



**6. Networking Abend Münchner Kreis  
USA/Silicon Valley  
Be Prepared: Hit the Ground Running**

**March 16th, 2017**





# About Voycer

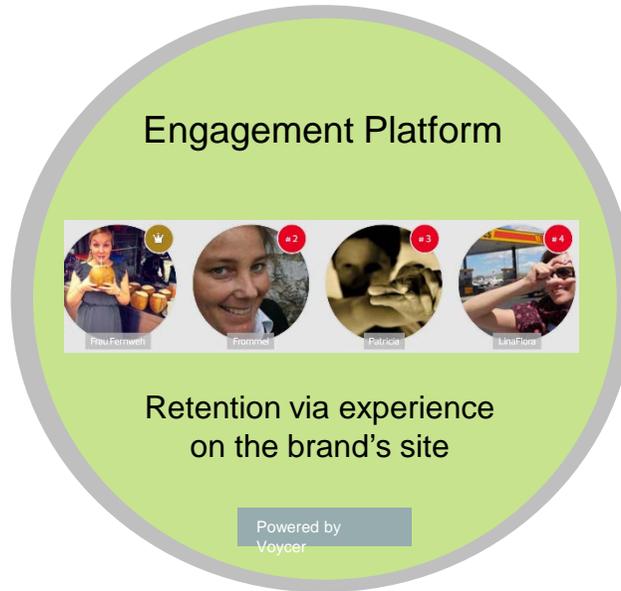
# USP: Integrates Users and Brand Employees in Peer-to-Peer Communities



Digitization



Voycer peer-to-peer communities generate millions of users in branded, vertical experience platforms



Engagement Platform

Retention via experience on the brand's site

Powered by  
Voycer

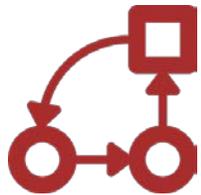
Brand/retailer employees engage directly with users on Voycer platform for services and sales



Transformation

# The Leading B2B SaaS Provider of Peer-to-Peer Communities

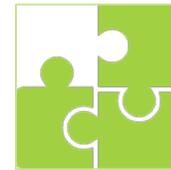
Voycer delivers a motor for successful customer experience management & digital transformation



**Strategy**



**Cloud Platform**



**Growth Services**

Selected customers:



ANWR



RWE

meistro  
Energie für Unternehmer



Hubert Burda Media



# A Brief History

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## 2013:

Launch innovative Community cloud platform  
First contract with customer €1 Mio



## 2014:

Second contract with customer €2.3 Mio  
Silicon Valley Invitation for Spring 2014, with Google Mentor and offices, but too early!!!



## 2015:

It took us 18 months to fulfill this contract; hunting elephants is hard for start-ups  
Market launch of modular SaaS cloud community platform



## 2016:

15 new customers top brands, including: toom, innogy, Robinson Club, Electronic Partner ...  
Recognition: Gartner Inc. names Voycer 1 of 6 global sample vendors worldwide, 1 of 2 in Europe!

**Gartner**

## 2017:

Strong growth in DACH, extend lead in core territory; first European projects  
Social CRM Kunden Use Case bei Gartner Inc

**Gartner**

## 2018

First lighthouse customer(s) in USA

2.

## Going to Silicon Valley

# Why Are You Going?

Go for the right reason

Have a compelling value proposition

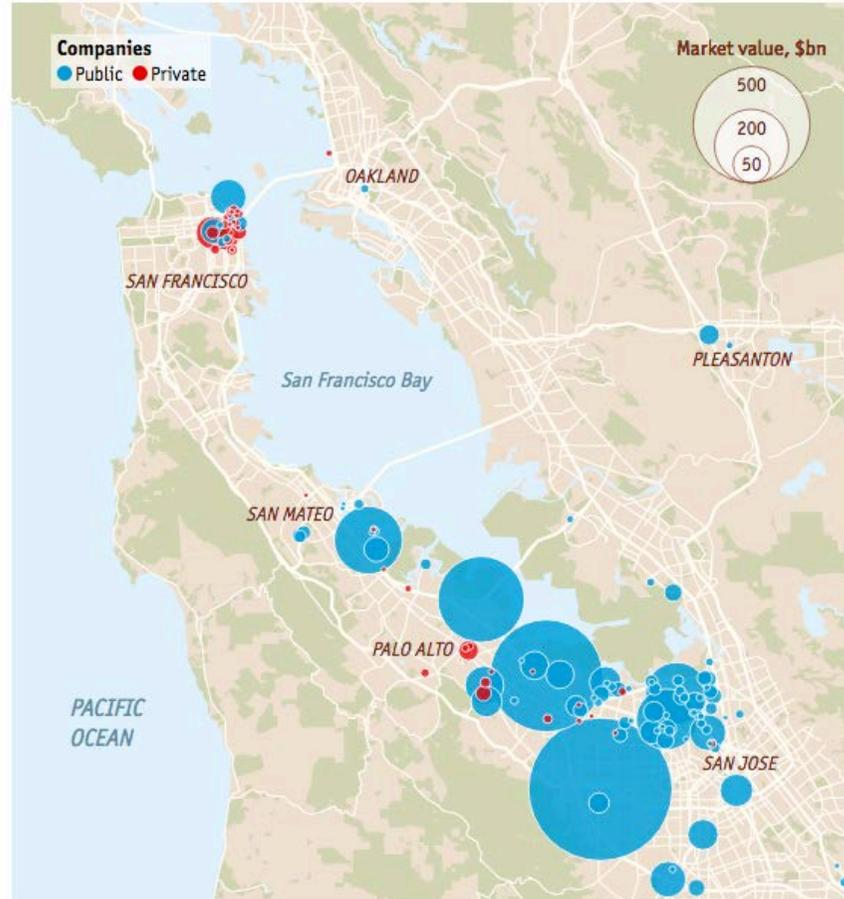
Know your access point in the market

**DON'T** go, just because you need growth and SV is the place to be...10 competitors will eat your lunch  
**DON'T** go, if you lack capital and think the VCs will greet you with open arms

# Where Do You Fit in? There Are 50K Companies and Lots of Competitors

## Valley of the kings

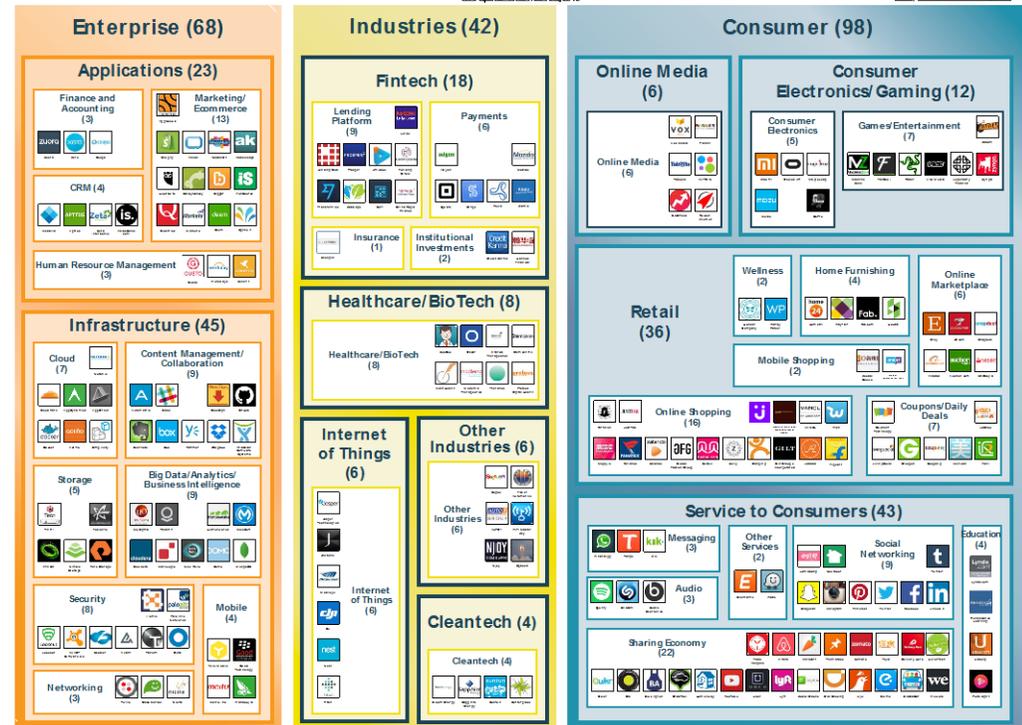
Tech companies valued at more than \$1bn



Sources: Bloomberg; CB Insights; Google; Openstreetmap

## The Unicorn Club

Last Update: December 26, 2015



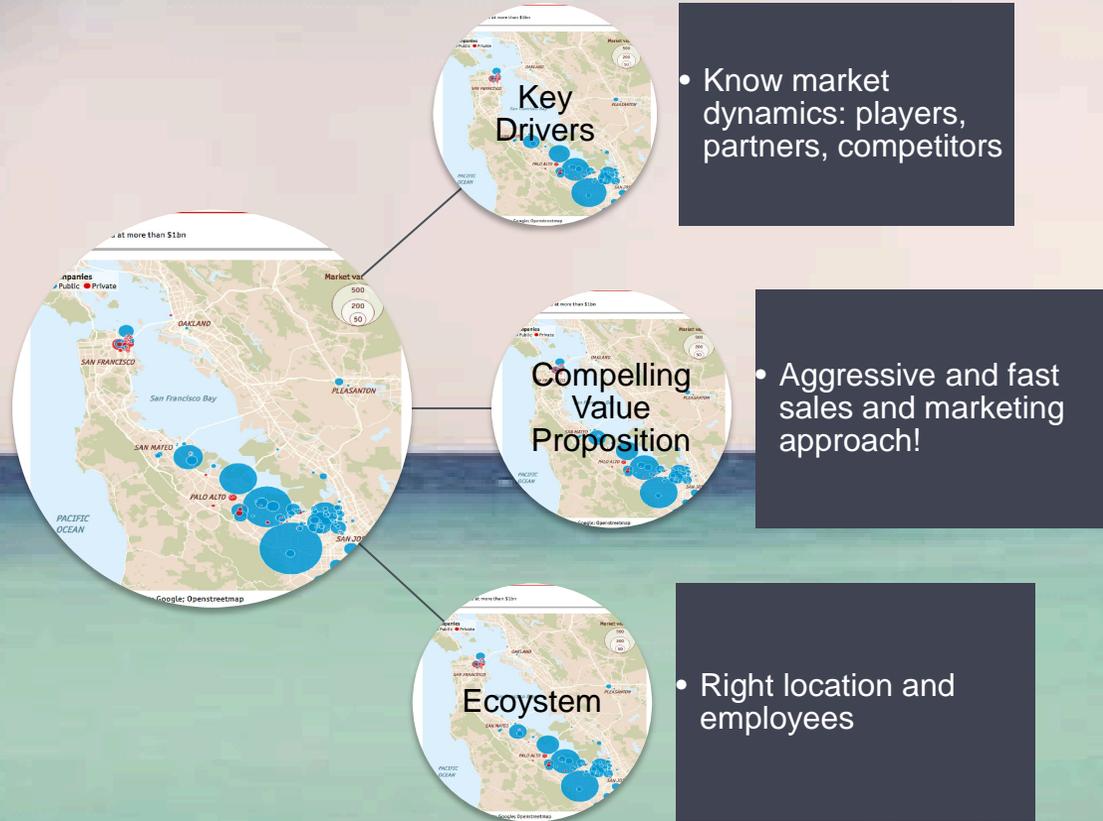
Source: VB Profiles\*

**DON'T:** Follow Valley Posers!  
Ballers on a Budget, Fake Mentors and Incubator Gators!\*

\*<http://fintechnews.ch/fintech/the-unicorn-club-current-companies-valued-at-1b-and-above/745/>

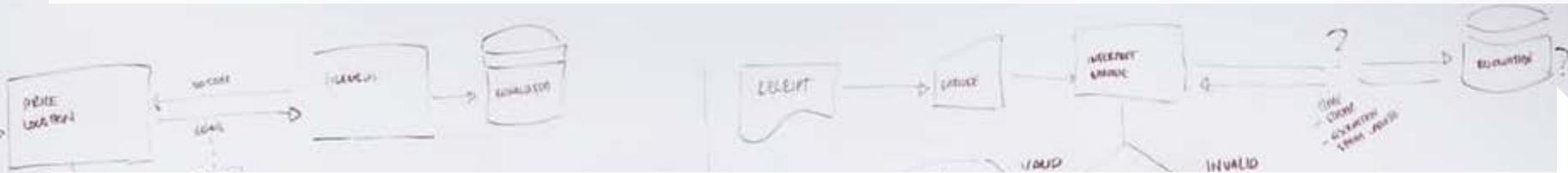
\*\*[http://www.huffingtonpost.com/young-entrepreneur-council/the-dark-side-of-silicon\\_b\\_11654844.html](http://www.huffingtonpost.com/young-entrepreneur-council/the-dark-side-of-silicon_b_11654844.html)

# How Will You Excel in Your Market Niche?



**DON'T** assume that what you know about other markets applies to this market  
**DON'T** underestimate the high cost of living for employees and operations  
**DON'T** expect employee loyalty

# Have a Clear Go to Market Plan



Identify key team leader (must be local)

Identify right partners

Buy your first customers



**DON'T** go without partner setup and first potential customers

**DON'T** think "build it and they will come" - customers are not waiting for your great new product

**DON'T** expect customer loyalty, relationship is ROI-driven



# Hit the Ground Running

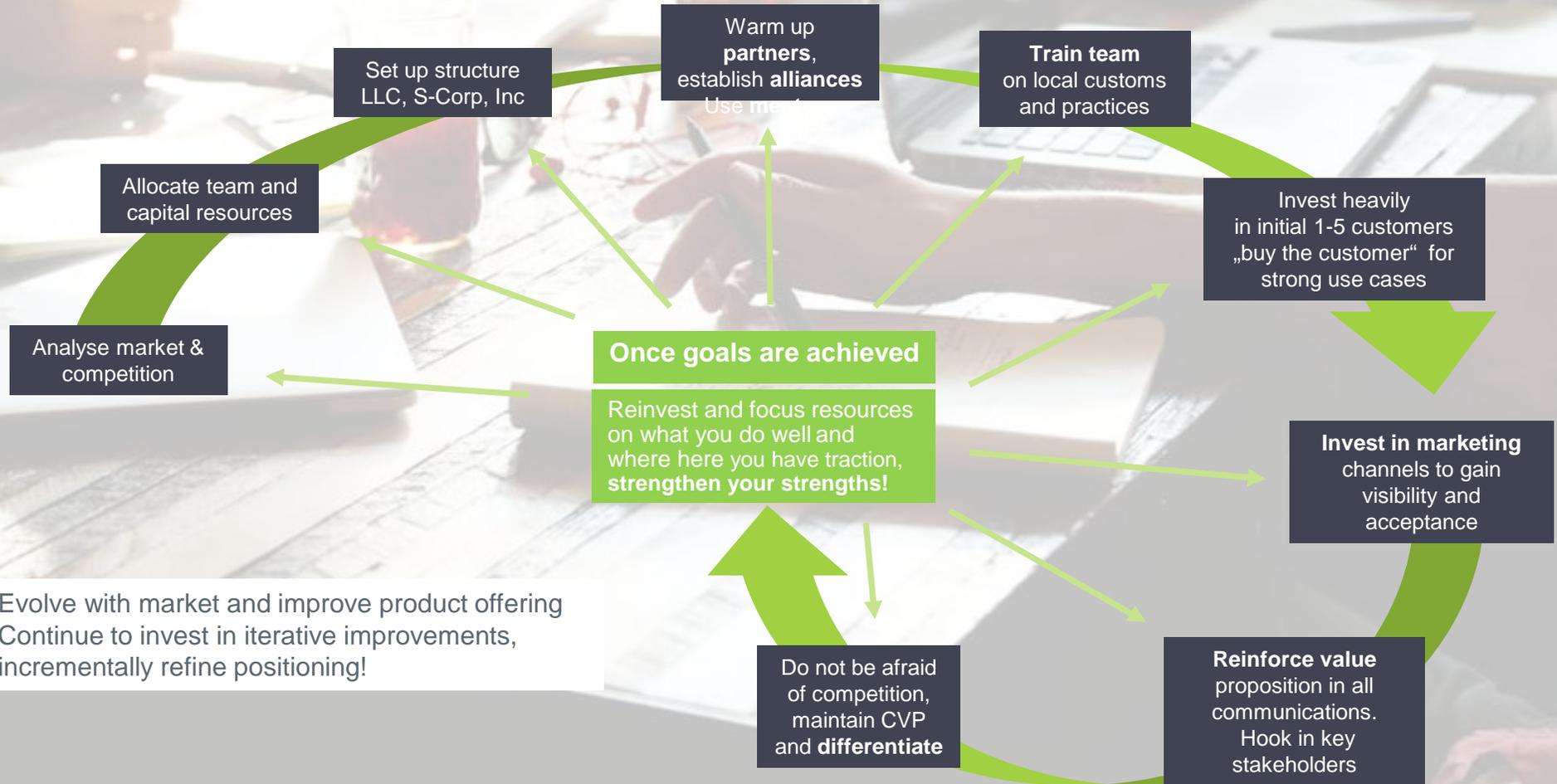
Allocate Resources

Execute Plan

Manage and Monitor of Growth

Reinforce Positives

# Allocate, Execute, Manage & Monitor, Reinforce



Thank you!



Michael Nenninger, Co-Founder & CEO

Voycer AG  
Rosenheimer Str. 145 h  
81671 Munich

m.nenninger@voycer.com  
T. + 49 (172) 654.8170

[www.voycer.com](http://www.voycer.com)



Hiram Bingham, Co-Founder & CFO

Voycer AG  
Rosenheimer Str. 145 h  
81671 Munich

h.bingham@voycer.com  
M. + 49 (160) 554.8234

[www.voycer.com](http://www.voycer.com)