



About Akanoo (extended)

Akanoo is a **SaaS solution** that predicts online shop visitors' **intentions** and **affinity to onsite campaigns** in real-time. Visitors receive personalized campaigns at the right moment during their online shop visit based on the predictions. Akanoo uses the **most advanced automated process in Data Mining and Machine Learning** to select relevant visitors. Non-buyers are converted into buyers. Akanoo enables online shops to **optimize their conversion rates** and generate **more revenue** from existing visitors.

We are keen on transparently generating and documenting incremental revenue from existing visitor streams. The revenue increments are therefore calculated by comparing targeted visitors with valid statistical control groups in continuous A/B Tests.

Team

We are a team of **20 highly motivated individuals**, who invest their energy in developing and marketing our technology so that Akanoo will remain the best tool for personalized on-site targeting in Europe and beyond. Our founders Fabian Gebert, Dr. Jan-Paul Lüdtkke and Moritz Schott all hold heterogeneous backgrounds which enables them to lead our three main departments **Sales & Marketing, Key Account Management** and **Data Science & Technology** successfully.

All employees **bring the relevant knowledge and skills** in their area of expertise. Our sales department hosts a team of experienced international Business Development Managers, that worked for companies like Paypal, ePages and Goodgame Studios before. Within our Customer Success Management Department our web-designers and developers are working passionately to generate the ideal result for our clients. Mathematicians, physicists and neurobiologists with PhD degrees work closely together with experienced developers to create, test and roll-out state-of-the-art prediction methods that outstrip the accuracy of the competitor results by far.

Work at Akanoo is characterized by co-operative management style. This includes a working atmosphere with an open communication. Ideas and feedback from all employees are highly welcome and the opportunity to take influence in business decision optimizes the overall business process. Tasks are

divided transparently between several employees, so that synergy effects can be used and employee absence can be compensated for. Responsibility is assigned to the employees depending on their competencies and own initiative is highly supported. The development of Akanoo is always linked to the personal development of its employees. In the end, we live a company culture based on mutual respect and trust.

Founders

The management of Akanoo consists of three individuals with a heterogeneous and valuable background:

Fabian Gebert oversees the technological development at Akanoo. He wrote his master thesis in physics and possesses long-lasting experience with the development of innovative software products. He marketed both own software products and products for big companies like Beiersdorf or Axel Springer successfully. His team consists of team members with a background in applied mathematics, bioinformatics and applied informatics, so that they are able to develop scalable software-as-a-service systems and use up-to-date machine learning techniques. Furthermore, Fabian is a member of the charity organisation "Techbiker", that collects donations for several projects.

Dr. Jan-Paul Lüdtke serves clients and is responsible for the market-driven development and financial planning at Akanoo. He has an MBA and a professional background in market research and new product development. In his PhD thesis he dealt with the topic "judgmental biases in the evaluation of innovations". He took a closer look at the success factors for innovative products and innovative statistical estimation methods. His team has long-term experience in graphic design and technical implementation of online projects as well as an expertise in customer service. Additionally, Jan-Paul volunteers for the charity organization Arbeiterkind, that encourages pupils from families, in which nobody or hardly no one has studied before, and supports them from the study entry until the successful graduation.

Moritz Schott is responsible for the sales and communication department at Akanoo. He has a diploma in business informatics (FH) and possesses extensive experience in the area of operative marketing. He has a degree in business data processing (FH) and retains several years of experience in operational management, particularly in the distribution of technologically demanding hardware and software products for companies like Navigon and emailvision. Before founding Akanoo, he was COO at meetOne

GmbH, where he was responsible for the business development and online marketing department. His team consists of experienced sales representatives for the German, English and French market, which have already marketed complex products from phone to the on-site appointments successfully.

You have further questions? Contact us via mail (sina@akanoo.com) or phone (+49 40 609 4623 40). We are looking forward to hearing from you.