

Medianet Catapult start ups 2011/12

| Company | UK translation | Website |
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| 1001 Ventures GmbH | The concept is a classic traffic, e-commerce model: 1001 accompanies the bride and groom online, from the marriage proposal to the honeymoon. The online Magazine 1001hochzeiten (www.1001hochzeiten.de) supports the wedding planning with articles, planning tools and a business directory. 1001hochzeiten emotionalizes the wedding planning and through that generates traffic to the e-commerce site 1001hochzeitstische on which couples can set up the wedding wish list. 1001hochzeitstische (www.1001hochzeitstische.de) provides bridal couples with a flexible solution for their wedding gifts with a combined model of products and money gifts. | www.1001hochzeiten.de; www.1001hochzeitstische.de |
| Ape Unit GmbH | Success on the Internet from just one source: Linkage of the areas web, video, live streaming and creative design with a high potential for the development of promising applications and services. Develop web applications and services. | www.apeunit.com |
| Bidmanagement GmbH (adspert.de) | Adspert provides fully automatic control and optimization of online advertising via Google Adwords using its own statistical models. The focus is on a software-as-a-service concept and is generally useful for all who use Google Adwords and want a simple solution for profile and efficiency increase. | www.adspert.de |
| bookletmobile.com | The Berlin-based start-up Bookletmobile brings brochures onto mobile smartphones. With the help of the web-based editing system developed by Bookletmobile, texts and images but also videos and audio files can easily be transformed into a multimedia booklet which is immediately available as an app. Each booklet is sold in booklets app. Unlike printed brochures, the booklet can be changed at any time. Thanks to the mobile distribution, the consumer can load and use booklets onto his mobile anytime. The app displays either the booklets, which are near the location of the user or displays booklets from a selected category. The application areas for mobile booklet are almost unlimited. Everywhere where today brochures are used, mobile booklets can replace them. These include hotels, cultural facilities, event venues as well as companies and individuals. | www.bookletmobile.com/ |



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| Companize GmbH | Companize networks anonymously employees of all companies and enables the secure dialogue among them. The system unveils the network, takes a look into the corporate world and makes visible the reputation of companies as seen by employees and external persons. | http://www.companize.com/ |
| Experimental Game GmbH | Development and market introduction of a new media formats - "the Gamebooks" - to convert any one brand or intellectual property inexpensively and quickly into a game format. | www.experimental-game.com |
| INNOSERV GmbH | Nationwide on-site service for computers and electronics. We focus on online sales, ie we allow online stores to offer their customers on-site services for the respective product. We work with local service providers and from Berlin, we do the process and quality management, marketing and sales. | www.einfach-machen-lassen.de |
| iversity | iversity is an online platform that combines the functions of a groupware with those of a course management system and a social network. | www.iversity.org |
| KAIORIZE GmbH | Innovative platform for personality/celebrities product placement. Celebrities can chose a fixed number of to products each month, for which they were unlocked in advance by the companies. The selection of products depends / is connected to a donation to a charitable organisation which will be covered by KAIORIZE and which the celebrity allocates to the organization. | www.kaiorize.com |
| Klassik.TV media broadcast GmbH | Germany's first 24/7-IPTV-channel for classical music, opera and ballet. Several free public streams. Ad financed. Subscription optional. | www.klassik.tv |
| Life Action Games GmbH | Cloud-based gaming platform for the development and marketing of mobile augmented reality tours and scavenger hunts for tablets and smartphones. | www.life-action.eu |
| MediaMetrics UG i.G. | Development and distribution of a SaaS (software as a service) solution for reputation management and analysis of communication content in the network for businesses. | www.media-metrics.de |
| MovieBrats GmbH | MovieBrats has two business segments: In-house development, production and marketing of feature and animated films with a focus on genre films, family entertainment and 3D cinema as well as the production of motion picture projects for advertising and brand communication. | www.moviebrats.com |



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| Multitouch Berlin | The flatbed editor of the future - real-time 3D film editing and animation software based on multi-touch devices. | www.multitouchberlin.com |
| Nachbarschaftsauto PCS GmbH | Private cars are parked 23 hours a day. That's an exploitation of less than 5%. At the same mid-size cars cost 400 € -500 € fixed costs per month. Sharing of private cars makes sense. "Nachbarschaftsauto" (Neighbourhoodcar) makes it easy and safe. | www.nachbarschaftsauto.de |
| Newsletter2Go by smoton GmbH | Newsletter2Go offers a SaaS tool for the relevance-oriented delivery of personalized e-newsletters and SMS. | www.newsletter2go.de |
| OMQ GmbH | Support of companies with the help of new technology to automate and increase efficiency. OMQ has developed server-based components that compare support cases with each other and recognize repeated and well known issues. | www.omq.de |
| Ondango UG | Ondango allows shop owners of all kinds to develop an online store in just a few steps. This can be set up on your own fan page, and thus enables you to use Facebook fans as a sales channel. | www.ondango.com |
| Penrose Film GmbH & Co. KG | The core business is the production of high quality feature films and documentaries with a thorough and broad exploitation potential. | www.penrosefilm.de |
| Personology UG | Dynamically integrated advertising into videos. Example: The poster of a bus stop is again a dynamic online advertising space (targeting & personalization) | www.personology.de |
| Pictrs GmbH | Pictres helps photographers by using SaaS tools, to easier and faster sell photos as prints and downloads online. | www.pictrs.com |
| PuzzleMap Stammnitz + Conrad GbR | All people identify with their surroundings and all people can do puzzles. Puzzlemap unites this, on carton, the internet and smartphones. | www.puzzlemap.de |
| Shotshop GmbH | Site for high quality stock photography | www.shotshop.com |
| TheGapBetween/allflip GmbH i.Gr. | allflip restructures online trading | www.the-gap-between.com/; |
| trikoton GmbH | Trikoton provides innovative IT infrastructure that allows users to create fashion through audio messages like songs or poems and manufacture the unique fashion items with an automated production line in industry standard and at competitive prices. | www.trikoton.com |

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| tvype GmbH | tvype (pronounced twaip) stands for a newly developed technology that allows the construction of the largest community network in Europe while simultaneously generating an infinite index of photo and video material / Until 2015: Photo and video index with 160 million contributions and creation of a network of civil/people reporters with 2.1 million people | www.tvype.com |
| Uplivion Technologies GmbH i.G. | Uplivion Technologies develops and sells innovative technologies for the digital distribution of games through browser software. | www.uplivion.com |
| viasto GmbH | The company develops and markets asynchronous video technology for internet-and-online and, under its own but also under foreign brands, offers SaaS solutions for the recruitment via internet. | www.viasto.com |
| Werbeboten Media UG (ab Juli GmbH) | As a social media agency, we design marketing campaigns and enable wide message distribution in appropriate online communities and develop unique solutions for the efficient management of networks such as Facebook. | www.werbeboten.de |
| WeTape GmbH | WeTape is an innovative video solution for direct recording of authentic customer opinions on the net. | www.wetape.de |