



High-Tech Gründerfonds Convinced by Start-up CAVI

CAVI announces its new investor High-Tech Gründerfonds. The CAVI technology already received the Multimedia Founder's Prize from the Federal Ministry of Economy and Technology (Germany). Thanks to CAVI's trendsetting software, complex shopping systems can be directly integrated into online videos. Music videos now become a virtual shopping experience.

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Almost one year ago 22-year-old Dominik Reisig from Ingolstadt (Germany) had a groundbreaking idea upon which later on the company CAVI was established. Together with Michael Bösken (26), Dominik Reisig developed complex software which, as confirmed by industry experts, will revolutionise online shopping. "The CAVI software will enable an entirely new kind of online shopping. CAVI brings together the areas of fashion, music and lifestyle whose mutual, monetary potential has not yet been utilised.", Dominik Reisig, now a managing director of CAVI, explains.

With its wide range of services CAVI offers music publishers, fashion labels and lifestyle brands plenty of new opportunities for the commercialisation of the internet. "With the CAVI technology young customers interested in music and fashion are given the opportunity to buy where they like it most – right in the music video. We are convinced that CAVI's motivated team will bring this new and exciting business model successfully to market.", says Andreas Quauke, analyst at High-Tech Gründerfonds.

The High-Tech Gründerfonds has recognised CAVI's potential and is now investing €500,000 in the young business. "With the High-Tech Gründerfonds and its financial support we have another reliable partner on our side which will help us to successfully position CAVI in the market. Furthermore, the High-Tech Gründerfonds has a large e-commerce network and offers a professional platform which will enable synergies with other High-Tech Gründerfonds ventures. This is an ideal breeding ground for creative development.", says Dominik Reisig. Alain Falys and Gerald Heydenreich from Omnis Mundi as well as Andreas Hanitsch from SundayVentures have been on board as investors and mentors from the very beginning.

CAVI does not only implement its technology in existing videos but also acts as an interface between musicians, publishers and fashion companies who wish to create new e-commerce opportunities jointly. "The provision of the software is only one part of our offer. Cavi also manages the whole fulfillment-process: from the integration of the technology into the videos, through to the warehousing of the products, collection of payment and delivery to the end-consumer. An online product placement offering is also being developed to enable closer co-operation between music labels and fashion brands.", says Dr Michael Breyer Managing Director.

About CAVI

CAVI Int. provides a new technology and service that allows an end-consumer to buy in real-time any item seen on an online video. The company was founded in 2008.

Cavi integrates an eCommerce-Shop into the online videos, without disturbing the experience of the user.

CAVI enables content-owners and publishers to participate in the growing eCommerce market. Once the content-owners and artists have endorsed the fashion brand, CAVI Int. manages the whole fulfillment-process: from the integration of the technology into the videos, through to the warehousing of the products, collection of payment and delivery to the end-consumer.

Both founders Dominik Reisig and Michael Böskén received the first prize of the "Founder's Competition – Successfully launching multimedia" from the Federal Ministry of Economy and Technology in September 2008. The company is run by the founder Dominik Reisig and the online commerce expert Dr Michael Breyer.

CAVI Int. GmbH is based in Hamburg, Germany.

About the High-Tech Gründerfonds:

The High-Tech Gründerfonds invests venture capital in young, high potential technology companies which implement promising research results in an entrepreneurial manner. With the help of the seed financing of up to EUR 500.000 the start ups are to lead the R&D project to the provision of a prototype respectively a "proof of concept" or to the market launch. The High-Tech Gründerfonds has a volume of funds of approx. EUR 272 million. Investors of the public-private partnership are the Federal Ministry of Economics and Technology, the KfW bank group as well as the six industrial enterprises BASF, Deutsche Telekom, Siemens, Robert Bosch, Daimler and Carl Zeiss.

About SundayVentures

SundayVentures, founded by the Angel investor Andreas Hanitsch, supports outstanding founder teams with fast-growing business models internationally.

About Omnis Mundi (www.omnismundi.com)

Omnis Mundi Invest AG was established in 2008 by European entrepreneurs Gerald Heydenreich, Alain Falys and Mountain Partners AG. Apart from direct investments in the area of seed funding, Omnis Mundi provides active support in the areas finances, marketing and IT development.

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