



Waytation is joined by Hansi Hansmann and startup300 after seven figure investment

Vienna, February 2nd 2017 • Viennese startup Waytation (waytation.com), the „Google Analytics for exhibitions and conventions“, achieved a seven figure sum in its first financing round. Two of the most well-known investors in Austria, Johann "Hansi" Hansmann and startup300, are now also on board. The investment will allow Florian Bräuer and Cemsit Yelgin, founders of Waytation, to lead the exhibition and convention market into the digital age.

"We measure exhibitions" - with these three words, Florian Bräuer sums up the business idea which led to the company's foundation in 2015. Using "smart" name badges and custom developed sensors, Waytation seamlessly records flows of visitors and behavioral patterns, visualising a visitor's entire "Customer Journey" at exhibitions and events. Though anonymised, the success analyses are categorised which enables to measure which target groups are interested in which lecture topics and which exhibition booth is the most attractive one. "So far, such key figures and facts were never available. For the very first time, event organisers will be able to understand the visitors' experience, pick up trends and quantify the success of their investments", Cemsit Yelgin explains.

Developing what the customer needs

Even though both founders are new to the event market, they achieved a six figure turnover in their first financial year. At the same time, they built up an impressive technology portfolio. "We sold first and then started developing - it's the Lean Startup Principle", the founding duo explains. The market had its pains and Waytation's concept hit the spot: a Skype call was all it took to win over Grégoire Pavillion, thus adding EASL, one of Europe's largest medical associations and host of the International Liver Congress, to their first customers. Having been a supporter right from the beginning, EASL has now become a strategic investor for the current financing round.

Since the foundation, Waytation has made speed a priority and now employs a team of 20, handles assignments with over 20,000 visitors and processes around 900 million data sets per event. The Radiology Congress ECR this March will mark their largest operation yet. From April, they will begin expanding to Europe's event metropolises, starting in Amsterdam and Helsinki.

The Crème de la Crème of the scene

The Waytation-Vision is great – as is its first financial round. „Best European Early Stage Investor“ Hansi Hansmann and the country's largest Business Angel network, startup300 AG, are both investors. Other well-known Business Angels such as Johannes Siller and the first ever client EASL are also on board. Big ambassadors in the market, such as Christian Mutschlechner of the Vienna Convention Bureau or Konrad Friedrich of the ESR, are providing Waytation with substantial support. With another two strong partners Austria Center Vienna and Reed Exhibitions Messe Wien, Waytation begun to plan the installation of permanent sensors at their venues.

"During our first year we succeeded in attracting the interest of the market. The fact that now in our second year, we were able to convince the best investors too, makes us more than proud", explain the young entrepreneurs. "Waytation is the efficient and elegant solution to a problem. The two founders Florian and Cemsit have a thriving vision and dedication. It didn't take much for them to win me over. We can expect great things from Waytation", says Business Angel Hansi Hansmann.

About Waytation

Waytation offers a revolutionary indoor-tracking solution, which turns visitor flow measurements into success analysis. Compared to current methods (RFID, camera) Waytation's technology provides 100% coverage, operates in the background and is flexible at mounting. Founders Florian Bräuer and Cemsit Yelgin have now gained the support of investors such as Hansi Hansmann, startup300 and EASL. www.waytation.com

About EASL

EASL is considered to be one of the market's innovators. The 'European Association for the Study of the Liver' is one of the most innovative medical congress hosts, proving itself year after year at the International Liver Congress (11,000 visitors). With Grégoire Pavillon, EASL is led by a forward thinking man who was named 'Chief Executive of the Year 2016' at the International Association Award. www.easl.eu



About Hansi Hansmann

With over 40 investments, Dr. Johann 'Hansi' Hansmann is one of Europe's most active and successful Business Angels. In 2012 he was one of the co-founders of the 'Austrian Angels Investors Association' and was awarded 'Best European Early Stage Investor' in 2015. Hansi, who is known amongst his portfolio companies' founders (called "Hansmen") to be very dedicated, holds shares mainly in internet companies and in the health sector. www.hansmengroup.com



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About startup300

startup300 AG is the Austrian business angel network and supports national startups, especially in the critical initial company phase. startup300 was founded by Bernhard Lehner and Michael Eisler in December 2015 and is now backed by over 100 Austrian entrepreneurs and business angels such as Altrichter, Kalteis, Alm, Grabner, Hansmann and Luger. startup300 is currently investing in 25 startups. www.startup300.at



About Johannes Siller

As one of the few business angels, Johannes Siller tends to his currently 33 investments on a full-time basis. Siller is a startup300 member. His strategic investment focus lies in B2B IT startups and he places great value in the networking between his investments, putting his sales expertise to good use in his startups. Johannes' motto: "That which all of you have in common will increase each one of your chances". www.mapcon.at



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<http://www.waytation.com/download/waytation-logos.zip> (logo varieties, CD colours)

<http://www.waytation.com/download/waytation-pictures.zip> (stock pictures of our work at events)

Further Info

<http://www.waytation.com/about>