

The Company

CaptchaAd GmbH is the world's first company to combine conventional CAPTCHAs (a form of spam protection used approximately 280 million times per day worldwide) with high-quality video advertising.

Gone are illegible numbers and letters. Instead, "CaptchAds" request specific answers that are tied to a video ad—one which may consist of a product name, slogan or other key words. These must be typed into the CAPTCHA field. This leads to increased efficiency of the advertising message (100% advertising-contact, extremely high advertising impact) when compared to other online advertising.

CaptchaAd's technology (patent-pending worldwide) thus offers an additional revenue stream for publishers and advertisers in an entirely new way, and allows for brand and product communications to operate with extreme efficiency. In addition, monetized CaptchaAds offer greater interaction and fully marketable video—without the publisher having to produce any video content whatsoever.

The implementation of CaptchaAd in major industrial countries (eg USA, Europe), is patent-pending.

CaptchaAd GmbH was founded in 2009 by Jan Phillip Hinrichs, Michael Keferstein and Thomas Zumtobel. The Bonn-based enterprise was a classic startup. From the first moment the three entrepreneurs were able to garner excitement with their business model. In 2009, for example, CaptchaAd won the "enable2start", organized by the Financial Times Germany—the largest German start-up competition. In that same year they took second place at the Intel + UC Berkeley Technology Entrepreneurship Challenge in Berkeley. In June 2010 CaptchaAd took second place in the "Global Entrepreneurship Competition" at the World Innovation Summit in Barcelona.

Their targeted, specialized marketing model has won over many with its simplicity.

Since May of 2010, CaptchAd has joined forces with Munich-based venture capital firm Paua Ventures GmbH. Together with this investment company, CaptchaAd aims to open new markets and continue its expansion.

In June of 2011 Bernd Hacker became managing partner at CaptchaAd and, alongside Jan Philipp Hinrichs, manages the company.

At the end of July 2011 CaptchaAd moved its headquarters to Munich. Further offices are planned in Dusseldorf and Hamburg.

CaptchaAd's partners include: Universal Pictures, Paramount Pictures, Mitsubishi Motors, winload.de, gamona.de, giga.de and lokalisten.de.

Awards:

2nd place, Global Entrepreneurship Competition 2010, World Innovation Summit, Barcelona/June 17 2010

2nd place, Start-up of 2009, German-Startups.de, Berlin/December 1 2009

2nd place, IBTEC 2009, The Intel ® + UC Berkeley Technology Entrepreneurship Challenge, Berkeley/November 19 2009

Winner, enable2start 2009, Financial Times Germany, Hamburg/November 17 2009

2nd place, TechCrunch Europe 2009 Munich, Munich /October 20 2009, 2nd place

1st place, StartupCamp 2009, Sun Microsystems, Cologne/March 6 2009, 1st place

Pressekontakt

BrunoMedia Communication GmbH

Marit Schumacher

Bonner Straße 328

50968 Cologne

Tel.: + 49 221/ 34803833

E-Mail: captchaad@siccmamedia.de oder pr@captchaad.com

Web: www.siccmamedia.de