



BOOTSTRAPPING THE
LARGEST SHOPPING
COMMUNITY IN THE WORLD





DO YOU LIKE
**SAVING
MONEY**









5700

SHOPPING-
DECISIONS PER
MINUTE!

Daily the size of a city like New York

Entrepreneur

Moneysaver by heart

Founded/Co-Founded 8 Companies

Acquired 7 Companies

Merged 2 Companies

Sold 6 Companies (4 Homeruns, 2 Successful)

Write-Offs 2 Companies

Most notably:

Founder mydealz 2007

Co-Founder Shoop - 2010

Co-Founder Urlaubspiraten - 2011

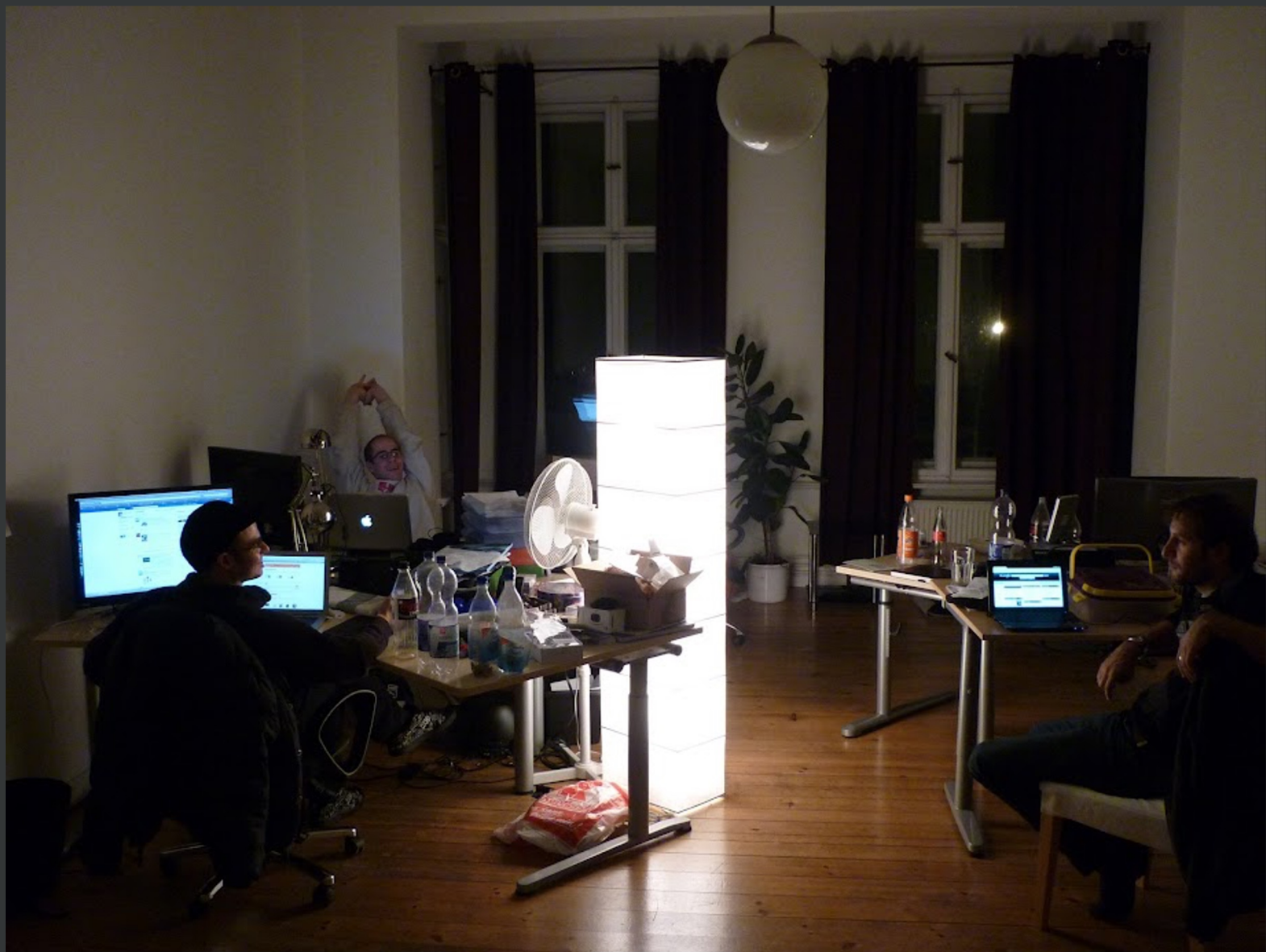
Co-Founder Pepper - 2014



Salami Tactic

Consistent, focused effort on achievable goals
builds unstoppable momentum
Progress compounds when you show up
EVERY SINGLE DAY









**Culture eats
strategy for breakfast**

**Values matter
Passion matters
Purpose matters**



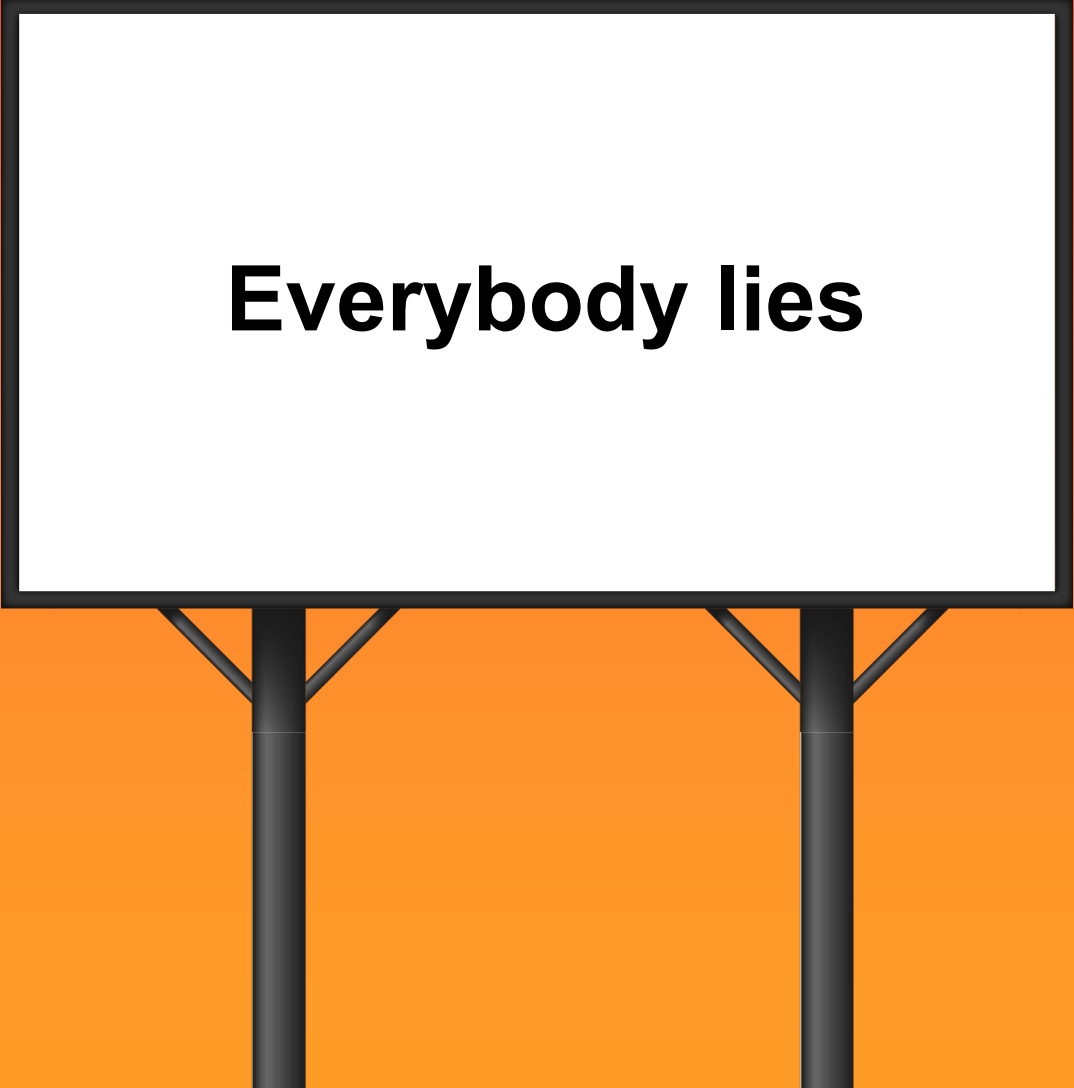




A dark silhouette of a crowd of people celebrating. In the center, a person holds a large trophy with a star on it. Other people around them have their arms raised in the air. The background is a dark gray gradient.

PICK YOUR **BATTLES**

Two parallel diagonal lines with a gradient from orange to red, extending from the top right towards the bottom right of the image.

A white rectangular sign with a black border is mounted on a black stand with two vertical poles. The sign is set against a background of orange and red horizontal stripes.

Everybody lies

**Ignore the noise
Focus on your
own stuff**

How did you develop the idea and business model for mydealz?

Can you share some experiences from your startup phase?

What do you think about Germany as a hub and generator for start-up businesses?

What you expect from accountants and internal auditors when scaling a business?

The future of e-commerce in Germany, and whether it can position itself globally

- to compete with the USA

Q&A