

# 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



**movinga**



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**Movinga** allows moving companies to focus on what they do best  
– transporting goods from A to B, everything else is automated

**movinga**

## MISSION

Revolutionize the \$150 Billion market for moving

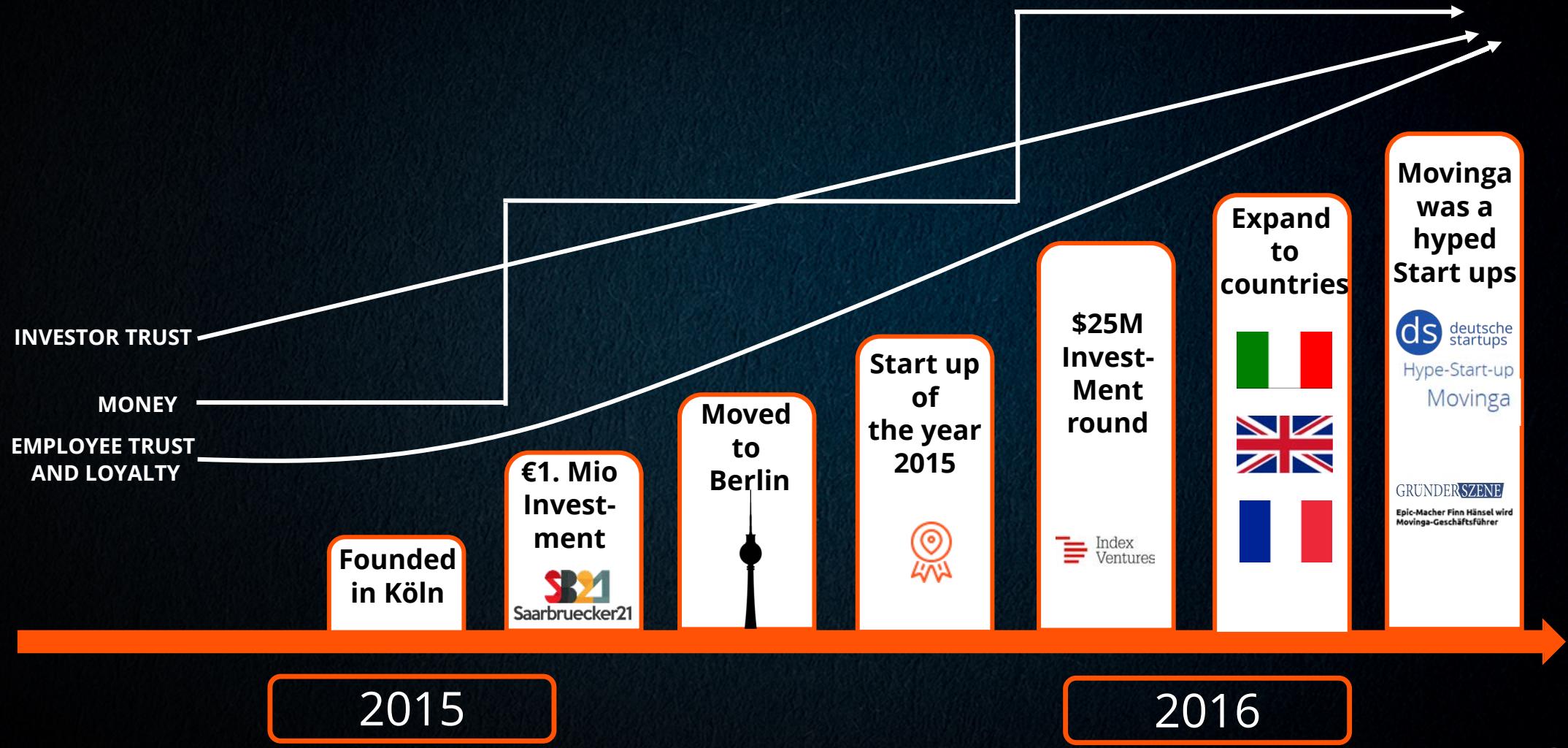


Become the **global platform solution** for moving by bringing technology and intelligence into an untapped market.

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!

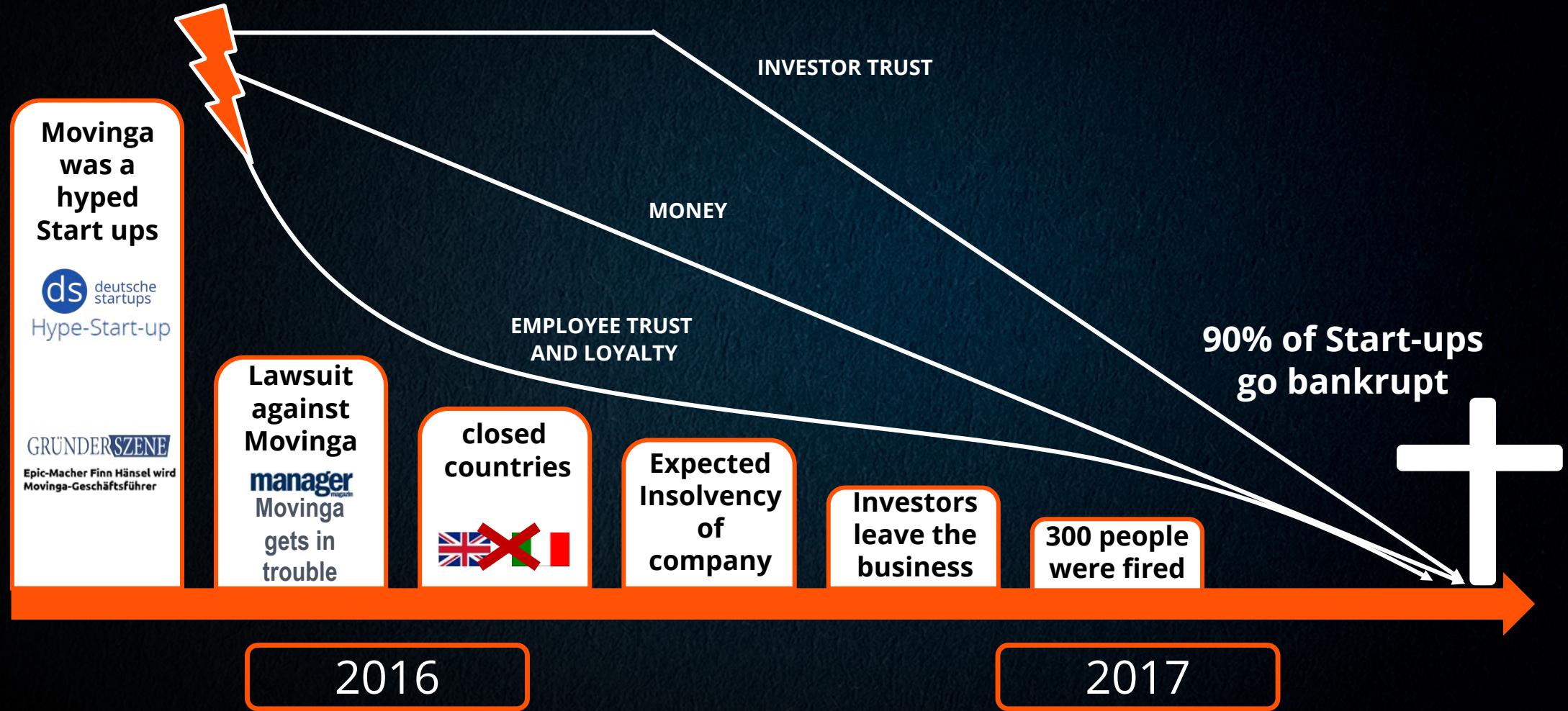
## SO HAPPY END?



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?”*

*“They will be gone any moment now”*

*“How many skeletons in the closet?”*

*“Didn’t someone go to prison for that?”*

INVESTORS

START-UP SCENE

POTENTIAL EMPLOYEES

*“Aren’t there investigations?”*

*“It’s the best time to poach their best people”*

*“Berlin’s best known Zombie Startup”*

*“Movinga? No Thanks”*

*“Well, that guy is literally riding a dead horse”*

## WORKING WITH INVESTORS

**Everyone was leaving the birthday party ...**



**... NO FRIENDS LEFT!**

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

**Transparency**  
No-bullshit and  
honest  
communication

**Decency & Hard  
Work**  
success doesn't come  
automatically

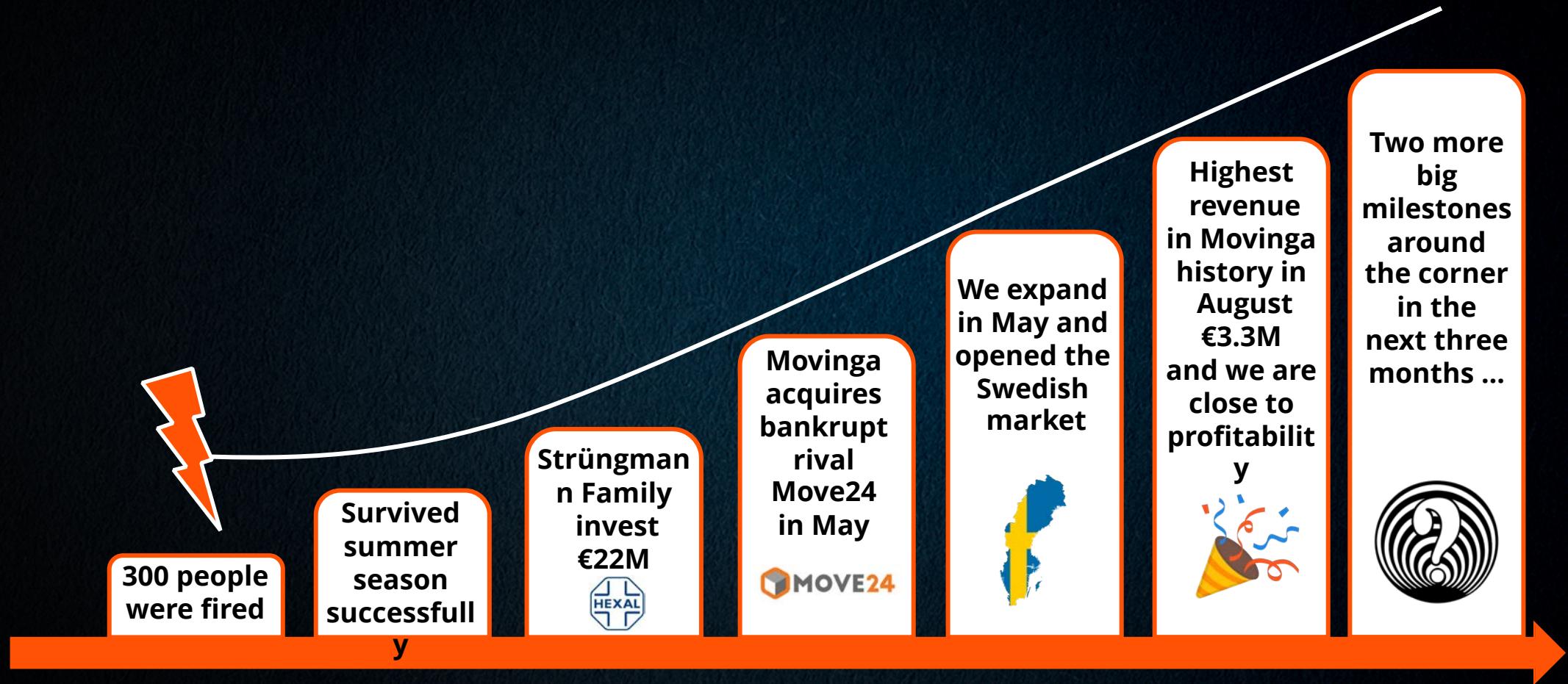


**Persistence**  
Believe in the  
business model

**Technology**  
to automate processes  
for a lean company

## STORY

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



2017

2018

**movinga**

## MILESTONES

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

GERMAN MITTELSTANDSPREIS SEPTEMBER 2016



**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"*



MAR 2018

**"Movinga acquires bankrupt rival Move24"**



**Wie man den Turnaround in einem Startup schafft – Finn Hänsel von Movinga**



**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*

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# Q&A

A photograph of four men standing in front of a red brick wall. From left to right: a man with a beard in a dark green sweater over a dark shirt; a man with short brown hair in a dark t-shirt; a man with brown hair in a dark grey sweater over a light blue shirt; and a man with short brown hair in a light grey sweater. In the background, several white boxes with the word "movinga" in red are stacked on a wooden surface.

movinga

Let's move!