



On the Art of Falling -  
and standing up again

The idea - a green bonus system that everybody will benefit from.

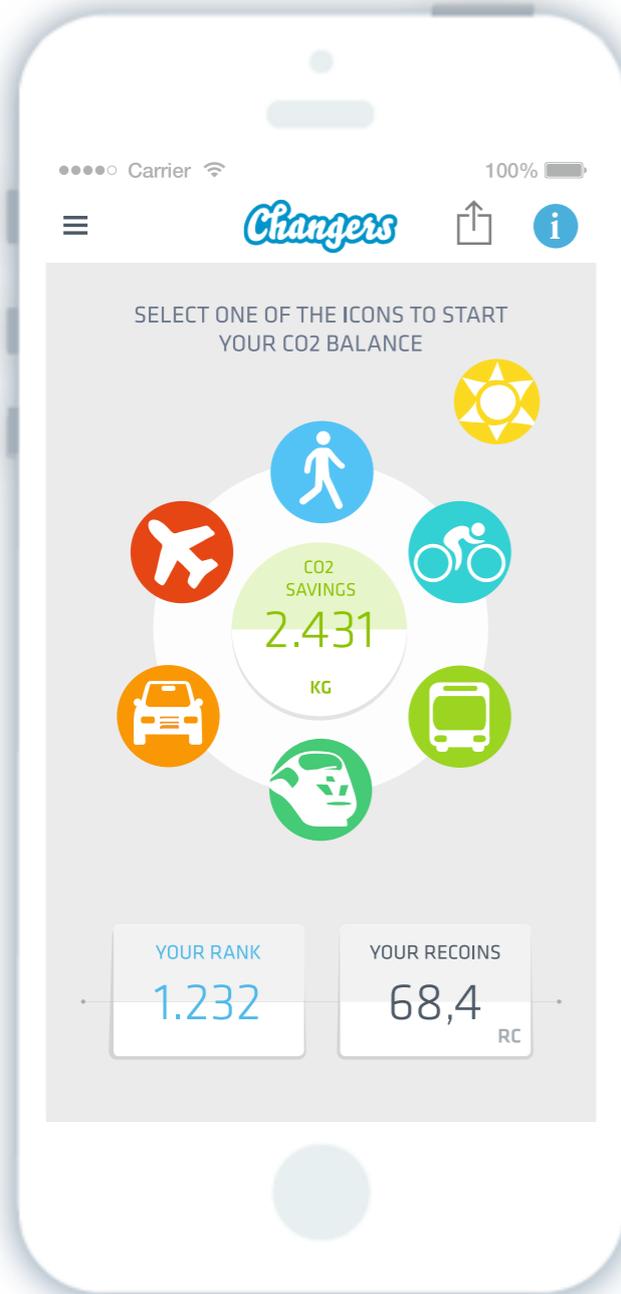


Your employees cycle, take public transport, save CO2 and are being rewarded for each travelled kilometer with a bonus point, which we call ReCoin.

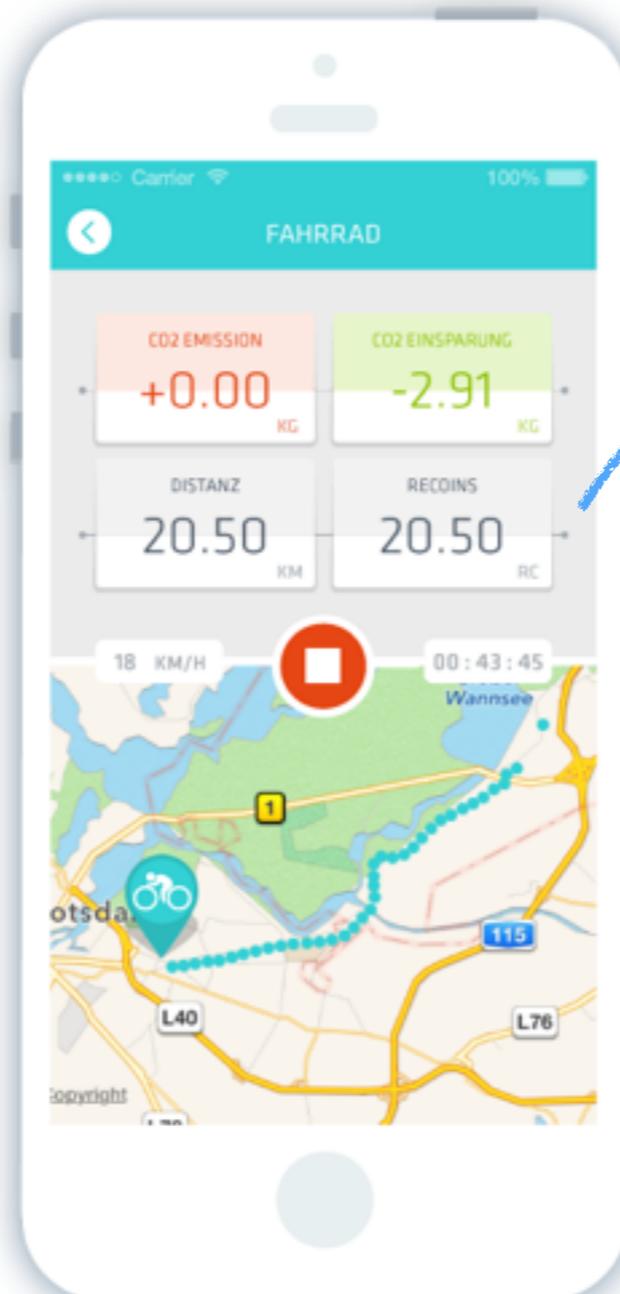
Your company transforms these ReCoins into attractive bonuses for the employees, e.g. a fitness lunch in your cafeteria, cycling accessories and many more.

**The result:** Healthy and long-lasting motivated employees. Less CO2, noise and pollution in the cities and therefore more quality of life for all of us.

That's how your employees earn ReCoins.



Choose your mobility type.

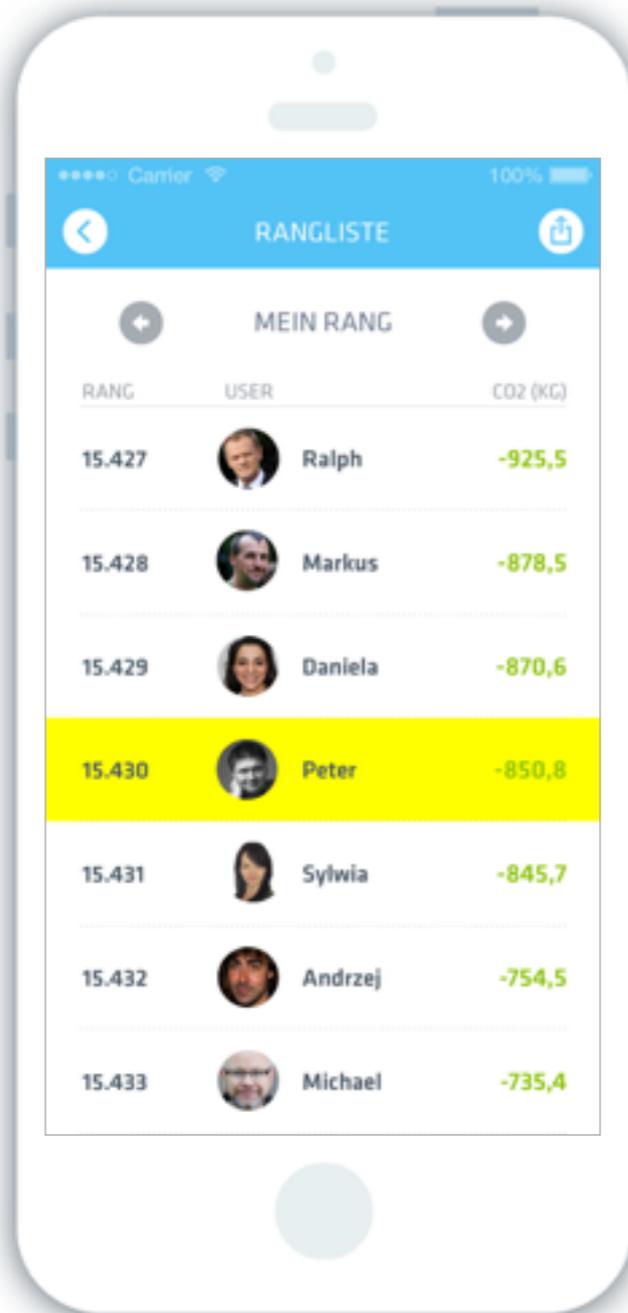


The trip is automatically being measured and the CO2 impact calculated.



ReCoins are being transferred to the user account in the app.

Friendly competition and awards increase the motivation.



#### Awards

Reaching goals is being rewarded with awards and badges. In friendly competitions amongst predefined groups individual awards can be presented.

Offer your employees attractive bonuses for their ReCoins!



**30 ReCoins**  
Cafeteria voucher



**250 ReCoins**  
Cycling subsidy



**500 ReCoins**  
team event



Easy transfer of ReCoins via the app, which creates and reads QR codes with one click.

## ReCoins – a climate currency with social surplus value



Each ReCoin is based on a CO2 saving, which we achieve together with our partner [solarkiosk.eu](http://solarkiosk.eu) in Ethiopia, Kenya and Botswana with solar powered shops. 1 ReCoin = 1 watt-hour of solar power.

Companies purchase ReCoins and rewards their employees for their sustainable behavior using the Changers app.

For each ReCoin, that your employees earn, [solarkiosk.eu](http://solarkiosk.eu) receives a remuneration, which helps financing of the solar kiosks.

The solar energy provides light and power, substitutes kerosine lamps and diesel generators. Furthermore the kiosks sell tools, food and medications and help improve the quality of life of the rural population.

This is the effect of Changers on your company



“As a startup CEO,  
I slept like a baby.  
I woke up every two  
hours and cried.” —  
Ben Horowitz

So why does failing feel like THIS?



5 Learnings I want to  
share with you guys:

1. To be fast and to scale fast doesn't mean, that you have to grow fast. Stay lean as long as possible.

2. Focus on your product.  
There is nothing more  
important. Focus on  
how to sell your  
product.

3. The 70% rule:  
To get to 85% already  
will cost you as much  
efforts as to get to 70%  
of perfect.  
There is no 100%.

4. Choose the people you want to work with VERY carefully. People ARE key (yes, your investor is right.)

5. Grassroot approach:  
I know, your idea is  
going to solve world  
hunger, still - first  
make your problems,  
then solve them.

5. <sup>1/2</sup> Be humble.

Because things can go south quicker than you ever would imagine.

And that's ok.





# Thank you for your attention.

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