

THE

Hundert

The Berlin startup project the Hundert presents 100 successful female European startup founders in its new issue

Available for download on Monday, May 16: the Hundert Vol. 8 – Female Startup Founders Europe



FEMALE STARTUP FOUNDERS EUROPE

100 outstanding women share their stories about founding successful startups. Read about Filipa Neto of Chic by Choice, Mette Lykke of Endomondo, Demet Mutlu of Trendyol, Ulla Engestrom of Thinglink, Janneke Niessen of Improve Digital, Angélique Zettor of Genymobile, Sarah Wood of Unruly and 93 other amazing women representing 40 different European countries.

Berlin, May 13 - In its eighth edition, the startup magazine, the Hundert, presents 100 successful female founders from 40 European countries. Highlighting the accute richness and diversity of the founding stories, the magazine wishes to inspire many women to build their own companies. The new edition will be released Monday, May 16.

The startup scene is predominantly male, leaving female founders to stand in the shadows. The European Startup Monitor states that less than 15 percent of the European startups are founded by women. The team of the Hundert finds this unacceptable, wants to change it and directs the spotlight on 100 inspiring women, whose diverse founding stories reflect the spirit of the present generation of female startup founders in Europe. With their different motivations and stories, these 100 ladies are role model and inspiration to all women, considering starting their own company. "The ability to change the world is a mindset that starts from looking into the mirror and saying, 'I can'.", as Karol Hindriks, founder of Jobbatical, puts it.



Among the featured founders are first-time and serial entrepreneurs, career changers who encountered a problem, which they are determined to find a solution to, and women who have been dreaming about creating their own business since childhood. Jenny Wolfram, who, as a five-year old, for example, sold handmade facial creams to her neighbors, founded one of the most promising Finnish enterprises about 20 years later: BrandBastion secures brand's reputations on social media channels.

Anna Alex from Germany took a quite different path to entrepreneurship: During a trip to New York, she developed the idea of a personal shopping service for men together with her future co-founder. This was the beginning of Outfittery. Nora Khaldi from Ireland, in turn, left her safe and successful science career at university intending to share her knowledge in biotechnology. She founded Nuritas, the first company in the world to introduce artificial intelligence to the food arena in order to discover new disease-beating molecules from food.

None of the 100 portrayed founders ever regretted their decision to build a company. United in their courage and readiness to take risks, they all put into practice what Mathias Döpfner, CEO Axel Springer SE, delineates as follows:

“Women have good reason to start their own companies. As entrepreneurs, you will be in a modern, transparent environment, free from outdated gender roles or quotas. You will be independent and can shape your own corporate culture. Stay curious and take the initiative. Best of luck and success to you.”

— Mathias Döpfner, CEO Axel Springer SE

The magazine will be presented at an exclusive release party on Friday, May 13, at the House of Weekend in Berlin. Around 300 guests from the European startup scene are expected to attend.

the Hundert has a run of 10,000 copies and is available for free at events, in co-working spaces and will be distributed to numerous partners throughout Europe. The magazine can be downloaded on www.the-hundert.com for free, starting May 16.

the Hundert Vol. 8 was realized with the support of three sponsors: KPMG, Weberbank and lindenpartners.

ABOUT THE HUNDERT

The Hundert erscheint in dem jungen Berliner Verlagshaus NKF Media GmbH. Das Magazin erscheint vierteljährlich und beschäftigt sich intensiv mit der Berliner Startup-Szene. Jede Ausgabe von the Hundert portraitiert monothematisch 100 Berliner Startups, Unternehmen oder Unternehmer.

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