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finleap invests in digital ID company "The Ego Company"

- Through the investment, the company will become part of the finleap ecosystem
- The ID Service will be the cornerstone for the development of a secure data storage system, which will significantly support our partner's customer business, says Dr. Florian Resatsch, Chief Build Officer finleap

Berlin, March 19, 2020

finleap, Europe's leading fintech ecosystem, welcomes a new company to its portfolio: The Ego Company, with the ID App and platform myEGO2GO, becomes part of the finleap family through investment.

The mission of myEGO2GO: the new digital home for all important user data usually only imprinted on cards. In concrete terms, this means that - once scanned from an identity card to credit card, all data is stored in a securely encrypted form. The use of blockchain technology ensures that the data cannot be manipulated and can therefore be used for digital identification. In addition, the platform also enables other services, such as credit checks, to be simplified. The Ego Company was founded by CEO Tanja Ludwig, who has more than 20 years of experience as a series founder in the debt collection and fintech sector.



Dr. Florian Resatsch, CBO finleap / Tanja Ludwig, CEO The Ego Company

Dr. Florian Resatsch, Chief Build Officer (CBO) finleap: "We are very pleased to welcome The Ego Company to our portfolio, an innovative company that is highly versatile thanks to its unique blockchain technology and product. Digital ID not only makes countless identification processes easier for users, but also serves as an important component on the business side for the development of new platforms within other industries. Especially in the real estate sector, there are many possible applications for this type of product".

With Dr. Florian Resatsch joining as CBO in January, the finleap management team has further deepened its company building expertise. Before joining finleap, Dr. Resatsch's previous positions included Managing Director of Ströer Digital Media, Germany's largest media sales company, and Ströer Mobile Media, and most recently at the Viessmann Group, where he was responsible for marketing and digital transformation activities.

Going further, myEGO2GO will become an integral part of a new and secure data storage system that finleap business partners can integrate into their respective business models. The advantage for end customers is that they only have to undergo a one-time Know Your Customer Process (KYC), which they can use for identification for later transactions and for credit checks.

Tanja Ludwig, founder and CEO The Ego Company: "With finleap, we have a strong partner with a large network and many years of experience in successfully building and scaling companies by our side. Being a part of the finleap ecosystem is the right step for myEGO2GO to grow and further our mission as a modern, flexible and secure digital home".

As a first physical step, the company will move into the Berlin Fintech Hub H:32 near the Zoologischer Garten, where finleap and many other portfolio companies are also based. The team and the management will remain after the investment.

About finleap

finleap is Europe's leading Fintech ecosystem with headquarters in Berlin and offices in Milan, Madrid and Paris. finleap offers Fintech SaaS solutions for various companies and builds independent Fintech companies. finleap was founded in 2014 by the IONIQ Group and Ramin Niroumand and has already developed 17 companies with its infrastructure and added others to its ecosystem through acquisitions. These include companies such as solarisBank, ELEMENT and PAIR Finance. In addition to access to seed capital, finleap offers a network of investors and experienced entrepreneurs as well as clients and top talents. The finleap Group employs over 1,200 people from 80 nations.

About The Ego Company

The Ego Company develops the mobile app and platform solution myEGO2GO for capturing and managing digital identity based on blockchain technology. myEGO2GO was developed for users who want to protect their digital identity and for business people who want a secure and digital customer relationship. With the help of the app, users can digitize and verify their most important data, such as their identity card or credit card, and then share it with affiliated service partners. The Ego Company was founded in March 2019. Following the successful launch of the MVP at the beginning of 2020, the first business partners are now being connected.

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