

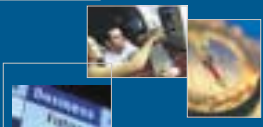
# FU Berlin - Entrepreneurship

## „Unternehmensgründung datango AG“

Patrick Paulisch

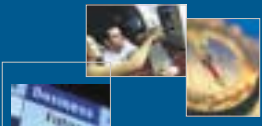
Vorstand, Gründer

May 30th, 2001



# datango – Facts & Projects

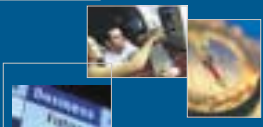
- idea vs. opportunity
- „on the road“
- status quo
- fast forward
- would I do it again?



# The Company

## datango AG

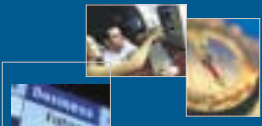
- founded March 1999 (portal online in october 1999)
- 6 founders (4 programmers, 2 business)
- 35 employees (03/01)
- venture capital-backed (Atlas Venture, Pierre Omidyar – founder of eBay)



# Trends

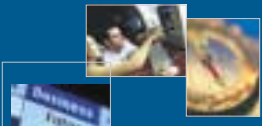
„Sites must find a way to offer their customers high quality, personal service without just throwing sales and customer service bodies at the problem.“

*source: <e>Market 35/00*



# Market Problem

- the majority of users needs an easy to use internet
- websites are as complex as software applications
- websites are static and not targeted

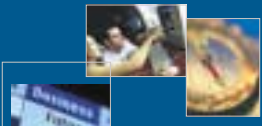


## Solution

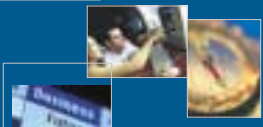
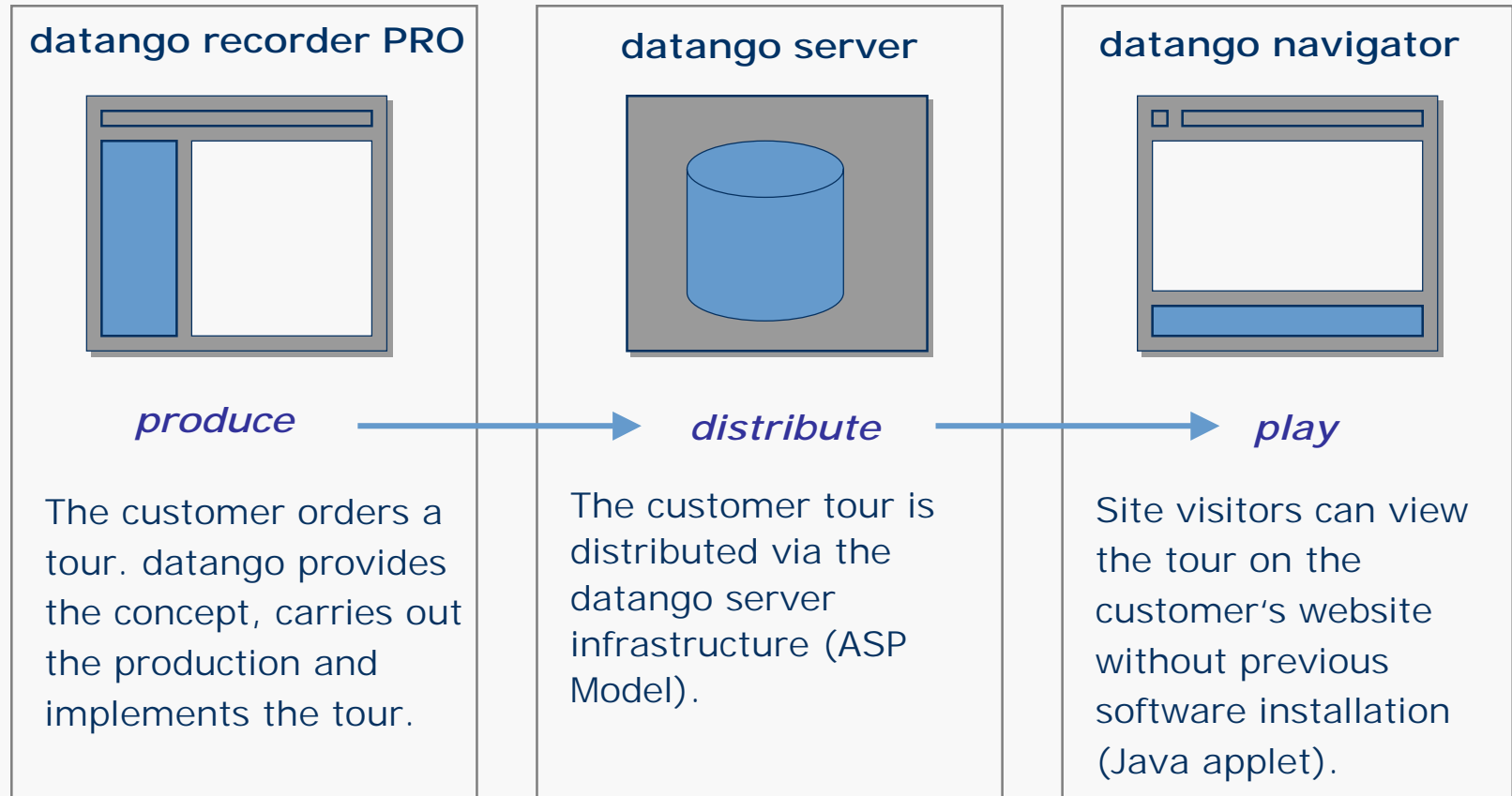
datango forms the first link in the value(-added) chain of a web-based infrastructure.

By reducing barriers to website use, we maximize our client's added value.

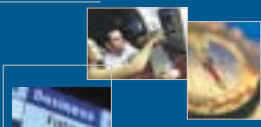
---> DEMO



## datango navigation suite



## Our Clients

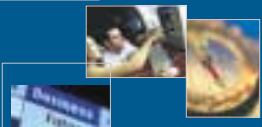




# What is it that we are currently observing? – entrepreneurship

More than the „internet bubble“ ....

....after a phase of consolidation, acceptance/diffusion as a fundamental shift in career options



Thank you  
for your attention!

