

amiando - the company

The amiando AG is a start-up that was founded in December 2006 in Munich, Germany and runs the web site www.amiando.de.

How it began: amiando is an event platform that was founded in 2006 by six graduates who wanted to organise a mega party for the first World Cup Soccer Game between Germany and Costa Rica. The founders of amiando looked and looked for an adequate solution to organise this event, but without success. The idea to set up amiando was born and six month later the platform was launched on the market in Germany, then in Austria and Switzerland. Recently amiando added to its services a ticketing system for professional event hosts.

Business Model: amiando offers a ticket shop that can be configured easily. Private and professional hosts can add an online presale to their event. Registration is free and for only a 5% fee per sold ticket you will have a complete ticketing system with e-tickets or paper tickets. All other services for private hosts are free and without ads. Future plans of amiando are further offers for e-commerce integrations.

Investors: The amiando AG works together with experienced investors: Lukasz Gadowski and Kolja Hebenstreit (spreadshirt.net), Stefan Glänzer (last.fm), Michael Brehm and Ehssan Dariani (studiVZ) and Rodrigo Sepúlveda Schulz (vpod.tv). Wellington Partners Venture Capital also supports the amiando team with advices, contact persons and funds.

Awards: The magazine „Wirtschaftswoche“ chose amiando as one of the top 50 start-ups in Germany in April 2007. Shortly before, in March 2007, the company had won the Innovator’s Pitch of the federation of information economy, telecommunication and new media (BITKOM) in the category Digital. The Innovator’s Pitch is an annual contest to promote young and innovative companies in Germany. At the Red Herring Europe, a European award for young companies, amiando was the top 100 finalist.

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