

Entrepreneurial ID «venture leaders» 2009



Name: Dania Gerhardt

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Project/ Company name: Amazee

Short description: Amazee empowers individual users and small groups to start global initiatives. Users collaborate in open or closed projects, which they set up themselves.

Web site: www.amazee.com

Industry: Internet

The venture leader

Dania is one of the three founders and the COO & CFO of Amazee.

She was born in Geneva, Switzerland in 1979. She spent her first few years in San Diego, California. In 1987 she moved to Basel, Switzerland. After graduating with a Master in economics from the University of Basel in 2002 she worked as an audit and accounting professional for KPMG. In 2005 she passed the exams and received her certification as Swiss Certified Accountant (eidg. dipl. Wirtschaftsprüfer) and continued working with KPMG until she decided to join the founding team of Amazee in 2007. Dania is a fast and communicative executer and always on the hunt for new business opportunities to make Amazee a global success!

The Company / project

Product



Amazee empowers individual users as well as groups to start global initiatives and boosts activism as a crucial part of the internet culture. Whether someone would like to assemble a multinational football team or set up a massive number of broadband connections in remote towns in Africa, Amazee is easy to use and growing fast. Useful tools for social networking, project management and promotion help international teams to pursue and publicize the shared ideas and goals.

Current achievements

Since the founding of Amazee Ltd. the Amazee team has achieved several significant milestones:

- *the build-up of a highly skilled and complementary management team;*
- *the development and release of a public beta platform on 17 September 2008 with a current total of over 100,000 unique visitors with 6 minutes average time on site, 800,000 page views, 10,000 registered users and over 1,000 projects and an exponential growth pattern;*
- *the raising of an angel-investment of CHF 1 million;*
- *the international registration of the "Amazee" brand and the "Amazee" domains;*
- *a growing market presence in the US, Germany and Switzerland;*
- *the first partnerships to leverage the reach of the platform and the projects.*

Outlook

For the year 2009 Amazee is planning to extend its platform functionalities, bridge Amazee to other community platforms and strongly improve the user experience. By Q4 2009 Amazee plans to expand into the Spanish and the French market and increase the current growth rate and reach the goal of more than 70,000 registered users by the end of 2009. We are mainly looking for strategic partnerships with media companies and community platforms.