

From Start to Finish:  
Winning ways of an Entrepreneur

Matthias Kunze  
March 20, 2009

# Work

1984 – 1989 Business Administration Studies

1990 – 1997 Consulting, TV, Publishing

1997 – 2007 Co-founder of four companies

Today MD Yahoo! Mobile APAC

1997 Data security consulting (exit in 2000)

1999 Authentication software (exit in 2000)

2001 DRM

2005 Mobile advertising (exit in 2007)

# Sport

1973 – 1985 Competitive Swimmer

1981 – 1985 Member of German National Swim team

1992 First marathon: 3:39

2000 – today Triathlon and Marathon enthusiast

PB Marathon: 3:07

PB Ironman: 10:31

1. Everyone is an  
entrepreneur

2. Be honest to yourself

# 3. Passion is Key

# 4. The British Airways Lounge Idea

5. The time is always  
right

6. It helps to NOT  
know all the details

7. VCs are for money  
and exit

# 8. Build the right team

9. One wing birds can't  
fly

# Thank you!

May I have your questions please?