



AT A GLANCE

WE BUILD UP YOUR BUSINESS VENTURE BUILDING & SUSTAINOVATION



BERLIN
FOUNDED IN 2004

VERTICALS

MOBILITY & TRANSPORT

ENERGY

FINANCE

MEDIA

SUSTAINABILITY



SERVICES

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“If you always do what you’ve always done, you’ll always get what you’ve always got.” - Henry Ford

[CONTACT: huenewaldt@gbd.green](mailto:huenewaldt@gbd.green)

VERTICALS, WE SERVE



GREEN BUSINESS
DEVELOPMENT



RESEARCH & STRATEGY



SCENARIO PLANNING



MARKET ANALYSIS



EXPERT SURVEY



**START-UP
SCREENING**

I believe in innovation and that the way you get innovation is you fund research and you learn the basic facts. – Bill Gates



RESEARCH & STRATEGY SCENARIO PLANNING



GREEN BUSINESS
DEVELOPMENT

- Scenario Planning is the most suitable method for strategic planning in the area of innovation and disruption.
- With a scenario planning method you can include the dynamics and flexibility of innovative, disruptive markets.

I believe in innovation and that the way you get innovation is you fund research and you learn the basic facts. – Bill Gates



RESEARCH & STRATEGY MARKET ANALYSIS



- One of the most common reasons for failure in innovation and transformation business is insufficient market knowledge.
- You will get these valuable insights into shifts in the economy, competitors, ongoing market trends, target groups and state of the art knowledge.
- With our internal market know-how and experience we will position your products and services in a way that optimizes the cost/benefit ratio of your investments.

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RESEARCH & STRATEGY EXPERT SURVEY



- QUALITATIVE EXPERT INTERVIEWS
 - We have a large international network of experts in our core areas.
 - Focused information from selected experts can significantly reduce the costs of lengthy and expensive market research.
- ONLINE SURVEYS
 - For trend analyses and futurology, we conduct national and international online expert surveys.
 - These can be commissioned individually or carried out using the omnibus method.

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RESEARCH & STRATEGY START-UP SCREENING



- Together we define your strategic orientation, objectives and KPI: thematically, geographically and in terms of the start-up's stage of development. The screening process can have two objectives:
- COOPERATION OPPORTUNITIES
 - To find a start-up that fits the corporate strategy for future cooperations and potential joint ventures. [> VENTURE BUILDING]
- INTERNAL COOPERATE VENTURING
 - To investigate an area of innovation in order to find the right approaches for own developments within the framework of the internal corporate venturing process. [> VENTURE STUDIO]

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BUSINESS DEVELOPMENT



**BUSINESS
DEVELOPMENT**



**STRATEGIC
PARTNERSHIPS**

The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks and starting on the first one. – Mark Twain



BUSINESS DEVELOPMENT BUSINESS DEVELOPMENT



- Together we optimize your business development plan to identify and grow new leads and market segments.
- We are building a network of multipliers, which will make a quantum leap for your reach and contacts.
- We are your driving force behind generating new leads and contacts.

The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks and starting on the first one. – Mark Twain



BUSINESS DEVELOPMENT STRATEGIC PARTNERSHIPS



- FOR CORPORATES
 - We search, screen and select the start-ups that will grow your innovation portfolio.
 - We accelerate your transformation by finding the early-stage start-ups with the highest potential to impact your business.
- FOR START-UPS
 - You need more explosive growth? We search and negotiate a partner that fits your company culture and with whom you can create synergies to accelerate your growth (f. ex. Distribution, joint R&D).

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VENTURE BUILDING



START-UP SCREENING



VENTURE STUDIO



**MERGERS &
ACQUISITIONS**

It's not because things are difficult that we dare not venture. It's because we dare not venture that they are difficult. – Lucius Annaeus Seneca



VENTURE BUILDING START-UP SCREENING



- SCREENING
 - Together we define your strategic orientation and objectives, focal points and KPI: thematically, geographically and in terms of the start-up's stage of development. The screening process can have two objectives:
- COOPERATION OPORTUNITIES
 - To find a start-up that fits the company strategy for future cooperations and potential joint ventures.
- INTERNAL CORPORATE VENTURING
 - To investigate an area of innovation in order to find the right approaches for own developments within the framework of the internal corporate venturing process.

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VENTURE BUILDING VENTURE STUDIO



- **SCRENARIO PLANNING**
 - We explore new business ideas with you. Together we define goals, milestones and junctions.
- **BUSINESS PLANNING**
 - We set up the business plan. We leverage the advantages of your company and combine them with the flexibility of a start-up:
- **BUSINESS MODELLING**
 - We structure the new business and together we create new venture divisions. We act and react agile, nimble and versatile to ensure success in dynamically changing markets.

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VENTURE BUILDING MERGERS & ACQUISITIONS



- STRATEGIC COOPERATIONS
 - We find the right partner for you. This applies to both sides: growth start-ups and industry.
- TRANSACTION ADVISORY
 - Our focus is on acquisitions. We support you all the way to a successful closing:
 - deal search
 - due diligence
 - deal negotiation
 - company evaluation.

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EXPANSION ADVISORY (GERMANY & DACH REGION)



**FEASIBILITY
ANALYSIS**



**COUNTRY
MANAGEMENT**



BOARD ADVISORY

There are no foreign lands. It is the traveler only who is foreign. – Robert Louis Stevenson

EXPANSION ADVISORY



FEASIBILITY ANALYSIS



Assessment of the adaptivity of the business model for the market entry in GER



Superinducing mode



Market analysis
Competitors analysis
Business model adaption
Legal background,
Target group analysis
USP in Germany



1-4 weeks



ADVISORY (BOARD)



Powerful support and market opening through experience and network



Sideline mode



Board meeting
Networking,
Strategy support



3-24 months



EXPANSION COMPANIONSHIP



Strong operational support of the existing management team for Germany



Operational mode



Board meeting, Networking, Strategy support,
Sharing of operational tasks , Development and implementation of a market entry strategy; sales and marketing (B2B; B2C)



6-24 months



COUNTRY MANAGEMENT



Complete implementation of the market entry by GBD



Executive mode



12 months +



EXPANSION ADVISORY FEASIBILITY ANALYSIS



- Assessment of the adaptivity of your business model for the market entry in Germany or DACH region:
- Prevent unnecessary costs: We structure your rollout plan so that you make the right investments at the right time.
- The analysis can include the following services:
 - Market Analysis
 - Competitors Analysis
 - Legal Background

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EXPANSION ADVISORY COUNTRY MANAGEMENT



- EXPANSION COMPANIONSHIP
 - Strong operational support of the existing management team for Germany:
- COUNTRY MANAGEMENT
 - Complete implementation and execution of the market entry by GBD:

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EXPANSION ADVISORY BOARD ADVISORY



- Powerful support and market opening through experience and network .
- Regular exchange with the board.

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SUSTAINABLE DUE DILIGENCE



ESG EVALUATION



SDG EVALUATION



GREEN START-UP
RATING

Anyone who wants to increase his wealth, should take bees as an example. They collect the honey without destroying the flowers. They are even useful for the flowers. Gather your wealth without destroying its sources, then it will increase steadily – Buddha



SUSTAINABLE DUE DILIGENCE ESG EVALUATION



- Together we optimize your business development plan to identify and grow new leads and market segments.
- We are building a network of multipliers, which will make a quantum leap for your reach and contacts.
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SUSTAINABLE DUE DILIGENCE SDG EVALUATION



- As part of the Agenda 2030 for Sustainable Development, the United Nations agreed on the goals for sustainable development in 2015. Each of the 17 goals with their 169 targets addresses a global challenge.
- We review your products and objectives to what extent they support SDG goals.
- We optimize your alignment with SDG goals for customers and investors.

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SUSTAINABLE DUE DILIGENCE GREEN START-UP RATING



- Sustainability assessments for young companies must be differentiated.
- For investors we design a basis to better classify their impact investments in start-ups.
- We also established a roadmap for sustainability assessments along the start-up development phases.
- We help start-ups to make the sustainability of their products and services optimally visible to customers and investors.

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CONTACT



COMPANY PRESENTATION

EGBERT HÜNEWALDT - FOUNDER & MANAGING DIRECTOR

CONTACT

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HONORY POSITIONS - MEMBERSHIPS - AWARDS

2019 – to date Member of the DIN-consortium to establish a DIN rating sustainability standard for start-ups

2018 - to date RheinMain University Wiesbaden, Mobility Innovation, Lecturer & Advisory Board Member

2014 - to date Member of Federal Association of Green Business

2016 - to date Member of German Partnership for Sustainable Mobility

2017-2018 Climate-KIC Accelerator, Berlin, Jury-Member & Start-up Mentor

2010- 2011 Training Project Developer Energy Cooperatives (solar/wind power) by Network Energy Transformation

2009 Start-up Award Winner Generation D of the Bavarian elite academy (CITYPendler/ ridesharing)

2006 Council for Sustainable Development of the German Federal Government, Commendation: Mission Sustainability

EDUCATION

02/95 Master Media and Communication [1,3/ Top 5%], Ludwig-Maximilians University, Munich

07/93 Diplome d'information, IFP French Press Institute, University of Paris II Panthéon-Assas

07/04 Essec-Mannheim Executive MBA, Paris-Mannheim

SPEAKER

2019 FTWC, Vienna, Future of Transport World Conference, “Energy Transition”, Vienna, Austria

2019 HSBA Hamburg School of Business Administration, Guest lecturer, Zero Emission Mobility

2018 EuroBike, “Financing Start-up’s” , Friedrichshafen, Germany

2017 Start-up Camp Berlin SCB '17 - Green Start-up Finance

2017 Expense Reduction Analysts, “Saving by digitizing”, Frankfurt, Germany

2016 World Collaborative Mobility Congress – WOCOMOCO, „Why own it“, Warsawa, Pologne

2015 BAND Business Angels Network Deutschland Summit „New versus Old economy”, Oestrich-Winkel

2014 Key Note Speaker “Sustainable Crowdfunding”, KarmaKonsum Conference, Frankfurt

2014 Chamber of Commerce, Berlin, “Importance of Innovation & Start-ups for Berlin as a hub”



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