

# BERLIN GOES SXSW

EUROPE'S HUB FOR MUSIC,  
INTERACTIVE AND CREATIVE INDUSTRIES

MARCH 13–22 ≡ 2015

# BERLIN WEB WEEK

**BERLIN  
WEB / WEEK**

**/// 4-10 MAY  
2015**

**/// BERLINWEBWEEK.DE  
#BERLINWEBWEEK**

The Berlin Web Week is a one-week festival on current trends in digital industry and society. Every May, the Berlin Web Week pools numerous events around the topics internet, digital industries, technologies and digital media – and turns Berlin into an international gathering place of the digital world. Be part of it!

**VideoDays, May 1 – 2 | Heureka! Conference, May 5  
Media Convention, May 5 – 6 | re:publica, May 5 – 7**

## CONTENT

EDITORIAL .....	4
BERLIN @ GERMAN HAUS .....	6
COMPANIES .....	10
ACTS .....	32

## IMPRINT

# BERLIN GOES SXSW

EUROPE'S HUB FOR MUSIC, INTERACTIVE AND CREATIVE INDUSTRIES

PRESENTED BY



Senate Department  
for Economics, Technology  
and Research



PRINTED BY

# bud

brandenburgische universitätsdruckerei  
und verlagsgesellschaft potsdam mbh



# BERLIN GOES SXSW

EUROPE'S HUB FOR MUSIC,  
INTERACTIVE AND CREATIVE INDUSTRIES

Berlin is Germany's premier location for creative industries. With office space being plenty and cheap, the city remains a magnet for creative minds from all over the world who gather to embrace new perspectives and developments. In 2011 **THE ECONOMIST** simply wrote: "Music and technology: Berlin is the future!"



## DIGITAL METROPOLIS AND POLITICAL CENTER

As a member of the premier league of cities that includes New York, Shanghai, London and Barcelona, the capital region is known both at home and abroad as a key meeting point for creative professionals. As the major location for content production and creative producers, especially for those working in the fields digital content, music, media and film, **BERLIN-BRANDENBURG** is well equipped to deal with the challenges of the new digital age.

**BERLIN** is where benchmarks are set and innovation is driven forward. The city is home to Germany's federal government and, as such, it is also the capital of news and political journalism. Nowhere else can you get as close to current politics as here. The region's mix of media and cultural industries and their numerous interconnected projects is entirely unique: digital industries, games and web, music, film and TV, social media, communications and PR, fashion and architecture, art and design join with the dynamic radio, newspaper and publishing communities to make the region a very exciting location for media and creative professionals. Together with trendsetting companies, politicians from Berlin and Brandenburg have generated the basic conditions required to meet the needs of this booming sector. This includes several networks, initiatives and platforms, but also various funding support mechanisms and innovative financing tools.

## LEADING MEDIA LOCATION AND EUROPE'S HOT SPOT FOR START-UPS

**BERLIN-BRANDENBURG** is one of the most prominent and internationally appealing media locations in Germany due to its excellent economic conditions, favorable price-performance ratio, highly professional service providers and large pool of highly qualified workers. The capital is well on its way to becoming Europe's new start-up metropolis. The region's outstanding infrastructure, excellent educational opportunities and innovation-oriented environment are key in attracting an ever-increasing number of investors, founders, creatives and decision makers.

## MEETING POINT FOR CREATIVES

Creatives meet in the capital: The most important media and creative industry gatherings take place in **BERLIN-BRANDENBURG**, including the **BERLINALE**, **GERMAN FILM AWARDS**, **IFA**, **BERLIN MUSIC WEEK**, **DGT – DEUTSCHE GAMESTAGE**, the games award **DEUTSCHER COMPUTERSPIELPREIS**, **DIGITAL INNOVATORS' SUMMIT**, **RE:PUBLICA**, **NEXT**, **DMY INTERNATIONAL DESIGN FESTIVAL**, **DESIGN AWARD**, and **BERLIN FASHION WEEK**. The global digital scene meets at the **RE:PUBLICA** and **NEXT** fairs under the umbrella of the **BERLINWEBWEEK**.

Come find out what the fuss is all about and meet the Berlin delegation spanning from music to interactive and all sorts in-between. Connect with the change makers of this innovative melting pot and learn more about their visions, products, and services.

## WELCOME TO THE GERMAN HAUS

Attending SXSW is no doubt a lot of fun – still, the constant urge not to miss anything can be exhausting. We are making it easier for you by gathering everything and everyone under one roof. This year, for the third time, we have initiated the "German Haus" – all German activities conveniently in one place: the Lucille Patio Lounge on Rainey Street, an art-nouveau-esque building from the 1920s with a wonderful garden.

The "German Haus"-program, a joint venture of Germany and the creative centers Baden-Württemberg, Bayern, Berlin, Hamburg and North-Rhine Westphalia, will be open for six days in 2015. The hosts have invited German artists, creative companies and institutions so they can present themselves to their international guests in a comfortable environment.

The location in downtown Austin will be the base for networking events, workshops, matchmaking and music events from March 14th–19th and there will not be any shortage of fine German beer.

## MEET US HERE @ LUCILLE: 14–19 MARCH 2015

This year's home for the German Haus is the lovely LUCILLE on Rainey Street. For six days in a row you will find us here:

**GERMAN HAUS  
@ LUCILLE  
77 RAINEY STREET  
AUSTIN, TX**



**SATURDAY 03/14/2015**

---

11 AM – 1 PM

## **BERLIN'S HOTTEST STARTUPS GO SXSW**

Presentation, Matchmaking, Networking

It is apparent that Berlin has developed as one of THE tech hubs, entrepreneurs from all around the world choose as their startup garage and innovation playground. Role models such as SoundCloud, 6Wunderkinder and Researchgate have paved the way for a new generation of potential Unicorns from Berlin. We bring the 12 best startups from Berlin and will connect them with you to learn all about them.

Some of the best venture capital firms and business angels as the jury from Berlin nominated their "hottest" startup for a free trip to SXSW and the opportunity to attend and present themselves at the official booth in the convention center, this exclusive networking brunch opportunity to pitch to some of the best US and international investors at SXSW.

### **PARTICIPATING STARTUPS**

ASCRIBE / COUCHSPORT / JOBSPOTTING / KIWI.KI / OFFTIME / QLEARNING / REMERGE / SIDESTAGE / UNLOCKYOURBRAIN / VAMOS

### **THE JURY FROM BERLIN**

Many thanks to: ATLANTIC LABS / LAKESTAR / EARLYBIRD / WEST TECH VENTURES / HUB:RAUM, / PHILIP MOEHRING (ANGELLIST) / CHRISTIAN REBER (6WUNDERKINDER) / SIMON SCHÄFER (FACTORY BERLIN)

### **SUPPORTED BY**



hub:raum



PRETTL  
group

WEST  
tech  
ventures

### **PRESENTED BY**

BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY / PROJEKT ZUKUNFT / OPENERS / FACTORY BERLIN



Open to all badge holders.

---

**MONDAY** 03/16/2015

---

6 PM – 8 PM

## **MEET THE BERLINERS**

Hosted by Berlin & Friends

In the past years Berlin has become the hub for creative entrepreneurship on the European continent. Especially the interactive sector is booming. Berlin invites you to find out why the world is hailing Berlin as the next tech, music and start-up hub. Meet the Berlin delegation and join us for drinks, fine German cuisine and some good music.

### **THIS EVENT IS PRESENTED BY**

BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY / AMAZON WEB SERVICES GERMANY / EVENTBRITE



Open to all badge holders.

---

8 PM – 2 AM

## **BERLIN INTERACTIVE PARTY**

It's a party, Berlin style! Berlin treats you to free drinks and the best of Berlin beats, bands and DJs! Your chance to get a glimpse of the famed Berlin nightlife.

With DJ-Sets by MAGIC ISLANDS & VIMES.

### **THIS EVENT IS PRESENTED BY**

BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY / AMAZON WEB SERVICES GERMANY / EVENTBRITE



Open to all badge holders.

---

## TUESDAY 03/17/2015

---

11 AM – 1 PM

### **BERLIN HANGOVER BREAKFAST / NETWORKING**

Nothing treats a hangover better than coffee, snacks & Bloody Mary. It's a get-together for all Berliners, their friends & partners.

Open to all badge holders.

---

## THURSDAY 03/19/2015

---

6 PM – 8 PM

### **BERLIN DRINKS & BEATS**

Reception, Networking, Matchmaking



We invite all delegates to drop by to get a free drink and the latest news on music extravaganza Berlin. Meet Berlin companies and artists before the official SXSW showcase 'Berlin Beats' starts at 8 pm!

---

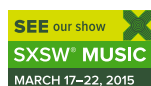
8 PM – 2 AM

### **BERLIN BEATS**

Official SXSW showcase with an all Berlin related line up presented by MUSICBOARD BERLIN & BERLIN PARTNER. feat. VIMES, FJAAK and others. Doors open 7 pm!

8 PM – 8:45 PM	MAGIC ISLAND
9:05 PM – 9:50 PM	VIMES
10:10 PM – 11:00 PM	FJAAK
11:20 PM – 12:40 AM	FRITZ KALKBRENNER
12:40 AM – 2 AM	BORIS

Go to **PAGE 32** to get more info on these acts.





# EX HI BI TO RS

# COMPANIES

## ADSQUARE GMBH

adsquare is Europe's leading platform for Mobile Audience Targeting. The Berlin-based company leverages consumers' locations for mobile advertising and helps advertisers to pin-

point their target group in the right moment to make ads more relevant. The platform works completely without cookies and complies with strict European privacy laws.

The logo for adsquare, featuring the word "adsquare" in a lowercase, sans-serif font. The "ad" is in a teal color, and "square" is in a dark blue color.

### SEBASTIAN DOERFEL

SEBASTIAN@ADSQUARE.COM  
WWW.ADSQUARE.COM

---

## AMAZON WEB SERVICES GMBH

Built upon the same world-class technology that powers Amazon.com, Amazon Web Services (AWS) provides businesses with a secure, reliable,

easy-to-scale, low-cost computing platform "in the cloud." Customers include fast-growing startups, large enterprises & government agencies.



NIKOLAS WOISCHNIK WOISCHNIK@AMAZON.DE

SANDRA SCHAEDEL SCHAEDEL@AMAZON.DE  
HTTP://AWS.AMAZON.COM

---

## APERTO AG

Aperto is an independent communication agency with >350 employees at its Berlin, Basel, Dubai, Peking and Ho Chi Minh City branches. It unites all disci-

plines to meet today's demands for integrated marketing solutions. Aperto's work is focussed on fusing digital competency and creative excellence.

The logo for Aperto, featuring the word "aperto" in a lowercase, sans-serif font.

### MARKO THORHAUER

MARKO.THORHAUER@APERTO.COM  
WWW.APERTO.COM

---

# COMPANIES

## ASCRIBE

Building the ownership layer of the internet.



### BRUCE PON

BRUCE@ASCRIBE.IO

WWW.ASCRIBE.IO

---

## ASGARD CAPITAL

Asgard Capital is a Berlin based Venture Capital firm supporting technology startups worldwide. We have a focus on Internet of Things, Advanced Robotics, Artificial Intelligence and Virtual

Reality. We love to finance great teams with crazy ideas. We believe that technology can make better for everyone. Therefore we want to help entrepreneurs to shape the future.



### FABIAN WESTERHEIDE

F@ASGARD.VC

WWW.ASGARD.VC

---

## AUPEO GMBH

Based in Berlin, Aupeo provides consumers and businesses with platforms and personalized content delivery on connected devices. Serving customers in

the automotive industry, Aupeo focuses on delivering a quality connected audio experience in the car.

The logo for AUPEO!, featuring the word "AUPEO!" in a bold, white, sans-serif font inside a bright green rectangular box.

**AUPEO!**

PERSONAL RADIO

### OTTO RIST

OTTO@AUPEO.COM

WWW.AUPEO.COM

---



# COMPANIES

## BABEL (LESSON NINE GMBH)

Anyone can learn languages - this vision has driven Babel since 2007. The market-leading app for online learning makes it easy and fun to learn languages from English to Indo-

nesian. Babel combines high-quality courses with modern technology and is readily accessible either from home, or on the go.



**MIRIAM PLIENINGER** MPLIENINGER@BABEL.COM

**ARNE GERDES** AGERDES@BABEL.COM

WWW.BABEL.COM

---

## BERLIN FESTIVAL

Berlin is a city like no other. We want to create a festival that is like no other. In the following weeks, we will give you more details on who will be participating at this year's Berlin Festival. Mainstream meets subculture, tomorrow's ultimate 'hot-shit' goes to bed with retro chic, techno meets indie folk, electro and hip hop, and Neukölln's counterculture flirts with

Mitte's fashion scene, urban art and high culture – in the centre of a vibrating metropolis! WELCOME TO BERLIN FESTIVAL! 29 - 31 May 2015, feat. Underworld, James Blake, Róisín Murphy, Richie Hawtin, Fritz Kalkbrenner, Seth Troxler, Carl Craig, Robert Hood, Rudimental, Dixon, Tale Of Us, Âme (live), Ten Walls (live), Chet Faker, GusGus and many more.



**BERLIN  
FESTIVAL**

**TOMMY NICK**

TOMMY.NICK@GEMEINSAME-SACHE.NET

WWW.BERLINFESTIVAL.DE

## BERLIN GOVERNMENT – SENATE DEPARTMENT FOR ECONOMICS, TECHNOLOGY AND RESEARCH

Projekt Zukunft is the initiative of the Berlin Government to support the digital, media and creative economy. The objective is to improve the general condi-

tions for startups, businesses, and creative minds located in Berlin and thereby facilitating their growth and power to innovate.



### KATRIN TOBIES

KATRIN.TOBIES@SENWTF.BERLIN.DE  
WWW.PROJEKTZUKUNFT.BERLIN.DE

## BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY

Business and technology support for companies, investors and scientific institutions in Berlin – this is the Berlin Partner for mission. With customized services and an excellent

science and research network, our many experts provide an outstanding range of programs to help companies launch, innovate, expand and secure their economic future in Berlin.



**NADINE JÜDES** NADINE.JUEDES@BERLIN-PARTNER.DE

**ALEXANDER MÖLLER** ALEXANDER.MOELLER@BERLIN-PARTNER.DE  
WWW.BERLIN-PARTNER.DE

## BINGO MERCH GMBH

Bingo Merch was founded in March 2006 by Keith Nealy. The idea was to help foreign bands get great quality, affordable merch made in Europe and to

help them plan and coordinate merch for their tours. Bingo Merch also has an online shop, Frocksteady.com.



### KEITH NEALY

KEITH@BINGOMERCH.COM  
WWW.BINGOMERCH.COM

# COMPANIES

## BTFG

Hey there, my name is Marja Annecke, I'm a Creative Strategist working at the intersection of innovation, strategy and organizational change. With the expertise in digital strategy, brand management and design thinking I develop and implement holistic concepts for clients like

Audi, BMW, Vodafone otelo and the Otto Group. When it comes to customer's needs, there is no gap between online and offline communications anymore. I see myself as a contender, with my work I want to change the way brands engage, interact and speak.

**BREAK THE FUCKING GRID.**

### MARJA ANNECKE

HELLO@BTFG.NET  
WWW.BTFG.NET

---

## COUCHSPORT

Couchsport was initiated in late summer 2014 by Alex Napetschnig together with its Pilot Partner Tipico as well as the Business Angels Christoph Maire (Atlantic Ventures), Frank Briegmann (Universal Music)

and Lars Dittrich (e.g. Tape TV). The mission of this new venture: Disrupting and innovating the sports betting market through new mobile products. They just launched their first app tipico on iOS.

**couchsport** GmbH

### ALEX NAPETSCHNIG

ALEX@COUCHSPORT.COM  
WWW.COUCHSPORT.COM

---

## CITY SLANG

Artisan biodynamic indierock since 1990. Think Yo La Tengo, Superchunk, Sebadoh, Built To Spill, Tortoise, To Rococ Rot, Lambchop, Caexico, Menomena, Notwist, Arcade Fire, Cari-

bou, Dear Reader, Tindersticks, EMA, Sinkane, Herman Dune, CocoRosie, Anna von Hausswolff, Hauschka, Sylvan Esso, Cristobal & The Sea, etc.



**CHRISTOF ELLINGHAUS**

CHRISTOF@CITYSLANG.COM

WWW.CITYSLANG.COM

---

## CROWD MOBILE

Crowd Mobile is the worlds leading mobile entertainment group, specialising in mobile application development, premium SMS, international micro

jobbers and mobile innovation. Our mission is to build the largest and most profitable micro-job platform.



**TOBIAS SCHLITZKE** TOBIAS@CROWDMOBILE.COM

**GREGOR COONEY** GREGOR@CROWDMOBILE.COM

WWW.CROWDMOBILE.COM

---

## EVENTBRITE

Eventbrite enables people all over the world to plan, promote, and sell out events of all kinds. Since 2006, the company has processed over 200 million tickets and registrations worldwide, totalling more than

€2.6 billion in gross ticket sales in 187 countries. In early 2015, encouraged by strong organic growth in Germany, Eventbrite opened an office in Berlin to be closer to its German organizers.



**SEBASTIAN BOPPERT**

SBOPPERT@EVENTBRITE.COM

WWW.EVENTBRITE.COM

# COMPANIES

## FACTORY BERLIN

Factory is the Berlin Campus for founders & innovators – bringing the best-in-class technology companies together with early stage startups and talents by

providing an outstanding work environment, a curated community of founders and quality events. To enable entrepreneurs and innovators is their mission.

### VANESSA BUTZ

VANESSA@FACTORYBERLIN.COM  
WWW.FACTORYBERLIN.COM



## GEMEINSAME SACHE

We do what we love and we love what we do – Gemeinsame Sache is a communications agency focused on live-events and marketing strategies. We create tailor-made concepts with the simple goal of connecting consumers and brands on an emotional path. The true source of our strength is our network, where we unite various festivals, a booking agency, several media channels and loads of smart colleagues with a first-

hand insight on everything hot and relevant. Music events and artist relations have always been the most important part of our work, matching the unique requirements of each brand with our concept of quality. During the past years we have proven our competence to brands like Red Bull, Jägermeister, MINI, Hennes & Mauritz or Samsung and it would be lovely to meet you, too!



**GEMEINSAME SACHE**

### TOMMY NICK

TOMMY.NICK@GEMEINSAME-SACHE.NET  
WWW.GEMEINSAME-SACHE.NET

## HEYSHOPS GMBH

The Heyshops app finds any fashion item you desire in shops nearby. Just upload a photo of your desired item from your camera - or use a picture from

a website, online-shop or instagram to find it nearby. Easily reserve your loved items online, try before buy in-store and pay cashless with Heyshops.



### MORRIS CLAY

MORRIS@HEYSHOPS.COM  
WWW.HEYSHOPS.COM

## HONEYPUMP GMBH

Honeypump is a strategy and innovation consultancy based

in Berlin.  
THINK – CREATE – PUSH – TANK



### MANUEL FUNK

MFUNK@HONEYPUMP.DE  
WWW.HONEYPUMP.DE

## HUMMING RECORDS

Humming Records is a pan-European boutique label and management company aiming at conquering the world from Berlin. In a nonviolent manner. Current and previous acts in-

clude Phoria (UK), Josef Salvat (UK), Cloud Control (AUS), VIMES (GER), Sekuoia (DK), DZ Deathrays (AUS) and Flashguns (UK).

Humming  Records

**JOERG PETERS** JOERG@HUMMINGRECORDS.COM

**VIVIEN MIERZKALLA** VIVIEN@HUMMINGRECORDS.COM  
WWW.HUMMINGRECORDS.COM

# COMPANIES

## INITIATIVE MUSIK GGMBH

Initiative Musik is the central funding agency for Rock, Pop and Jazz in Germany. It makes financial support available to up-and-coming musicians based in Germany and looking to gain broader access to national and international markets.



### INA KESSLER

MAIL@INITIATIVE-MUSIK.DE  
WWW.INITIATIVE-MUSIK.DE

---

## JOBSPOTTING

Finding a job shouldn't feel like a chore. You don't need to subject yourself to frustrating jargon-filled searches and time-consuming trawls through buzzwords to find a tempting position. At Jobspotting, we know that achieving your next career level-up should be an exhilarating step and we want to make the process easy and enjoyable. Our newly developed recommendations engine learns about your skills and who you're aiming to be. Using a unique skills graph and semantics analysis we suggest jobs to help you get there. The idea of a linear 'career path' has taken a bit of a detour, and we're here to facilitate that journey.



### ROBIN HAAK

ROBIN@JOBSPOTTING.COM  
WWW.JOBSPOTTING.COM

---

# COMPANIES

## KIWI.KI GMBH

We provide secure, hands-free access for apartment buildings. Customers enjoy walking through their doors without having to find their keys. We've

assembled an international team of experts in both physical and IT security. Focus on privacy and security.



**DR. CHRISTIAN BOGATU**

INFO@KIWI.KI  
WWW.KIWI.KI

## KONSOLE LABS GMBH

Founded in West Berlin in 2011, Konsole Labs is the leading agency for new media apps for the web and internet-capable devices (smartphones, Smart TV and tablets) tailored for radio and TV stations in Europe. We have been developing individual apps since 2008 for public and private stations. Our goal is to

give the audience more than they expect: a better vision on all media. Our latest app for Radio Fritz contains an instant messaging function to connect the creators of content and listeners via chat. Like a friend on WhatsApp - your radio is now part of your friend list!



**MAXIMILIAN KNOP**

KNOP@KONSOLE-LABS.COM  
WWW.KONSOLE-LABS.COM

## KPMG

KPMG has closely followed the evolution of digital technology, while holding a close relationship with the most innovative and leading technology compa-

nies in the world. They have experienced first-hand the range of challenges faced by technology companies and know how to tackle them.



**WWW.KPMG.COM**



## THE MARKETING CATALYSTS

THE MARKETING CATALYSTS empower innovative & creative players at the crossing of Tech, Digital Media, Film, Music & Design to boost their international business development. We also offer conception & presentation services for tech culture conferences.

**THE MARKETING CATALYSTS**  
FOR INNOVATIVE AND CREATIVE PLAYERS

### AC COPPENS

COPPENS@MARKETING-CATALYSTS.COM  
WWW.MARKETING-CATALYSTS.COM

---

## MEDIA INNOVATION CENTRE BABELSBERG (MIZ)

Rethinking broadcasting. The Media Innovation Centre Babelsberg (MIZ) supports innovation projects and skill development on the interfaces between new radio, TV and online solutions. MIZ funding addresses market specific trends in content and technology development beyond the traditional route.

**MIZ** Medieninnovationszentrum  
Babelsberg

**SANDRA WEISS (HEAD OF MIZ-BABELSBERG)** SANDRA.WEISS@MIZ-BABELSBERG.DE

**MICHAEL PRAETORIUS (SPEAKER)** INFO@NEONEO.DE

WWW.MIZ-BABELSBERG.DE

---

## MUSICBOARD BERLIN GMBH

At the beginning of 2013 the Berlin Senate set up the Musicboard Berlin under the lead of Katja Lucker. Its task is to strengthen the local popmusic scene by supporting projects of national and international scope which are able to enlarge the visibility of Berlin as a centre of artistic productivity also counting on the synergetic and innovative energy of the music and creative industry. Applications can be handed in for funding programs i.e. 'Career springboard Berlin', 'Pop in the neighbourhood' or 'Festivalsupport' by any Berlin-based institutions or companies of the music sector as well as individuals. The

Musicboard also supports professional musicians by helping with their supraregional development and tries to ameliorate the infrastructure of the local music scene. Musicians can apply for instance for scholarships to get the chance to work on new projects either in Berlin or abroad. Being a contact point Musicboard improves the transparency of already existing funding structures and provides mediation to the right contact person. 2015 it will also be responsible for the organization of the festival Pop-Kultur taking place 26th – 28th August at the Club Berghain.



### KATJA LUCKER

INFO@MUSICBOARD.BERLIN.DE  
WWW.MUSICBOARD.BERLIN.DE

---

## OFFTIME

Offtime gives you space to breathe in our hyper-connected world. For set periods of time, the service blocks disruptive

smartphone activities and restricts access to applications that tempt you. Offtime helps you to focus and to unplug!



### MICHAEL DETTBARN

MICHA@OFFTIME.CO  
WWW.OFFTIME.CO

# COMPANIES

## OPENERS

Openers connects, grows and empowers companies through everything conversational. Helping international technol-

ogy companies go global and connecting corporates with the Berlin startup community.



### KERSTIN BOCK

KERSTIN@OPNRS.COM

WWW.OPNRS.COM

---

## OPENPETITION GGMBH

openPetition started in 2010 as a private initiative and is now the largest petition platform in the German speaking world with 10 Mio. users. openPetition aims to improve the cur-

rent western democracy model by raising awareness of citizen initiatives and enforcing an open dialogue between citizens and elected representatives for the most relevant petitions.



openPetition

### JOERG MITZLAFF, CEO

JOERG.MITZLAFF@OPENPETITION.DE

WWW.OPENPETITION.DE

---

## PARASOL ISLAND

Parasol Island is a hybrid production house. Film. Animation. Digital. Fashion & Lifestyle

Communications. Based in Berlin and Düsseldorf.

Parasol Island

### BART HENDRIKX

BART.HENDRIKX@PARASOL-ISLAND.COM

WWW.PARASOL-ISLAND.COM

---

## PLISTA GMBH

plista is a pioneer when it comes to innovative solutions for targeted digital advertising and content distribution in native environments. With our data-driven content and advertising platform, we successfully bring advertisers and publishers together. Our specially devel-

oped technology enables us to control both content and advertising in line with the interests of the individual user. Thus advertisers can target precisely their audiences and create campaigns with high advertising impact.



### DOMINIK MATYKA, ANDREAS RICHTER

SABRINA.KLETTE@PLISTA.COM  
WWW.PLISTA.COM

---

## PR – POPULARITY REFERENCE GMBH

PR is a Berlin based SEO and Inbound Marketing Agency that offers SEO and online marketing consulting and inbound marketing campaigns. The core team

consists of experienced SEO, social media, content and online marketing experts, who help their customers to get better qualified leads.



### JAN KUTSCHERA

JK@POPULARITY-REFERENCE.DE  
WWW.POPULARITY-REFERENCE.DE

---

# COMPANIES

## PRETTL

Automotive, Display, Electronics, Energy and Strategic build-up – 5 divisions served as one by the PRETTL Produktions Holding GmbH, the PRETTL Beteiligungs Holding GmbH and the PRETTL Foundation. Together they form

the Prettl group, a successful, international conglomerate with over 6,500 employees. These are employed at more than 35 locations in over 25 countries in fully independent companies.

**PRETTL**  
group

**WWW.PRETTL.COM**

---

## REMERGE

The mission of Remerge is to empower app developers to boost user and revenue growth, by providing them with the most advanced app retargeting platform in the market. We streamlined the process from simple data access (no SDK needed) over generic audience segmen-

tation (i.e. 7-days-inactives or non-purchaser) to running global display campaigns in +50,000 apps. This automatic and efficient process leads to Return on Ad Spend between 120% to 230% for our customers in Games, Retail, Travel, Social & Entertainment.

**REMERGE**  
App Retargeting

**PAN KATSUKIS**

PAN@REMERGE.IO

WWW.REMERGE.IO

---

## RETHINK GMBH

Rethink, based in Berlin, Germany consults on communication strategy and creates multi-

platform content marketing solutions for major brands and publishers.

**rethink**

**MARKUS ALBERS**

MARKUS.ALBERS@RETHINK-EVERYTHING.NET

WWW.RETHINK-EVERYTHING.NET

---

# COMPANIES

## QLEARNING

qLearning offers a mobile learning platform for university students all over Europe.

Study materials are created by a network of excellent students enrolled at our more than 80 universities and are tailored to

each course and semester. By partnering with renowned companies, we connect students and employers and offer an innovative and targeted mobile employer branding and recruiting opportunity.



**JONAS HOFFMANN** JONAS.HOFFMANN@QLEARNING.DE

**FREDERIK HAGENAUER** FREDERIK.HAGENAUER@QLEARNING.DE

WWW.QLEARNING.DE

---

## SIDESTAGE

"Life's Your Stage" – and Side-stage is the place to book an amazing musician for your next event. Sidestage is a musician booking platform for finding musicians from classical violin-

ists to indie bands and DJs for private parties, events and performances. Our community marketplace is currently available in Berlin, London and the United States.



**SCHUYLER DEERMAN**

SCHUYLER@SIDESTAGE.COM

WWW.SIDESTAGE.COM

---

## SOUND DIPLOMACY

Sound Diplomacy is the world's leading music market development consultancy, with offices in London, Barcelona and Berlin and a representative office in India. Sound Diplomacy has a staff of nine and a roster of over 35 clients from 15+ countries, including over 15 music con-

ferences, events, brands and showcases and 10 governments and public bodies. It specialises in music conference development, international business coordination, research, music industry market development and artist&label services.



### KATJA HERMES

KATJA@SOUNDDIPLOMACY.COM  
WWW.SOUNDDIPLOMACY.COM

---

## STAGELINK

Stagelink, the fan-powered tour promoter, enables artists and managers to engage fans and efficiently promote shows. On stagelink.com, artists can track

fan-driven, real-time demand to plan, pre-finance, and de-risk tours, while reaching highly engaged audiences.



### NIKOLAS SCHRIEFER

NIKOLAS@STAGELINK.COM  
WWW.STAGELINK.COM

---

# COMPANIES

## SWISSCOM

More than 40,000 new companies are set up in Switzerland every year. They are fundamental contributors to the economic growth and innovation of the country. Swisscom Ventures and Swisscom's SME division have joined forces to create an

Early Stage Fund that supports the Swiss start-up community. In addition to investing, Swisscom supports various initiatives for entrepreneurs, such as venture incubators in Basel, Zurich & Bern, as well as the annual Swisscom StartUp Challenge.



**WWW.SWISSCOM.CH**

---

## TECH OPEN

Tech Open organizes Tech Open Air (TOA), a three-day interdisciplinary technology festival with the mission to connect, grow and inspire the human spirit

through knowledge exchange & collaboration. Past satellite event hosts include BMW, Google, Microsoft, Soundcloud, Spotify, Tumblr or Axel Springer.



**SAMUEL SKOBLO** S.SKOBLO@SAMUELBRAUNGROUPE.COM

**NIKOLAS WOISCHNIK** NIKOLAS@TOABERLIN.COM

WWW.TOA.BERLIN

---

## UBERCHORD ENGINEERING GMBH

Uberchord is a mobile app to learn the guitar. It features a break-through audio recognition technology that enables real-time listening and feedback just

like a personal guitar teacher. The patent-pending algorithm took 20 months of development and enables a new guitar teaching method.



**SIMON BARKOW-OESTERREICHER** SIMON@UBERCHORD.COM

**ECKART BURGWEDEL** ECKART@UBERCHORD.COM

WWW.UBERCHORD.COM

---



# COMPANIES

## UNIVERSAL MUSIC GERMANY

Universal Music Group (UMG) is the global music leader with strong market positions in recorded music, music publishing, and merchandising. The record-

ed music business discovers and develops recording artists and then markets and promotes their music across a wide array of formats and platforms.



UNIVERSAL MUSIC GROUP

### IGOR GUIZZARDI

IGOR.GUIZZARDI@UMUSIC.COM  
WWW.UNIVERSAL-MUSIC.DE

---

## UNLOCKYOURBRAIN

UnlockYourBrain is the most comfortable and effective way to learn something. In our times we don't have time to learn – UnlockYourBrain helps with small learning units that fit in our daily routine. The Android app challenges you everytime you

unlock your smartphone. With UnlockYourBrain you can learn vocabulary, improve your mental arithmetic skills or your own packs of knowledge which you can share with all users around the world.



*Unlock Your Brain*

### SIMON SMEND

SIMON@UNLOCKYOURBRAIN.COM  
WWW.UNLOCKYOURBRAIN.COM

---

# COMPANIES

## VAMOS

Vamos is The Global Event Guide. We help people to discover events globally. We have a scalable platform that offers users a comprehensive catalog of events and at the same time

works worldwide from day one. Our event algorithm and social integrations allow us to curate all the content automatically and deliver a personalized experience for each user.



VAMOS

**LUIS-DANIEL ALEGRIA**

ALEGRIA@GETVAMOS.COM

WWW.GETVAMOS.COM

## VIGOUR

Vigour helps media companies create groundbreaking video interfaces. We serve a new generation of viewers that require their favourite video services to go from "any device/anywhere"

to "any combination of devices". They want to be in full control of their media experience, using existing smart devices to seamlessly adapt to any given context of use.



**LEO SCHMIDT**

LEO@VIGOUR.IO

WWW.VIGOUR.IO

## WESTTECH VENTURES

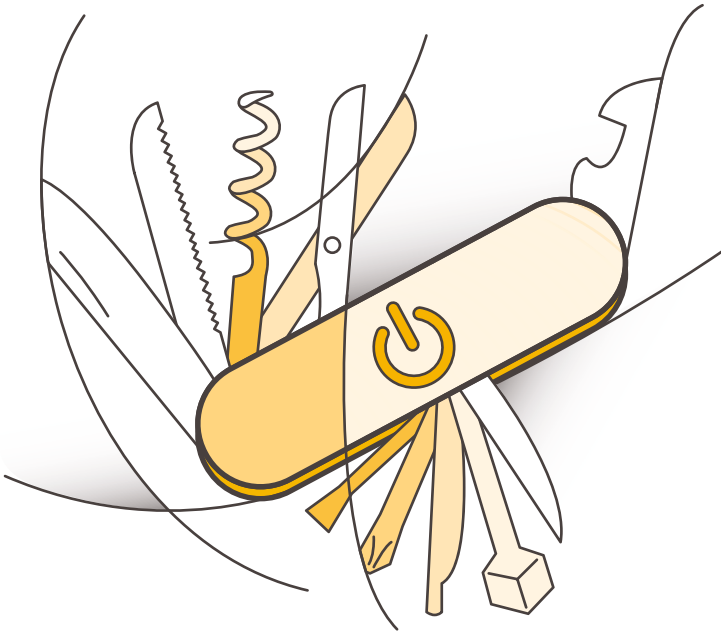
Westtech Ventures is a technology-oriented seed venture capital investor in Berlin. Pre-seed and seed phase, continu-

ous support until growth stage and exit. They invest between 25.000 and 250.000 EUR in the first round.



**WWW.WESTTECHVENTURES.DE**

# The Cloud arrived to **Germany!**





# ACTS

## A PONY NAMED OLGA

**THURSDAY 03/19/2015 / SAXON PUB / 9 PM**

Don't let the upright bass, punk, polka and dark humor you greased hair, and sideburns fool you. THIS AIN'T NO ROCKABILLY BAND! It's way too dirty and you won't wanna swing dance to it. But dance you will. With elements of dirty rock'n'roll, cow-

punk, polka and dark humor you won't know whether to laugh or die. The band is so willing to entertain you, they sacrifice their own well being with ridiculous stage stunts.



**WEB** [WWW.FACEBOOK.COM/APONYNAMEDOLGA](http://WWW.FACEBOOK.COM/APONYNAMEDOLGA)

---

## AJNASCENT AKA CINEMATIC EXPERIENCE FEAT. NKSР

**TUESDAY 03/17/2015 / RUSSIAN HOUSE / 9:30 PM**

**SATURDAY 03/21/2015 / ELEPHANT ROOM / 9 PM**

Ajnascent is a multi-genre electronic project by Berlin-based producer and multi-instrumentalist Konstantin Rohleder. Heavily inspired by traditional Eastern and African music as well as jazz and post-rock, the project focuses on taking the

perks of the spontaneity of improvisational music as well as the high sound quality of pre-produced music, melting them to bring a rich sonic diversity as well as a visceral sense of immediacy to the stage.



**MANAGEMENT** NIKOLAS SCHRIEFER / [INFO@NIKOLASSCHRIEFER.DE](mailto:INFO@NIKOLASSCHRIEFER.DE)

**WEB** [WWW.AJNASCENT.COM](http://WWW.AJNASCENT.COM)

---

## BORIS

THURSDAY 03/19/2015 / BERLIN BEATS @ GERMAN HAUS / 12:40 AM

DJ Boris is kind of a charismatic, multifunctional weapon in the Berlin club life. His musical roots reach back to the mid 80s, when he lived in New York for four years where he absorbed the unique spirit of the seminal club Paradise Garage weekend after weekend. From

the Club's mentor Larry Levan Boris learned to believe in his musical intuition as well as a broad musical spectrum, which nowadays ranges from Disco, Hi-NRG, Post-Punk and (Kraut-) Rock to House and Techno, all of which Boris loves to throw into one set.



**BOOKING** KATHRIN HAIN / KATHRIN@OSTGUT.DE

**WEB** WWW.OSTGUT.DE/BOOKING/ARTIST/BORIS

## CAMERA

THURSDAY 03/19/2015 / HOTEL VEGAS @ VOLSTEAD / 10:30 PM

Two guys from Berlin. The band's penchant for playing without permission in underground stations or other public places (in the gents at the Echo awards ceremony) has seen them dubbed "Krautrock Guerrilla". They haven't been listen-

ing incessantly to NEU! or Can. But motorik-driven, energetic stretches laced with psychedelic overtones rise up from keyboards, drums and guitars, as much as they did for the pioneers some forty years ago.



© Oscar Valentine

**MANAGEMENT** BUREAU B / MATTHIAS KÜMPFLEIN / MATTHIAS@BUREAU-B.DE

**BOOKING** POWERLINE AGENCY

**WEB** WWW.CAMERAWITHIN.COM

## FJAAK

**THURSDAY 03/19/2015 / WUNDERBAR SHOWCASE @ GERMAN HAUS / 3 PM**

**THURSDAY 03/19/2015 / BERLIN BEATS @ GERMAN HAUS / 10.10 PM**

Modeselektor have hot tipped them to be the next big thing: Fjaak, an electronic music trio from Berlin. In a dark, chaotic and dirty cellar at quite an early age, the friends began to create all types of music made with microphones, guitars and drums. After getting in touch with the Berlin-underground-techno-scene, days and nights started being all about music. Whether it was chopping beats on the MPC in the morning hours or studying manuals, the internet, vinyl stores and Schneiders Buero. Starting to gain worldwide attention in 2009 with an alternative and boundary pushing take on clas-

sic techno, house and breakbeat they have meanwhile started their own party series based on all hardware setups and vinyl only – Machine Vibes. Starting off with openair events in Berlin, Machine Vibes now takes place in carefully selected venues around Europe. In 2014 they signed to 50WEAPONS and have since released two techno EPs. Constantly searching for new ways of expressing their unique musical identity, Fjaak's music is mostly based on hardware jams capturing both the soul of a one-take recording and the energetic fusion of three individuals.



© Edgar Fischnaller

**MANAGEMENT** KATRIN HALL / [HALL@MONKEYTOWNMUSIC.COM](mailto:HALL@MONKEYTOWNMUSIC.COM)

**WEB** [WWW.MONKEYTOWN-LIVE.COM/FJAAK/](http://WWW.MONKEYTOWN-LIVE.COM/FJAAK/)

## FRITZ KALKBRENNER

WEDNESDAY 03/18/2015 / THE MADISON / 12 AM

THURSDAY 03/19/2015 / BERLIN BEATS @ GERMAN HAUS / 11:20 PM

It's no secret that Fritz Kalkbrenner is a full-fledged soul boy. But with a voice like his, how could things have turned out any other way? Soul music is the foundation of all his musical endeavours. And like an

emotional and aesthetic thread that he weaves through his music, soul, in fact, holds together his diverse musical influences such as hip hop, techno and house.



**BOOKING** BOOKING@SUOL.COM

**WEB** WWW.FRITZKALKBRENNER.DE

## HEAT

FRIDAY 03/20/2015 / THE NORTH DOOR / 10 PM

SATURDAY 03/21/2015 / 720 PATIO CLUB / 10 PM

The five guys from Berlin have been around in several bands, among them names like The Hara-Kee-Rees or Samsara Blues Experiment. So you bet Heat definitely know how to rock out and roll over with their hefty dose of 70s Rock. On their

album „Labyrinth“ – much like Swedish hard rock revivalists Graveyard and Horisont – Heat continue to revel in the buzz of audacious twin guitar solos, Hammond organs and telepathic band jam.



**MANAGEMENT** RYAN TARBY / TARBY.RYAN@GMAIL.COM

**BOOKING** ALEXANDER SCHULZE / INFO@MAGNIFICENTMUSIC.DE

**WEB** WWW.FACEBOOK.COM/HEATTHELIGHTS



## IAMNOBODI

**FRIDAY 03/20/2015 / BUNGALOW**

It's been a while since drums had such a groove in Germany. With soul music as his vehicle, Producer IAMNOBODI released his beat collection, »Snapshots From Berlin« via Jakarta, laden with soulful Rhodes arrange-

ments and funky basslines. All ten tracks were influenced by his stay in Berlin, he claims. So it's more than obvious that some of his tracks also work perfectly in a club environment.



**MANAGEMENT** JANNIS STUERTZ / JANNIS@JAKARTA RECORDS.DE  
**WEB** WWW.FACEBOOK.COM/IAMNOBODI

## KADAVAR

**THURSDAY 03/19/2015 / WUNDERBAR SHOWCASE @ GERMAN HAUS / 4:30 PM**  
**FRIDAY 03/20/2015 / THE NORTH DOOR / 1 AM**

Kadavar is a German Psychedelic, Proto Metal, Stoner Rock band from Berlin, formed in 2010. It was already with 2012's eponymous self-titled debut album that Kadavar casted a spell on all fans of solid riff-driven yet doom-like 70's hard rock à la Black Sabbath or Pentagram. Marrying this with the spacy psychedelic approach of early Hawkwind and mixing in a distinct own touch while preserving their icon's warm vintage charm

can doubtlessly be considered the trio's key to success. Carrying the experiences of dozens of played live shows as a source of inspiration inside them, Kadavar released their second full-length album called "Abra Kadavar" on German metal label Nuclear Blast. Because they've tried to capture much more of their live energy, they've recorded almost everything all together in one room, with the amps turned up to the max.



**BOOKING** KINGSTAR BOOKING / TR@KINGSTAR-MUSIC.COM  
**WEB** WWW.KADAVAR.COM

## L'AUPAIRE

**WEDNESDAY 03/18/2015 / 18TH FLOOR AT HILTON GARDEN INN / 12 AM**

He sings from the perspective of a songwriter, but mixes a secret into his songs, tender and approachable at times, and now and then with the guttural brokenness of the old blues-

masters. Because Laupert consequently searched and found his very own, we can now experience it. First to Budapest, then to the inside, and now out into the world.



**MANAGEMENT / BOOKING** GIULIA@LAPIDAR-MANAGEMENT.COM

---

## MAGIC ISLAND

**MONDAY 03/16/2015 / BERLIN INTERACTIVE PARTY @ GERMAN HAUS / DJ SET**  
**THURSDAY 03/19/2015 / BERLIN BEATS @ GERMAN HAUS / 8 PM**

The electronic dream pop solo set – Magic Island came from Canada to Berlin. Emma Czerny builds mystical, almost too-sweet lo-fi ballads that pull, unassumingly, at all the things

everyone knows too well: the feeling of yet another sunrise, the easy melt into – and then the painful fall out – of love and vulnerability.



**MANAGEMENT / BOOKING** ANTON TEICHMANN / ANTON@MANSIONSANDMILLIONS.COM  
**WEB** WWW.FACEBOOK.COM/MMAGICISLANDD

---

## MATÍAS AGUAYO

WEDNESDAY 03/18/2015 / NRW-SNACKFAST @ GERMAN HAUS / 11 AM

WEDNESDAY 03/18/2015 / REEPERBAHN HAMBURGERS MUSIC EDITION @ GERMAN HAUS / 4 PM

WEDNESDAY 03/18/2015 / EMPIRE CONTROL ROOM / 11 PM

Matías Aguayo is a Chilean-born and German-raised DJ and Live-Act. Kompakt, the legendary Cologne-based techno label, has supported and released his music since 2001. In Buenos Aires he formed an arts and music

project and street party happenings, in Cologne he threw underground parties. Later he created the Label Cómeme. The primary focus for building his music is his voice.



© Katharina Poblitzki

**MANAGEMENT** RACHEL GRAHAM / RACHEL@PASSEPROJECTS.COM

**BOOKING** BRUNO@KOMPACT.FM

**WEB** WWW.MUSICACOMEME.COM

## MARCEL DETTMANN

SATURDAY 03/21/2015 / ELYSIUM / 12:30 AM

Techno as Marcel Dettmann defines it, is neither a movement without history nor wistful nostalgia. In the unrelenting manner of a great DJ, he generates moods and connections that are age- and classless, but

never irrelevant or tasteless. Marcel Dettmann links up the art of improvisation with careful preparation and finally gives techno some of its often painfully missed serious physical constitution back.



**BOOKING** ROBERT@OSTGUT.DE

**WEB** OSTGUT.DE/BOOKING/ARTIST/MARCEL-DETTMANN

## ORACLES

**WEDNESDAY 03/18/2015 / REEPERBAHN STAGE @ GERMAN HAUS / 9 PM**

**FRIDAY 03/20/2015 / BURGER REC @ POOL PARTY / 4 PM**

**SATURDAY 03/21/2015 / 04 LOUNGE @ WHOOPEE MAG**

"They're shit-hot", Pete Doherty said about Oracles. The 5-guys-band formed in Berlin in 2013 because they shared musical passions: Hairy psychedelia and shoegaze, the streaming repeti-

tion of Krautrock and early electronica, Highlife, Afrobeat and its pop derivatives and classic West End and SalSoul era Disco have all left their deep mark and find their way into Oracles.



© Tobias Huschka

**MANAGEMENT / BOOKING** BENJAMIN KETZEL / BEN@POPANZPRODUCTIONS.COM

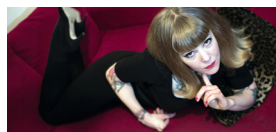
**WEB** WWW.ORACLESPARADISE.COM

## TRIXIE TRAINWRECK

**THURSDAY 03/19/2015 / SAXON PUB / 8 PM**

Trixie Trainwreck is a one-girl-band, you can file under country, blues, garage. Having been born in San Francisco, she became a staple in the Berlin rock'n'roll scene with a raw and smokyvocal style reminiscent

of 50's R&B, and 60's country. She plays a classic set up of acoustic guitar, bass drum, hi-hat and kazoo, stomping out a mix of homemade working songs and traveling medlies.



**MANAGEMENT / BOOKING** TRINITY.SARRATT@GMAIL.COM

**WEB** WWW.REVERBNATION.COM/TRIXIETRAINWRECKNOMANBAND

## VIMES

**MONDAY 03/16/2015 / BERLIN INTERACTIVE PARTY @ GERMAN HAUS / DJ SET**

**THURSDAY 03/19/2015 / BERLIN BEATS @ GERMAN HAUS / 9:05 PM**

German Electronic duo from Cologne. Vimes comprises of Azhar Syed and Julian Stetter, supported by drummer Johannes Klingebiel for their live shows. With only four songs released so far, Vimes have

already received international recognition. In 2014, the band locked themselves away to focus on their highly anticipated debut album with German producer Jochen Naaf (EmeliSande, XulZolar).

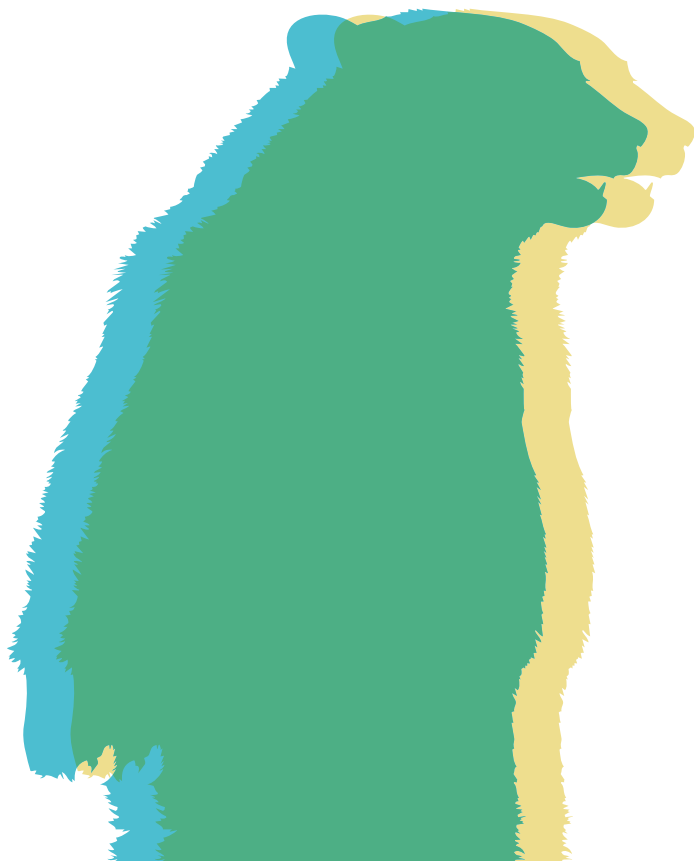


© Stefan Braunbarth

**MANAGEMENT / BOOKING** VIVIEN MIERZKALLA / [VIVIEN@HUMMINGMANAGEMENT.COM](mailto:VIVIEN@HUMMINGMANAGEMENT.COM)

**BOOKING** CARLO LUIS RUBEN SCHENK / [CARLO@LANDSTREICHER-BOOKING.DE](mailto:CARLO@LANDSTREICHER-BOOKING.DE)

**WEB** [WWW.VIMESMUSIC.COM](http://WWW.VIMESMUSIC.COM)





# BERLIN FESTIVAL



ÂME (LIVE) ATARI TEENAGE RIOT AVI AVITAL  
CARL CRAIG **CHET FAKER** CLÉ (DJ-SET)  
**DIXON** DJ IPEK ELLEN ALLIEN EVA BE  
**FRITZ KALKBRENNER** HOWLING **GUSGUS**  
**JAMES BLAKE** KELELA LA FLEUR  
MARCO RESMANN **MAREK HEMMANN (LIVE)**  
PAN-POT PURPLE RATKING RECONDITE (LIVE)  
**RICHIE HAWTIN** ROBERT HOOD ROMANO  
**RUDIMENTAL RÓISÍN MURPHY** SETH TROXLER  
SHLOHMO SUNS OF THYME SYLVAN ESSO  
TALE OF US TEN WALLS (LIVE) TERRANOVA  
TIGA TIEFSCHWARZ (DJ-SET) TOURIST  
**TWIN SHADOW UNDERWORLD** VALENTINA  
LISITSA **WESTBAM** ZEBRA KATZ AND MORE

**SPECIALS:** YELLOW LOUNGE **WATERGATE PRESENTS** SPLASH! MAG STAGE **LOVE BOAT HOSTED BY SCHWUZ**  
ONE NIGHT WITH WESTBAM **ART VILLAGE** DJ IPEK PRES. BERLIN2ISTANBUL **LIFE AND DEATH SHOWCASE**  
CARL CRAIG PRES. DETROIT LOVE **BERLIN 'A' SCREEN: PORNFILMFESTIVAL, XPOSED BERLIN & QUEER FILM FESTIVAL**

29.–31. Mai 2015, Arena Park

[www.berlinfestival.de/tickets](http://www.berlinfestival.de/tickets)

[www.facebook.com/Berlinfestival](https://www.facebook.com/Berlinfestival)

#berlinfestival

**TEN FLOORS  
TWO OPEN-AIR STAGES  
POOL**

# Pop-Kultur

26.08.15 - 28.08.15 / Berghain / Berlin

[www.pop-kultur.berlin](http://www.pop-kultur.berlin)

a project by Musicboard Berlin GmbH



**WE SUPPORT  
ARTISTS, PROJECTS,  
FESTIVALS AND  
CLUB CULTURE.  
IN BERLIN.**

**We Love Pop Culture.**

[www.musicboard-berlin.de](http://www.musicboard-berlin.de)



