIN holds partner programs with 6.000 advertisers, and a cooperation last up to 5



years in average. The firm does currently employ 100,000 active publishers who post content on more than 1 million websites, in 180 countries (Europe: 900+ employees in 11 countries). Recently, Social Media provides the best platforms to publish content, and just to name a few: YouTube, Twitter, Instagram (mainly dominated by influencers) and Facebook are the most popular.

Later meetings

A few hours later, at 5pm, we joined a firm operating in the field of Venture Capital - “WestTech Ventures”. This firm tries to unite investors willing to give their capital to innovative ideas with potential to succeed on the market, so called START UPS. Not every START UP will achieve success in future, therefore all requests for capital get evaluated carefully, but in the end it is still a risky business. Out of my perspective this was one of the most catchy company insights we had, but time was limited and went off very fast by all our questions. At the end we did not even finish the presentation the head of “WestTech Ventures” prepared for us.

Tuesday, day 2, was dedicated to firms operating on the block chain. At 9am we all met with the “BigChainDB” company. This company tries to take out the best of both block chain and database, setting a scalable decentralized block chain database as a new business. (Just for explanation: the DB in “BicChainDB” stands for database.) The idea came up when more and more people started to use the block chain as a database. In the end, the aim is to synchronize information between several state authorities and the government to facilitate and to make daily operating easier. Data does not get lost anymore, it can just get updated.

At 14pm we got an insight into the “Gnosis Service GmbH”, a company dealing with revolutionary market-driven forecasting technology. They told us about the beginnings of their company and what happened meantime. Even they have first become founded in 2013 the company can already look back to a huge firm development and turbulent times. With “Gnosis” even third party developers can create prediction market applications to provide oracles on the block chain. This platform is for all kinds of prediction market applications (e.g. sport, politics, etc.). Further, they will lower barriers for non-technical persons. This way they hope to improve adoption.



Our third day started with “The Jodel Venture GmbH”, in a company office really tricky to find. It was really interesting to hear how “Jodel” made its way in the last years from the very beginning until now, also because many of us are using

this application on their cell phones. The head of “Jodel” informed us not just about their own way, he also gave us a kind of guidance to make up our own business one day, being in the position of a founder. This was a very informative meeting, at the end we did not just learned about them, but also got advisory for our own future.

The last appointment for Wednesday took place at 2pm. We were meant to visit the “Cross Engage” company. Unfortunately, I was not able to be there in time, because of Berlin traffic issues. A former look on their website and later conversations with my colleagues demonstrated me I definitely missed an interesting meeting.

All in all, I had interesting insights into innovative companies giving me an opinion about business in future. It made me thoughtful to see how just a few persons are needed to build up and to run firms having great influence, most of those being programmers or just being responsible for marketing issues. There is almost no real labour force needed anymore to generate money, machinery knows more about us than we do ourselves and technical power has overcome us by far. Probably, there will be big changes in future already taking place.

4. About Venture Capital (Elena Koenig)

During our excursion to Berlin, we wanted to gain an insight into the industry of Venture Capital. Consequently, it was necessary to clarify the following points beforehand:

1. What does Venture Capital mean?
2. How does the Venture Capital process works & which industries are affected?
3. What are the different stages of Venture Capital financing?
4. What are the advantages and disadvantages of Venture Capital?
5. What is the business of WestTech Ventures?

1. Venture Capital - What does it mean?

Venture Capital is money provided for a new commercial business with perceived long-term growth potential by external investors such as wealthy individuals, investment banks and other financial institutions.

2. Venture Capital process and affected industries

The Venture Capital process starts with **fundraising** conducted by the Venture Capital firm. Considering that potential investors need to be contacted and convinced to pool funds. Secondly, venture opportunities are **evaluated** by the Venture Capital firm. A business plan is submitted by the new enterprise which is seeking for capital. This business plan should include an executive summary, a statement regarding to opportunities in the current market, a well-founded financial projection etc. After different rounds of meetings and discussions both parties hopefully come to an agreement. From now on, the Capital Venture firm **invests** capital into the potential enterprise and tries to govern this enterprise to growth and success. An **exit** can be accomplished due to various exit options for example: Initial Public Offering, mergers and acquisitions or the onward sale to other interested investors. Finally, the return is **distributed** to investors.

Industries such as software, biotechnology, media & entertainment and medical devices & equipment are known for attracting the most Venture Capital.

3. Venture Capital financing stages

Venture Capital is mostly invested in three stages: In the seed financing phase, the startup financing phase and in the expansion phase. Seed financing and startup financing belong to the early stage financing whereas the expansion phase is part of the later stage financing.

The seed financing phase focuses on providing money for the new enterprises to prove their concept. Startup financing concentrates on the product development and initial marketing. The expansion phase includes providing money for the initial expansion.

4. Advantages and disadvantages of Venture Capital

Venture Capital firms do not only provide new businesses with necessary capital but also with a great amount of expertise, background knowledge of the required industry, technical assistance, and potential connections. Moreover, the company do not have the obligation to repay the money.

On the other hand, Venture Capital involves the danger of different aspects. First of all, founders lose control due to the fact that investors own parts of the company. Secondly, Venture Capital is very risky. Investors can lose everything and therefore expect a high rate of return. Moreover, the Venture Capital process is complex for both parties and filled with obstacles such as bureaucracy which needed to be overcome.

5. About WestTech Ventures (Olga Aliskina)

Last week we were on excursion in Berlin and on the first day we visited the company



“WestTech ventures”. The presentation about the company was held by Alexander Kölpin, the *Co-Founder, Managing Director, Chief Executive Officer, and Partner*. Our meeting was in friendly atmosphere and we all felt freely, after the presentation Mr. Kölpin answered our question. The presentation was interesting, slides were good

structured and all main points were explained

. During our meeting we discussed following topics: where and when “WestTech ventures” was founded, how the idea found the company has arose, what are the main investing areas, where the company gets money, company’s business model, we also saw company’s portfolio, learned about the company’s team.

After the presentation we learned some interesting things:

- 1) “WestTech ventures” was founded by Masoud Kamali and Alexander Kölpin in 1995 in Berlin, as a venture capital firm specializing in pre-seed phase, seed phase, early stage, angel, and growth stage investments;
- 2) A company invests in companies in Germany, it invests from 25.000 to 250.000 EUR into different small companies, “WestTech ventures” often invests in know-how projects;

3) The company primarily invests in the information technology, software, software engineering, mobile services, media technology, media, and education SaaS solutions in the B2B market;

4) The company takes its own personal capital for investing;

5) Mr. Kölpin told us, if the company needs some consultation “WestTech ventures” provides it;

6) Also, during the presentation Mr. Kölpin described us a model of their company and introduce the "unicorn.berlin". This is a company which provides coworking, a working place where everyone can work in one space - all in the form of a comfortable cafe. They have very unusual business model.



6. About WestTech Ventures (Jost Burghardt)

The meeting with Alexander Kölpin, managing director and partner at WestTech Ventures, was held in one of the companies co-working spaces.

WestTech Ventures is a venture capitalist active in the pre-seed and seed-phase, meaning the company provides capital to startups that are still very early in their development. The business model aims to cut profit out of the concept of high risk vs. high reward. By investing early, the potential profit margin is higher compared to later investments in the early stage or later stage of a company. The risk is high, because the companies that get the investment are mostly not even operating fully and are mostly just ideas backed up with talented young entrepreneurs. At the stage that WestTech invests, most companies only have a business plan to show for and obviously no proven track record or numbers. Balancing the high risk is a potential high reward. With relatively small investments, in this case between 25.000 EUR and 250.000 EUR, WestTech can acquire significant company shares. If a company that WestTech invested in succeeds and makes it to the later phases, they are likely to get more investments from bigger venture

capitalists, for example to launch production or sales. In this case, a 250.000 EUR investment could already be worth 1m EUR, as the further investments rise the company's value.

Because WestTech Ventures invests in the riskiest phase of the venture capital investing, the company uses multiple strategies to lower the risk. The company benefits from the cohesion within the Berlin tech startup scene and sees the other venture capitalists more as partners, compared to competitors. By communicating with other seed-phase investors and investing together, the risk is split between multiple venture capitalists. This also results in the investors working together to help the company succeed. Another important step to lower the risk is by finding the right companies to invest in. However this can only be achieved with diligence. So far over 1500 business plans have been submitted to WestTech Ventures and all have been sorted and read by the few people working in the company. Obviously a lot can be filtered quickly but a fair portion still has to be looked through. The second part to this step is to meet with the entrepreneurs and get to know them and their idea because they will be the one responsible for the success. Mr. Köplin mentioned that he was looking for very eager and determined young people and also said that he feels that Germans often lack the guts to pull through with their ideas and give up too easily. The company benefits from the Berlin environment of meet-ups, co-working spaces and a healthy startup scene in general. Another strategy which further reduces risk is that WestTech only invests in the tech branch, which is the field they know best. The final strategy we discussed was the idea and benefits of good networking. The example we discussed was the scenario where WestTech made an investment into a startup and then after a while proceeded to pitch the company to other investors who are active in the later phases of venture capital investments. If successful, and the other company invests in the startup, the value of the startup increases and WestTech makes a profit.

In contrary to what we learned when preparing for the excursion, WestTech Ventures usually does not provide extensive counseling and help to the startups in their portfolio. There are multiple reasons for this, most importantly the fact that WestTech currently employs only four people and does not have the capacity to counsel. The other big reason is that in many investments other companies hold bigger shares and usually those companies take on the counseling role. Lastly, most counseling is done in the later phases of venture capital investing. WestTech Ventures currently holds a portfolio of 40+ companies and has already made a couple

of successful exist. Mr. Köplin disclosed to us that they are currently working on their second round of funding to make more investments in the future.

7. About Gnosis (Javed Iqbal)

Excursions rarely offered by Companies and we had that opportunity to discover some amazing companies with wonderful atmosphere in Berlin organized by our respectful Prof. Dr. Axel Noack. Our aim was to visit companies and understand companies functions and business essential. We had chances to visit 6 proficient companies that provided us precious knowledge include corporate lifestyle and interesting business strategies and models.

One of the company i have interested most Call Gnosis constructed for prediction market on Ethereum blockchain system which offers a next generation blockchain protocol enabling advanced smart contracts.

Prediction markets can be used price discovery, One potential use case is prediction market for pre-auction for example art valuation, through this marketing auction houses can save millions of dollars with prediction market insights into variables such as where to begin auction pricing and how much profit to guarantee to sellers, Gnosis helps facilitate information gathering auction applications for both traditional and new industries.

Gnosis has smart contracts for Futarchy markets based on governance and created a mock up for a governance apps and they received a DEV grant to research crypto economic market mechanisms additionally also executes blockchain Hard fork to return DAO funds which consist of the



hard fork of the Ethereum blockchain would move the funds tied to the DAO to new smart contract do one thing, let the original token owners withdraw the funds. The token owners would be given the example exchange rate of 1 ETH to 100 DAO tokens.

One another predicted market they focus on Financial markets application is a non-monetized market for securities research firms to obtain outside feedback on expected stock fundamentals and more accurate models using conditional markets will hopefully result in more efficient markets and less volatility.

Gnosis offers various apps with purpose of solutions for different market problems e.g Gnosis Olympia (provides participants for trading in prediction marketing), Gnosis Multisig wallet (enable groups of people to control their funds), Gnosis Dutch exchange (Based on Dutch auction principle) and Gnosis Management interface.

8. About Gnosis (Thore Ritter)

Gnosis is a blockchain project that focuses on prediction markets, but also offers a multi-signature wallet and is working on a decentralized Dutch exchange. Those three products were presented to the group by three respective product managers.

Prediction markets or information markets are markets in which individuals or companies speculate on future events. Gnosis aims to offer the tools, i.e. the programming language, with which those markets can be set up on the blockchain. The speculation on a future event would mean that tokens are offered in the number of probable outcomes that pay a certain amount if they come true.

Participants with superior, i.e. likely true information, will be incentivized to buy the right token, meaning the price of that token would go up, while the others go down, and therefore indicating this certain outcome is more likely to occur according to the prediction market.

The financial incentive behind buying the right tokens would in theory make prediction markets react fast to new information and make them very reliable, since buying the knowingly ‘wrong’ token to manipulate the prediction results in direct losses, making them a good tool for predicting future events.

By requiring more than one party to authenticate a transaction, multi-signature wallets offer more security. Existing multi-signature wallets are rather complicated to use and require extensive knowledge. Gnosis already offers a multi-signature wallet but aims to launch Gnosis safe to offer a more user-friendly wallet that is more geared toward end users than b2b-customers.

During the presentation of the Gnosis decentralized Dutch exchange, DutchX, the shortcomings of standard centralized exchanges as well as order book exchanges in general were highlighted and the way DutchX tries to solve these issues was explained.

Basically centralized exchanges hold their user's funds, making them vulnerable to hacks.

A decentralized exchange offers safety but also gives more responsibilities to its users, since i.e. a password reset would not be possible, requiring its users to be more careful with their data.

The shortcomings of order book exchanges, whether decentralized or not, mentioned were the volatility, where markets with lower liquidity are susceptible to price changes stemming from market orders and where it is not always possible to match asks and bids. Another problem is front-running, even more so for decentralized exchanges. In decentralized, blockchain based, exchanges the miners must work the transactions into the blocks and will therefore see them first. If a large order comes in that will influence the price, miners could put in their own transaction before the large order to benefit from the upcoming price change.

A Dutch auction is a kind of auction that starts at a high price and then decreases continuously until it matches with a bid.

The Dutch auction process from Gnosis DutchX aims to forego the problems of order book exchanges. Asks will be collected and at a specified time the auction starts at twice the market price, now the price will start to decrease according to a function. Buyers can place their bids at their desired price, as soon as the graph of the decreasing price intercepts the graph of the, with lower prices, increasing bids, the auction is ended. All bids that are at the determined price or above will be matched and the same per unit price is paid by all buyers.

This auction system ensures that illiquid markets do not react strongly to market orders, since they would just be part of an auction where the new price will be determined. This is also a downside of Dutch auctions, there are no true instantaneous market orders, only auctions which take a certain amount of time. Front-running is also not possible since the price is determined at the end of an auction and the same price is paid by all buyers.

9. About Jodel (Magnus Harzdorf)

Introduction

Some of the students in the BMS course at the Hochschule Stralsund had the possibility to go to

an excursion held in Berlin. During this trip, the students visited together with Prof. Noack some companies that operate in different markets. The markets were venture capital, startups, affiliate marketing and artificial intelligence. The excursion was between the 4th June and the 6th June.

Jodel

On the last day of the excursion the 6th June, we visited the startup company Jodel Venture GmbH at 9 a.m. The Jodel Venture GmbH or short Jodel is a relatively young company that is known for its app with the same name: “Jodel”. Jodel is available on ios and android and it is an app mainly used by students. In the app itself people can anonymously post messages on a simple message board. These messages are visible for people in a vicinity of 10 kilometers. Each message can also be voted up or down.



The app was made public in October 2014 in RWTH Aachen by the former student Alessio Borgmeyer. Alessio Borgmeyer is now the CEO of Jodel with 30 employees and an office seat in Berlin.

The excursion group was at Jodel in the Wilhelmstraße 118 and heard a presentation of one of the earliest employees of Jodel. The office itself was very open with a row of desks, meeting rooms and a kitchen. The presentation started after a short welcome and instead of explaining the app itself and what Jodel does in general. He told us about the history of the company, while giving the students tips, about how to start a company. This decision made sense, due to the fact that everyone knew the functioning of the Jodel app. The presentation was organized. The information given was very useful and interesting for future references, if someone wants to start a company. Also some humorous parts were put into the presentation to loosen the atmosphere. Furthermore he illustrated how Jodel makes its revenue. At first they survived

through investments, but now they run advertisements in their app and they want to extend that area for further possible income. In addition to that he went into more detail about the development of the app Jodel, while he explained the history of the company. He told us about future possible features that will be implemented or tested. At the end of the presentation the students had the opportunity to ask their questions. The questions were openly answered. After the presentation was over some of the students stayed for interviews, because Jodel made this request before the excursion. The rest of the group was heading towards the next meeting at 2 p.m. with the company CrossEngage. So ended the meeting with the startup company Jodel Venture GmbH.

10. About Artificial Intelligence (Chitti Ayyappa Porapu)

Artificial intelligence (AI, additionally machine intelligence, MI) is intelligence proven by machines, in contrast to the natural intelligence (NI) displayed via people and different animals. In laptop science AI lookup is described as the find out about of "intelligent agents": any gadget that perceives its environment and takes moves that maximize its chance of efficaciously attaining its goals. Colloquially, the term "artificial intelligence" is utilized when a computing device mimics "cognitive" features that people companion with other human minds, such as "learning" and "problem solving".

The scope of AI is disputed: as machines end up increasingly capable, duties considered as requiring "intelligence" are regularly removed from the definition, a phenomenon regarded as the AI effect, main to the quip, "AI is anything hasn't been executed yet." For instance, optical persona attention is frequently excluded from "artificial intelligence", having come to be a activities technology. Capabilities typically labeled as AI as of 2017 consist of efficiently perception human speech, competing at the easiest level in strategic game systems, independent cars, smart routing in content delivery network and military simulations.

Artificial brain was once founded as a tutorial self-discipline in 1956, and in the years on account that has experienced various waves of optimism, accompanied with the aid of disappointment and the loss of funding (known as an "AI winter"), followed by means of new approaches, success and renewed funding. For most of its history, AI lookup has been divided into subfields that regularly fail to communicate with every other. These sub-fields are primarily

based on technical considerations, such as unique desires (e.g. "robotics" or "machine learning"), the use of particular tools ("logic" or synthetic neural networks), or deep philosophical differences. Subfields have also been based totally on social elements.

The ordinary troubles of AI research consist of reasoning, information representation, planning, learning, natural language processing, perception and the capacity to cross and manipulate objects. General talent is among the field's long-term goals. Approaches consist of statistical methods, computational intelligence, and regular symbolic AI. Many tools are used in AI, including versions of search and mathematical optimization, synthetic neural networks, and methods primarily based on statistics, probability and economics. The AI area draws upon laptop science, mathematics, psychology, linguistics, philosophy and many others.

The discipline used to be based on the human intelligence "can be so exactly described that a laptop can be made to simulate it". This raises philosophical arguments about the nature of the idea and the ethics of developing synthetic beings endowed with human-like intelligence which are issues that have been explored by using myth, fiction and philosophy when you consider that antiquity. Some human beings additionally consider AI to be a chance to humanity if it progresses unabatedly. Others consider that AI, unlike previous technological revolutions, will create a danger of mass unemployment.

In the twenty-first century, AI techniques have experienced a resurgence following concurrent advances in pc power, giant amounts of data, and theoretical understanding; and AI techniques have end up an crucial part of the technological know-how industry, helping to solve many difficult problems in pc science.

11. [About CrossEngage \(Annabell Heyden\)](#)

CrossEngage is a company which was established in 2017 and 30 employees are working in Berlin. This company is offering a system and help to companies with which they can collect customer data and work with it properly. This happens through a customer engagement platform, combining a customer data platform (which are market driven systems that creates a persistent, unified customer database accessible to other systems) with segmentation and cross-channel

campaign management capabilities. Useful for the clients are the flexible data structures therefore they can integrate all data sources and existing tools. The synchronising of the user data creates an actionable, real-time 360° view which is made of the product data, user data, order data and behavioural data of the user. Also helpful for the company is the single user view helping with content personalization and journey optimization across all touchpoints. The holding of ePrivacy seal and to hold on to the standards of German data protection law is very important for CrossEngage.

A great topic of CrossEngage are 'Memories'. CrossEngage is certain that Moments and



Memories create relationships. There are two types: customer-initiated moments and business-initiated moments. Ads create no relationships. Therefore, it is necessary to collect these moments with for example the Hype cycle. This Hype cycle contains three steps: collecting data through customer data platforms to create the 360°

customer profile, decision making for finding the right timing etc. and the delivery for finding the right channel through which the customer should be contacted.

The success factors of CrossEngage are the audience segmentation (with the help of the 360° customer profiles marketers can build segments based on customer data and real-time behavioural and response data, because of this profiling the right audience is targeted at the right time and customers changing needs and expectations are met) and the cross-channel execution (all existing tools are connected and the complex data structures are integrated faster, also the marketing efforts are coordinated and the best tools are used while the clients are targeted through their preferred channels).

The results of CrossEngages product can be grouped into two kinds. The first one are brand benefits, what means that because of the cross channel communication the average Customer Lifetime Value increases, the customer base grows and the brand awareness and recognition increases. The second type mentioned by CrossEngage are Customer benefits, because customers can get the right message through their



preferred channel for they no longer receive impersonal messages and unsuitable offers. Also, only a moderate number of messages is send to each customer with customized offers thanks to the use of the personal data. With the help of those systems there is the possibility for treating every customer like a special individual.

CrossEngages employees made some outlooks for the future, including the integrating of the latest features and channels like e.g. WhatsApp, exploring of target audience and real-time behaviour with Artificial Intelligence and providing markets with intelligent suggestion.

12. Summary (Nele-Marie Kühl)

During the “Blockweek” a small group of 15 students participated in the Berlin excursion with Prof. Dr. Noack. In the course of three days we visited six companies which are operating in different business fields from blockchain over venture capital and start-ups to affiliate marketing.

The excursion started at 2 o’clock on Monday with an insight into the affiliate marketing company Awin. Two young Key Account Managers explained the idea of affiliate marketing and the business of Awin. Shortly, they illustrated their company structure as link between advertiser and publisher. After their informative but simultaneously entertaining presentation detailed answers to upcoming questions were given. We ended the visit with a tour through their offices.

At the same day we also had WestTech Ventures, a venture capital firm, on our agenda. We were waiting excitedly for Alexander Kölpin, the Managing Director and partner at WestTech Ventures. As we already had the basic understanding of venture capital, a question round took place instead of passively listening to a business presentation. The students were showing their interest through actively starting a conversation and taking the chance to receive the information out of first hand. For example, how the potential in start-ups can be identified, how risky the business really is or how they raise the capital for investing in young companies.

On Tuesday we got the opportunity to visit BigchainDB. The B2B company consist only out of 35 employees and invented a mix out of a database and blockchain. Thereby they combined the advantages of one another. A PowerPoint was hold and a virtual example of their technique was provided. Thereby, the journey of a car from dealer to buyer over the registration and police was followed. Each step was online automatically added to the items history, where all parties were connected. All in all, their product should simplify and decentralizes processes with many operators involved.

In the afternoon everyone met up again at Gnosis, which was another company using blockchain and operating in prediction markets. Their goal is also to decentralize prediction markets. Their revolutionary techniques are relatively young and in a steady development, which made the topic hard to grasp.



The last day of the Berlin trip started with an appointment at Jodel Venture GmbH, which is a well-known German app especially among younger generations and students. Niklas Henckell introduced us into the history of Jodel and shared some tips for founding an app or start-up. After all questions were answered, two users and two non-users were

invited for a consumer interview.

Finally, we reached the last stop, Cross Engage. A team of three young people presented their business model and showed us around. They explained their system of building up customer relationships on a whole other level, by creating special moments through the automation of customer-journeys over all existing channels. The key to that process is a customer-data-platform.

All in all, the excursion to Berlin was an exciting and diversified insight into modern businesses. The opportunity of asking questions was gratefully accepted and we as students felt received in a friendly manner.