

# THE STORY OF MOVINGA

COURSE CORRECTION IN

THE BATTLEFIELD

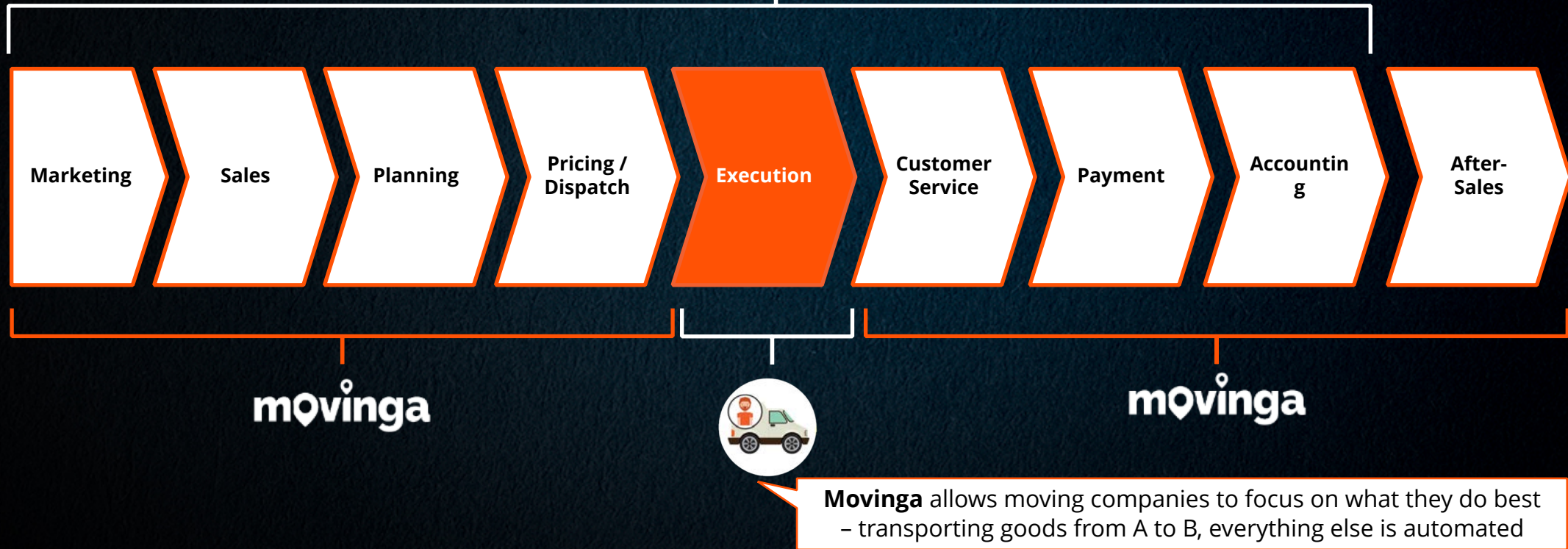




## MOVINGAS SOLUTION

Movinga vertically integrates all processes and therefore ensures high degree of control.

**Traditionally**, local moving companies organize everything themselves, causing administrative inefficiency





## MISSION

Revolutionize the \$150 Billion market for moving



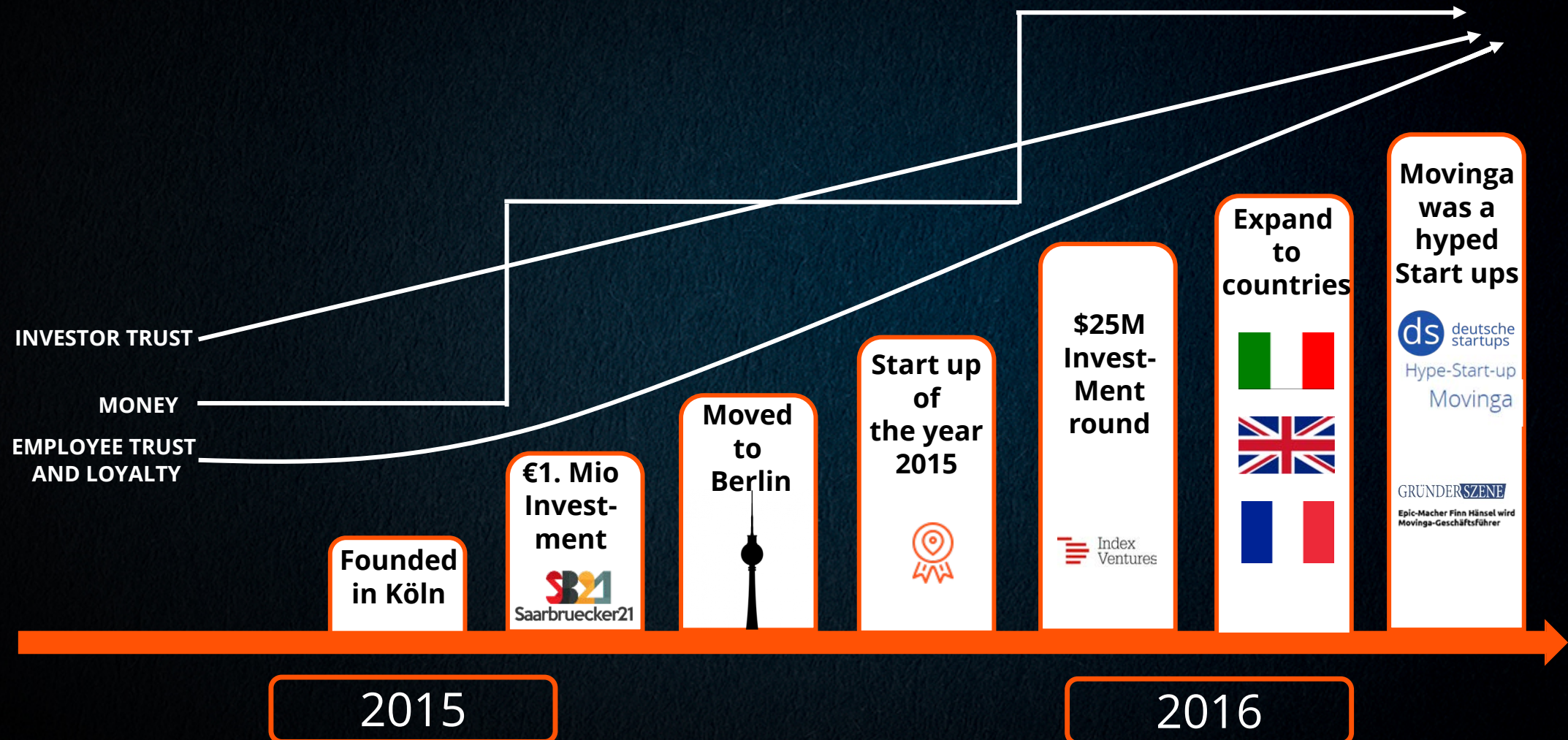
Become the **global platform solution** for moving by bringing technology and intelligence into an untapped market.

Build a vertically-integrated, asset-light and highly **scalable moving platform with a trustworthy and strong brand.**



## STORY

Movinga was super succesfull in the first year and became a hyped in the start-up scene.





## WORKING WITH INVESTORS

When everything goes well, you feel like at a kid's birthday party



... EVERYONE LOVES YOU!



## SO HAPPY END?

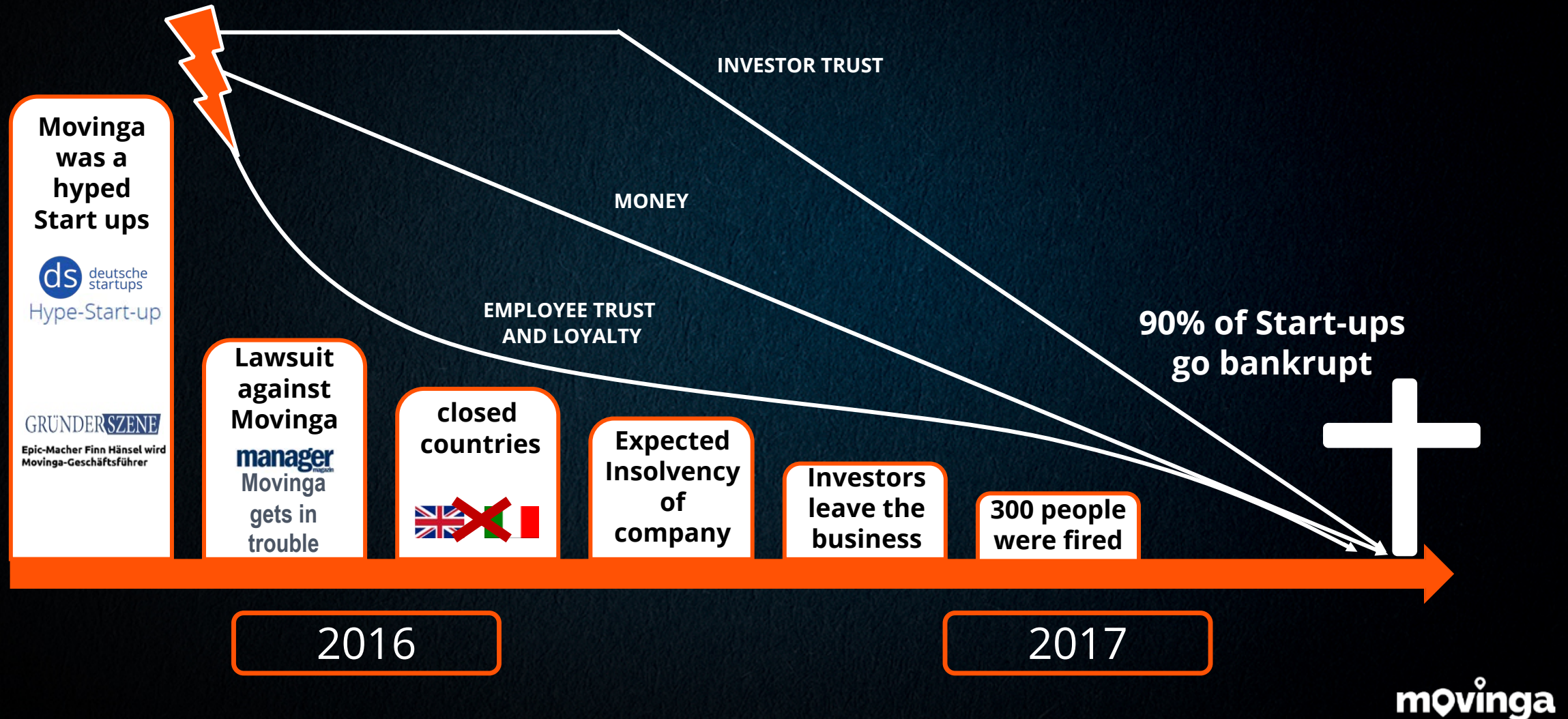


Well... Not.



## STORY

After the growth, Movinga fall and have to fire people and close countries.





## STORY

When the situation is tough, the comments get tougher ...

*"Oh ... do they still exist?"*

*"How many skeletons  
in the closet?"*

*"Didn't someone  
go to prison for that?"*

*"They will be gone any  
moment now"*

INVESTORS

*"Aren't there  
investigations?"*

START-UP SCENE

POTENTIAL EMPLOYEES

*"It's the best time to poach  
their best people"*

*"Well, that guy is literally  
riding a dead horse"*

*"Berlin's best known  
Zombie Startup"*

*"Movinga?  
No Thanks"*



## WORKING WITH INVESTORS

Everyone was leaving the birthday party ...



... NO FRIENDS LEFT!



## MOVINGA 2.0

However ... when the going gets tough, the toughs get going!

### Transparency

No-bullshit and  
honest  
communication

### Decency & Hard Work

success doesn't come  
automatically



### Persistence

Believe in the  
business model

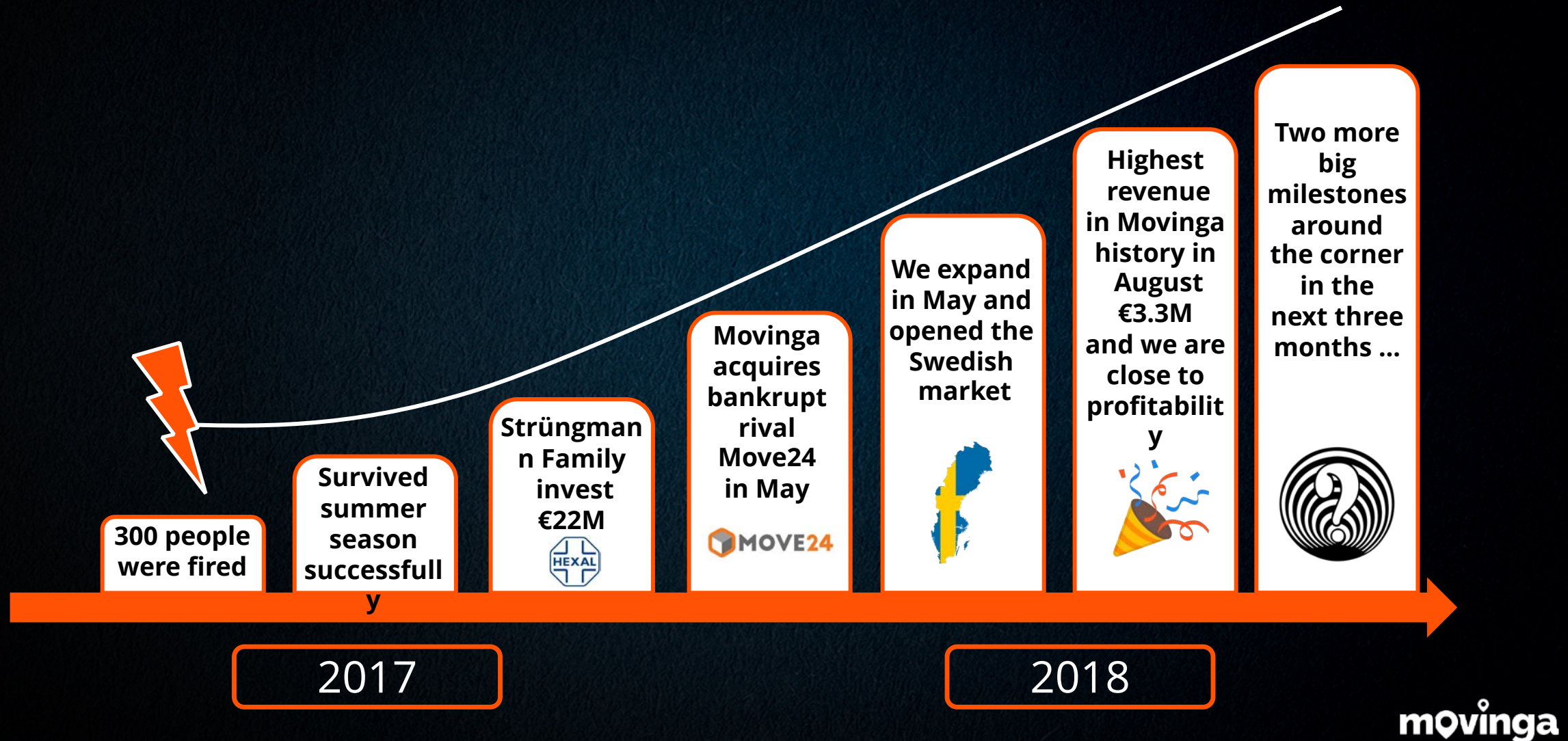
### Technology

to automate processes  
for a lean company



## STORY

With the new focus and trust, Movinga grow significantly and is the in best condition ever.





## MILESTONES

Movinga recently managed to get constant positive feedback in the press.

GERMAN MITTELSTANDSPREIS SEPTEMBER 2016



AIMGROUP

MAR 2018

“Movinga  
acquires  
bankrupt rival  
Move24”



**TC TechCrunch** DEC 2016

After bump in the road, Movinga raises again

*“It appears that Movinga’s tech has now actually caught up and surpassed its original narrative, hence today’s vote of confidence by most of the startup’s previous investors that the company is finally in a position to scale effectively.”*

**BERLIN VALLEY** FEB 2017

*“Movinga completely changed its leadership team, now consisting of experienced managers”*



Ende einer Startup-  
Schlacht: Movinga  
übernimmt Teile von  
Move24

**n-tv** DEC 2017

NTV Startup News

*MD Hänsel talks exclusively about the new fresh start at Movinga*

**movinga**





# Q&A



A promotional image for moving services featuring four men standing in front of a brick wall. The men are dressed in casual, modern clothing. To their right, several white moving boxes are stacked, each featuring the 'movinga' logo. The overall tone is professional and approachable.

movinga

Let's move!