

Guest Lecture by Xeem GmbH

We had the pleasure to welcome **Janine Weirich from Xeem GmbH** as guest speaker on Tuesday, November 08, 2022. The guest lecture gave the audience deep insights into building a startup, accompanied by practical experiences and an interesting Q&A session afterwards.



Janine Weirich and Géraldine Ulrichs came up with the idea for Xeem during their bachelor's studies, after studying the digital transformation of the market. They realized how important teamwork together with other soft skills and practical relevance is for the students' future careers. Therefore, the founders came up with the idea to set up a platform that connects companies with young people by offering challenges that need to be solved in a short time as a team. The best teams will have the opportunity to win great prizes and receive certifications. The goal is to give young talent the opportunity to proactively gain hands-on experience and connect with companies. At the same time, they provide companies with their software to recruit and find potential talent. This business model is innovative and so far unique on the market.



The realization of their start-up began during their master's studies and Xeem went online as a platform in August 2020. The financial support from the sponsors "Hessen Ideen Stipendium" and "EXIST" enabled Xeem to grow. Their appearance on the TV show "Höhle der Loewen" led to a significant increase in their popularity - among users and partners. The number of users increased from 2,000 before to more than 100,000, and many of them became returning users of the platform. At the same time, more companies were interested in working with Xeem after learning about the company. Although the startup initially had great difficulty finding collaborations, almost half of the partners have now contacted Xeem on their own, which shows the strong brand awareness. Future plans include offering solo challenges (challenges that can be completed by one person alone, without a team) and expanding the offering to more countries.

With her experience in running a successful startup, Janine Weirich gave three important tips for launching a startup: have the courage to take the first step, build a strong network to find new connections and partners, and finally keep all activities going.

At the end of her talk, she had also prepared a compact version of a typical challenge for our class, in which the students could pitch their ideas. Thank you very much for this inspiring and interactive guest lecture, Janine!

