

# High Potential Initiatives Profiles

## 1 Accelerator

SpeedUp Europe



## 2 Project and Organization

SENSORHOME / XMinutes  
Datenfreunde GmbH



### 2.1 Country

Germany

### 2.2 Project Abstract

Datenfreunde GmbH has pivoted from Sensorhome to xMinutes, which is a platform for media distribution based on the sensor data of the smart phones and smart homes of customers. Media content is delivered based on the context of the user - context meaning: day and time, location, user interest and sensor data. Initial customers are the biggest media companies in Germany.

### 2.3 Sector

BUSINESS SERVICES, B2C

### 2.4 Target Market

B2B

### 2.5 Business Model

Freemium model; License model

Datenfreunde GmbH delivers news and other media content based on user interest, location, day and time and sensor data. It provides the right news at the right place to the right time. Main competitors include Facebook, Twitter and Google. Its collective approach including the media companies helps them to differentiate themselves. Currently customers will have to install an app to use our service, but in their vision is that it will be included in the android core system. Datenfreunde GmbH secured two years of funding from Google recently.

The revenue model is based on media companies paying a monthly fee and in addition to an advertisement revenue share. A subscription model for users will be explored next year.

A closed beta user base was undertaken with users of customers based on direct and indirect contact and there are 30 media companies involved in this phase. During 2017 an open beta will be advertised with a live solution towards end of 2017.



SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

## 2.6 Website

<http://xminutes.net> (under construction)