

Prominent investors kick off Germany launch early 2016: Ex-Autoscout CEO Sanz and former parship boss Kahlke invest in property search engine zoomsquare

Right before its designated launch in Germany early 2016 the real estate search engine zoomsquare.com managed to bring, after its oversubscribed investment round of 540.000 Euros, another notable investor on board. After UK- Venture Capital legend Hermann Hauser already invested into zoomsquare earlier this month, with Alberto Sanz and Arne Kahlke now two leading investors from the German Online-Business, will follow his steps.

Former executive manager of Ebay Austria and Switzerland, Alberto Sanz found remarkable success as CEO of Autoscout group. As experienced business angel and founder of online dating giant elitepartner, Kahlke was able to establish the exclusive dating platform as market leader in Germany. The same success followed him as CEO of German's dating top dog Parship. At the moment, Kahlke is CEO of WIMDU, the online platform for holiday rentals, operated by Rocket Internet. In addition to that, zoomsquare can call another reputable investor ready to invest.

Dr. Andreas Langegger, founder of zoomsquare, is happy about this coup for many reasons: „Besides the necessary investment we need to kick off in Germany we could at the same time win with Alberto Sanz and Arne Kahlke two of the top CEOs of Germany's internet industry for zoomsquare and its vision.“ Sanz has built one of the leading online marketplaces in Europe with several hundreds of employees, states Langegger. Kahlke on the other side, led two of the most successful european matching platforms to tremendous success. „Both investors possess excellent market knowledge in Germany as well as major networks. As proven marketing rockstars they also have the knowledge it takes to become a relevant player there,“ Langegger continues.

Market place model looses power through digitalization thinks former Autoscout-CEO Sanz

For this new assignment at the Viennese hightech startup, the former Autoscout-CEO Alberto Sanz already shows plenty of zest for action: „I still see the market of the Classifieds - even after twelve years – as exciting, competitive and very dynamic. Current positions are not set in stone and this is what really makes all the difference. Especially now, where the classical marketplace model loses power due to the continuing digitalization of real estate providers. There is definitely room for new approaches.“

Zoomsquare's benefit: real value through biggest offering of real estate and data refinement

Considering the rising of plenty new real estate startups, Sanz sees both founders Andreas Langegger and Christoph Richter at a promising starting point: „The topic of real estate is generally overstuffed, but from my point of view, zoomsquare is one amongst very few new market players who is able to provide genuine and tangible value. The biggest offering on the market, which can, after the data analysis and the following refinement, provide more information than on the original platform.“ This, according to Sanz who, at the moment, is revolutionizing legal research through semantic text analysis in cooperation with LexisNexis, will be added up to the following: „Both founders are highly cooperative and draw the right conclusions from our suggestions. This mental flexibility is extremely rare.“

Kahlke identifies market gap in Germany and aims for scaling after strong performance in Austria

Arne Kahlke, who could establish himself as experienced Business Angel in Germany, thinks of the executive-

duo as one of the main components: „For me these guys are real entrepreneurs who invest their hearts and their brains at the same time. Those who are – without any TV advertising and a minimum budget for marketing – able to generate about a third of the traffic in Austria in comparison with industry giants like immobilienscout, are definitely doing something right. Thanks to multiple revenue sources, monetarization already starts to work well. According to these facts, success in Germany is mainly a matter of scaling.“

Ex-Parship-CEO identifies market gap as ace in the hole

The current WIMDU CEO sees another trump card: „I think that the product relevant meta search for zoomsquare in the real estate segment seems to be very neglected. zoomsquare is much more than a meta search engine, which already states the fact that it resorts to many also unpaying sources on the web. Left alone the fact of the already existing market gap, this startup has the potential to become a relevant market player if well executed.“

With Hermann Hauser, Alberto Sanz and Arne Kahlke participating in the current investment round, Björn Ehring joins as a rather unknown but even more influential investor. The financial expert conducted over fifty IPOs and will therefore consult zoomsquare during their future investment rounds. Another ticket of the current round goes to the reputable Austrian startup lawyer Philipp Kinsky.

Road map before the launch in Germany and new jobs at zoomsquare

zoomsquare's further roadmap is tight since the preparations of the Germany launch are running high. Before Christmas this year, the closed Beta version will already go live, which enables users to test zoomsquare in Germany. At the beginning of 2016, the official launch in Berlin and Munich is on the schedule. With the expansion to Germany and the factor 10 concerning market size, zoomsquare also adds more to its staff. Current new openings are for developers as well as social media and content managers.

Series A-Round goes live in summer 2016

Financially, zoomsquare will raise a whole lot of new capital. The current round, which was announced at half a million Euros was heavily oversubscribed, as CEO Langeegger explains: „This step was completely planned out since we didn't want to give away too many shares at the current evaluation. This round was necessary to establish our marketability in Germany as well as to validate our business model. If this works out, what we are very convinced of, we will announce our series A with a much higher evaluation.“ The first forerunner to a successful start in Germany is zoomsquare's brand new office on Berlin's museum island at Schlossplatz 1.

About zoomsquare

The IT startup zoomsquare offers a real estate search machine that aligns the wishes of home hunters with current online offerings. For the first time PCs and smartphones will be able to compare all online offerings from the web, using semantical text analysis, geocoding, big data crawling, machine learning and a matching algorithm, to the personal profiles of those searching for real estate. That saves time and makes the property search easy and understandable by delivering personalized results.

With growth over 350% alone in the first half of 2015, zoomsquare has built a reputation for itself as one of the fastest growing real estate startups in Europe. The company is able to make that claim by boasting access to nearly 1,000 indexed real estate sites and 110,000 transparent properties in Austria. With 200k unique visits per month only in Austria, zoomsquare is amongst the market's top 10 players. zoomsquare has a total funding of 1.1 million euros before the current round and will launch in Germany at the beginning of 2016. Preparations are already well underway. Because it's not dependent on sales, zoomsquare has a decisive advantage over its competitors by offering faster and cheaper nearly all available properties on a market. A possible output is being able to compare property data across whole Europe. The goal of the company, recipient already of several awards, is to be the „Google for real estate.“ The zoomsquare motto: „matches people with homes.“