



GETTING ON THE RIGHT TRACK

EVERYONE DESERVES A CHANCE!

ARDOXSO_{GmbH}

THE BRIDGE BETWEEN STARTUPS & INVESTORS

ARDOXSO.COM

Welcome To Our Firm

"ARDOXSO is where you can become and be the only one. It doesn't matter what you are, we see you as you are, we see who you are..."

Tom F. Bungs, 2020
Chairman and CMO

Business

We are more than just a business. We are a Full-Time Family!

Ethics

We strongly believe that everyone, and exactly everyone, deserves attention and opportunity to prove him - or herself, regardless of beliefs, religions, skin color, place of birth, and what in the world of non-scientific circles is called race.

Believe

Everyone Deserves a Chance!

WHO WE ARE



Family Business

We Are ARDOXSO, a German family owned firm in the field of investment and marketing, which was launched in May 2019 under the name of ARDOXSO.



Experience

Although we lead a very young company, our founders and key people have a brilliant and long history of achievement.



Experts

We are a studied and active team of experts.

Team of Experts

Marketing

e-commerce

Health Care



Real Estate

Economics

Business Law

WE DO WHAT WE ARE BEST AT

● **ARDOXSO** is the solution to manage this challenge and potential crisis for adept and enthusiastic startups. We increase the chance of success for Early-Stage Startups by planning and executing both marketing activities and then attracting investors, which we have in our network.

Now if you think your startup can respond to market problems, send us your suggestion and instead of risking to start working with a real co-founder, increase your will chance with a legal co-founder that is run by a highly experienced and high-ranking family.

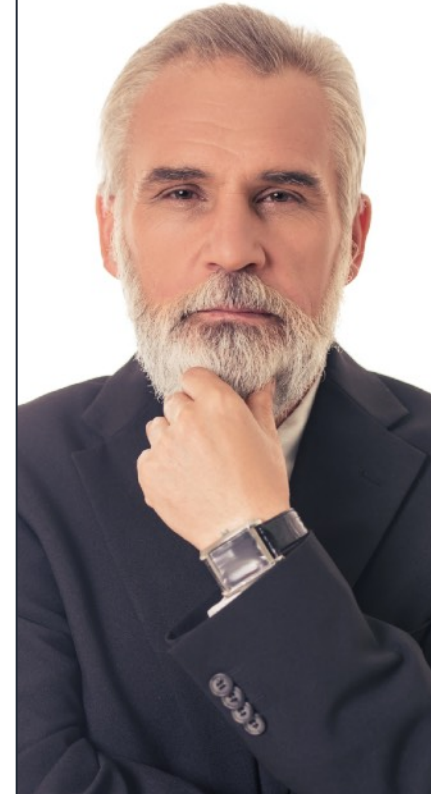
Increasing the chances of success and reducing the failure rate of startups is what we do at **ARDOXSO GmbH**.

START-UPS



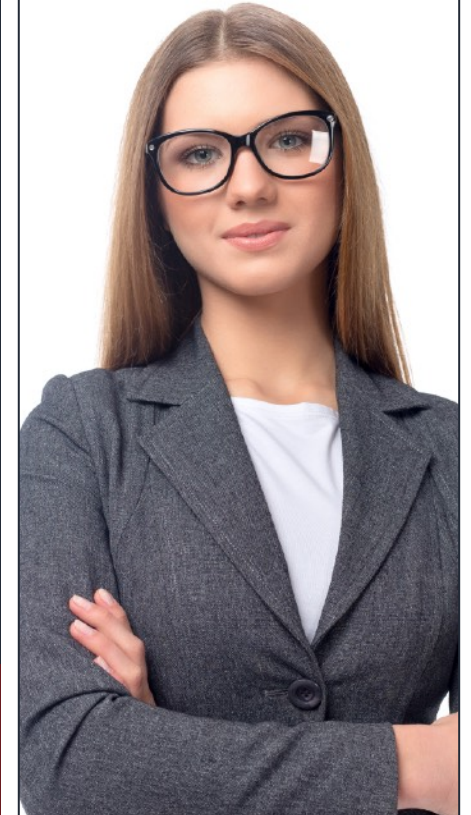
We can promptly write your marketing plan & help your startup to enter the market effectively and then find you the most passionate investor in our network.

INVESTORS



Our education, work history, skills & what others say about us will surely affect you. Investing in startups is high-risk & we can decrease that for you.

FAILING BUSINESSES



Many companies unlike their long history of presence at the market and enjoying all potentials have never been able to achieve a worthwhile status. We can change that.

WHAT WE DO FOR

INCREASING THE CHANCES OF **SUCCESS** & REDUCING **FAILURE**

GETTING ON THE RIGHT TRACK



WHEN YOU WIN, WE WIN!

The rationale we follow in ARDOXSO is simple: "When you win, we win" and our plans are based on the same rationale. "Whenever you benefit, we will also benefit."

The number of businesses born every year is staggering, but the number of businesses that perish every year is horrible. What we do is to increase the chances of success for young businesses and reduce their failure rate. In addition, in collaboration with investors, we introduce them startups that we are sure they have a high chance of success.

On the other hand, there are companies that, despite being able to achieve a decent position in the market, are currently suffering for certain reasons. Reviving those businesses is our job. What we propose to startups and low-income businesses is to start a two-way partnership in order to seize the marketing and business development, as well as find the right investors for a rational percentage of the partnership.

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DON'T GO ALONE TO THIS **BATTLE**

100 Million Start-Ups opening each year. "A good product idea and a strong technical team are not a guarantee of a sustainable business." (Parisot-2014)



CHANGE THE GAME

- 90 %** OF ALL PRODUCTS OF THOSE STARTUPS FAIL
- 42 %** OF THEM FAIL BECAUSE THEY DIDN'T SOLVE A MARKET NEED
- 56 %** OF THEM CAN MAKE IT TO THE FIFTH YEAR
- 75 %** OF ALL THOSE STARTUPS WON'T MAKE IT TO THE SIX YEAR!

SOURCES: Statista Inc., Forbes, medium.com

GETTING ON THE RIGHT TRACK

WHAT WE DO FOR

START-UPS

INVESTORS

FAILING
BUSINESSES

LEARN MORE

POSSIBLE

It has been quite possible that a startup has qualified to receive a fund, but only because it failed to provide investors with a more attractive marketing plan and had a poor pitch, no one was willing to invest in it.

Start-Ups

WHAT WE DO FOR YOUR START-UP

GOOD IDEA

These startups have come up with a good idea, with people who have worked hard on its technical aspect, and their final product could fill the gap in the market, but there was one and only one problem: Co-founders could not convince the investor!

THIS IS **WHERE YOU NEED US**

This is why: This is where we can help startups as an expert team of professional marketers, investment advisers, business developers, and lawyers.

But how can a startup afford the costs of such ceremonial issues that are absolutely necessary?

There's no doubt that you want such a team as a startup, but since startups do not start with big budgets, you have to get help from newly graduated students from management and business schools. The question is, can these beginners help you?



Business Development



Business Law



Marketing



Pitch Investors



Reputation



Investment Advice

THE WEAKNESS

Everyone deserves a chance & if we find that your startup has a bright future, we will accompany you eagerly. You don't have the budget for professional marketing strategists and business people? Don't worry about it!

Our proposal is to increase your startup success rate through a partnership with us instead of partnering with a natural person co-founder who has newly graduated and worst of all, is a layman. What we bring to our collaboration is trusted knowledge, long history in the market, the possession of a robust network of investors, good command on law, and, most importantly, the take-up of marketing and branding processes from zero to one-hundred.

Besides, we will be your first legal co-founder and background is the guarantee and authenticity of what each investor is looking for.

MARKETING



**MARKETING IS THE MISSING
PIECE OF THE SUCCESS PUZZLE
OF MANY STARTUPS THAT HAVE
FAILED.**

Marketing

No matter how much your product is specific, functional and marketable, no one will know about your product without marketing, let alone buy it. If you do not have a strong marketing, then you have a weak brand. What makes a brand weak? Low awareness and low loyalty.

FORTUNATELY, WE HAVE A COMMON LANGUAGE THAT HAS BEEN BROADENED OUR HORIZONS SINCE THE VERY BEGINNING. AND THAT IS "PROFIT"

Investors

INVEST

Besides, having a common language, we both should deal with the same risks. The ARDOXSO business model is such that it makes money by investing in Early-Stage Startups, so it's only necessary to work with startups that legally and from the perspective of the team and more importantly in terms of products are worthy of attention.

SUCCESS

If that startup succeeds, we will also benefit from the shares that we have from them.

PROFIT

WHAT WE DO FOR YOUR MONEY

WE ARE THE BEST OPTION TO **REDUCE YOUR INVESTMENT RISK**

Here is why: The founders of our company and our key people are all among the experience ones of entrepreneurship, marketing and investment.

Not only are all of us familiar with a number of different languages and cultures, but we also have experience of working in other countries of the world. In a specific phrase: We know what we want. We know how to do it, and more importantly, we know what we do!

So if ARDOXSO GmbH introduces a startup, it means, based on logical reasoning and experience, that startup can have a bright future, and since our company manages the marketing from zero to one hundred, you can be sure that an expert team does the main work.



THE WISENESS

Although courage and risk-taking are the common traits among all of our company's people, we do not practice trial and error like stubborn people!

Investing in startups is high-risk. You know this better than us. One of the hugest risks is that founders usually spend your money on things that are not necessarily needed.

Many startups want their reputation to be cool, but you want your reputation to be wise and successful. If we are at one end of the startup, it means that your money is not just about spent on the company decoration, table football and mini-bar; we won't waste it on mass marketing. In a sentence, it should be said one thing we know very well is how to plan for a budget.

REPUTATION



MANY STARTUPS WANT THEIR REPUTATION TO BE COOL, BUT YOU WANT YOUR REPUTATION TO BE WISE AND SUCCESSFUL.

Budget

So, not only do we have enough reason behind the amount we offer before we come to you, we know very well what to do with that budget.

Leaving out all of these, you and we know well that reputation is more important than anything because each person's background tells who he is and what his abilities are. Why don't you contact us today to take the first step in getting to know each other? Our education, work history, skills, and what others, especially those who are well-known, say about us will inevitably affect you.

POTENTIAL

There are many companies that, unlike their long history of presence at the market and enjoying all potentials, have never been able to achieve a good rank.

Failing Business

TALENT

On the other hand, there are talented small businesses that have the potential to succeed, but due to the lack of marketing and lack of expertise in this field, their progress takes place slowly.

WHAT WE DO TO
REVIVE YOUR BUSINESS

WE'LL MAKE IT RIGHT. **GIVE IT A LAST CHANCE!**

Here is why: We are committed to helping those businesses that can be more successful and profitable. If our experts conclude that your business is able to grow and become profitable by implementing a consistent marketing system, not only will we be ready to offer you some of our services at a meagre price, but also we will be your partner and investor in your business.

In plain English, a professional team will take over your marketing. Therefore we will accompany you eagerly, and this does not require even one cent to be paid- If we could not revive your business!

During our partnership, we will expertly examine how to find practical solutions for developing and devising a strategic marketing plan.

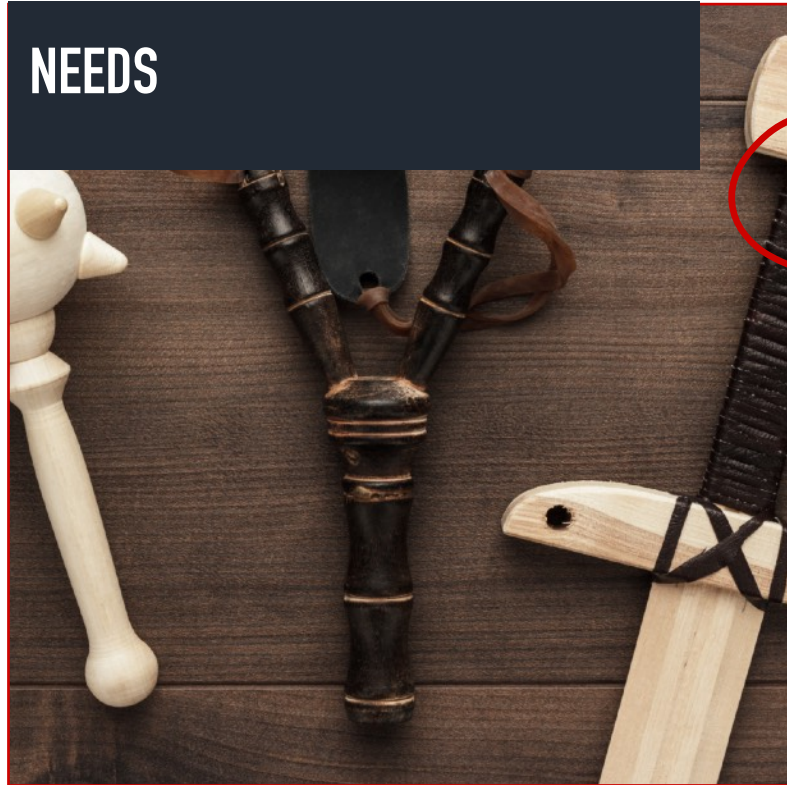
THE STRATEGY

Our focus will often be on finding the right solutions to formulate or strengthen your business marketing strategy. All our efforts will be to ensure that the proposed solutions are consistent with your other activities.

What we offer to you is a full package consultation at the highest level of quality.

A well-trained marketing consultant is the one who has a thorough understanding of the environment and correctly recognizes the market's needs, so he knows what works and what does not work in marketing.

NEEDS



IT TAKES TWO FLINTS TO MAKE A FIRE.

Our deep understanding of the market environment and our many years of valuable experiences have led us to be recommended by the most influential marketing gurus and executives of prominent companies in different countries.

experience

YOU WILL LOVE WHAT WE BRING TO THE TABLE

This is our offer and does not require even one cent to be paid- If we could not revive your business.

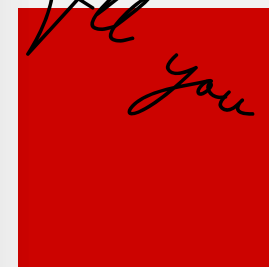
This is our philosophy: When you win, we win! As they say before "None of us ever do great things. But we can all do small things, and together we can do something wonderful."

- | | |
|-----------------------------|-------------------|
| ● Market Research | ● Business Plan |
| ● Market Plan | ● Sales Training |
| ● Online Marketing | ● Web Development |
| ● Product Photography | ● Recruitment |
| ● Business Law Consultation | ● Investors |



PHILOSOPHY

When you win we win!



need

We'll Make It Right. **Give It The Last Chance!**

GETTING ON THE RIGHT TRACK

WE'RE GIVING YOU **THE**
TREASURE

ARDOXSO.COM

LEARN MORE

MORE INNOVATE

Here is why: Investing in Start-ups is not just what we do!

Part of ARDOXSO's tasks is to increase the knowledge of its target community.

Our colleagues will continue to prepare and publish articles and podcasts in the field of business education and marketing, entrepreneurship, and startups.

Training seminars will be part of what we are doing.

Education

Knowledge

Training

Articles & Insights

This weekly magazine publishes 250 articles in the field of startups each year.

STARTUP SITUATION

Public Events & Speeches

ARDOXSO frequently invites market experts to lecture at conferences and training sessions.



Podcast Shows

Our educational podcasts, which often include interviews with market experts, are published on a weekly basis.

distincast

STARTUP SITUATION

Weekly Articles, Insights, Reports, Interviews and News

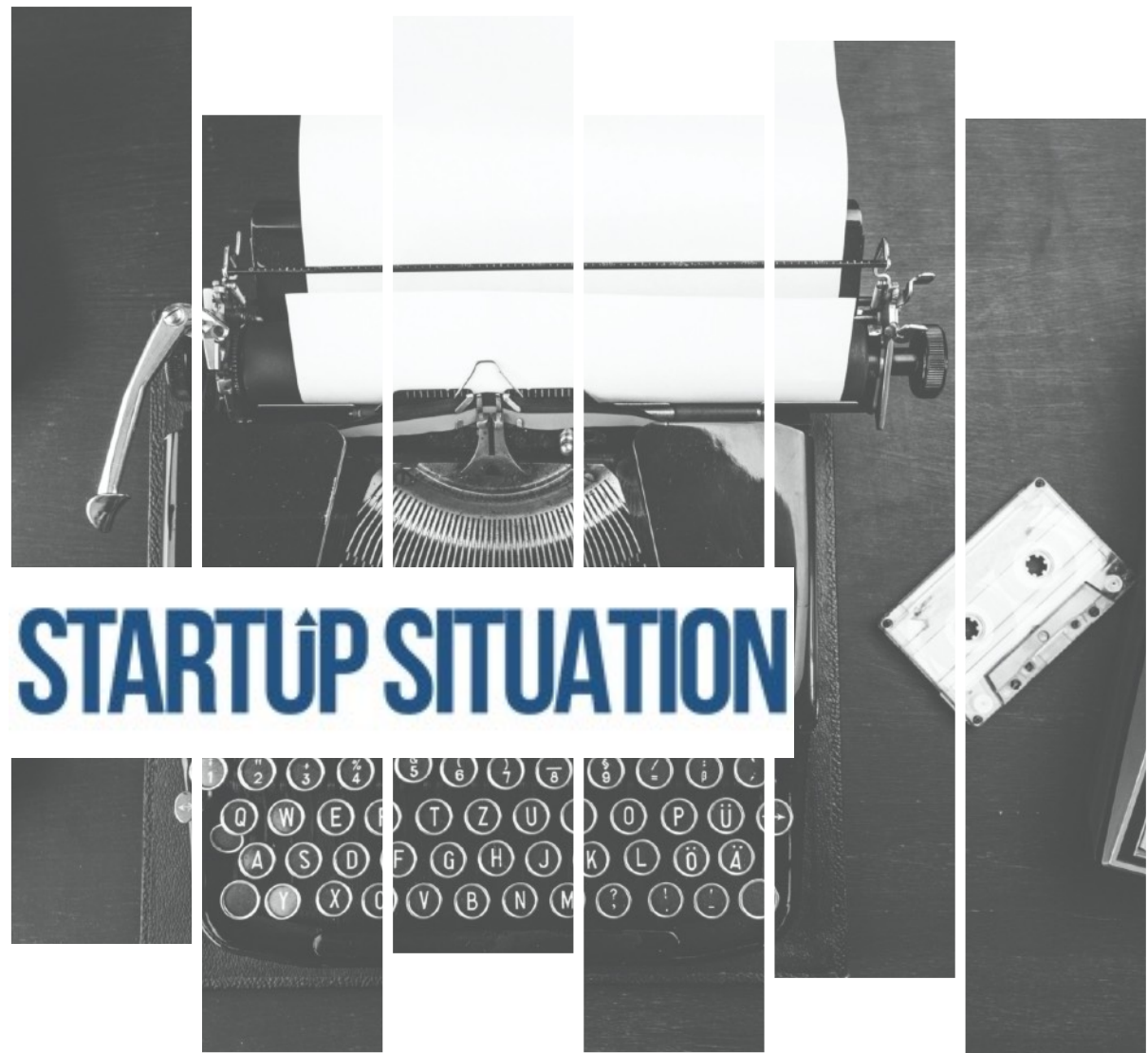
The Startup Situation is a specialized weekly on startups, marketing, and investment, which currently has 5 members at its editorial board and publishes about 250 articles annually on **ARDOXSO** blog. This weekly is scheduled to be launched independently on startupsituation.com in late 2020, publishing more than 1,000 posts annually.

Each month, 25 educational articles are published in the fields of startup marketing, investment, pitch and other areas related to startups.

Every month we interview an active and well-known person in the realm of marketing, investment, entrepreneurship as well as startup founders.

Experts in fields such as marketing, online marketing, entrepreneurship, and investment can post their articles in the Startup Situation as guest authors.

More Than Just A Blog



You Can Become A Guest Post Author

distincast

distincast is a platform for hosting podcasts on startup, entrepreneurship, and marketing, which allows you to create your own podcasts in any language you want on our servers and leave attracting the audience for your podcasts to us!

Start-ups & Doubts Talk Show. Alexander Henke talks with leading specialists in the areas of marketing, entrepreneurship, management, law, and the web to pave the way for himself and his startup.

You Are Invited Too! Host Your Podcast For Free And Make Money

ARDOXSO is committed to supporting the creative and talented individuals for different podcasts in different languages for content creation. If you have a great passion for adding an attractive idea, contact us right now and pitch what you have in mind.

ARDOXSO is ready to provide you the necessary equipment for launching an efficient home studio as soon as possible and immediately introduce your first podcast to others through Google Ads.

Create Your Own Podcast in Any Language You Want



DO NOT PUT OFF TILL TOMORROW WHAT YOU CAN DO TODAY!

startupseance

Learn About Million-Dollar Experiences For Free

Startup Séance is where the audience learns about million-dollar experiences, either low-cost or no-cost. **ARDOXSO** invites you to the workplace of one of the startups to listen to what you do not hear anywhere else from startup founders.

At each gathering, a highly skilled expert in the fields of marketing, entrepreneurship, management, law, investment, and sales will deliver a lecture.

Then, the founder of the startup that hosts the gathering of that day talks about the experiences that led to his temporary failure in certain stages, and then you can answer the questions that are still in your mind in the Q&A panel.

In the end, you can tell your startup idea(s) and get the opinion of experts and other people in the gathering about your idea(s).

You Won't Miss A Thing – We Go Live, Every Time



PARTICIPATE IN **LIVE STREAMS**

GETTING ON THE RIGHT TRACK

OUR MISSION

ARDOXSO.COM

LEARN MORE

Everyone Deserves A Chance!

"A mission statement is not something you write overnight... But fundamentally, your mission statement becomes your constitution, the solid expression of your vision and values. It becomes the criterion by which you measure everything else in your life."

Stephen Covey



Chance

OUR MISSION & OUR PHILOSOPHY

Here is why: Ethics has a special place in philosophy and from the viewpoint of philosophy, the rightness or wrongness of affairs form the foundation of ethics. The most crucial question is "how will we define ethics?" The personal attitude of shareholders, strategists and marketing managers of a business will tell how a brand defines ethics.

Although ethics in most philosophical schools is to distinguish between the right and wrong, realism, empiricism, rationalism, materialism, and idealism may see the right and wrong differently. For instance, although rape is considered wrong in all societies, cultures, and schools of philosophy, in many of them at the same time, abusing the body of women or men is legal and common.

Although marketing could be used to help to change the wrong norms or help to create something better, few Board of Directors and stakeholders would allow their marketing people to do "what is right" instead of "what is more profitable." Doane (2005) asserts that "profit undoubtedly wins over principles."

Philosophy

Mission

OUR MISSION & OUR PHILOSOPHY

Nevertheless, these are not enough reasons for us to abuse a particular group or refuse them. What can reasonably be said is that there is a significant number of well-known specialists in Germany who cannot reach a position that they deserve only because of their lack of European identity, gender, physical status or sexual orientation.

ARDOXSO is committed to follow its morality, regardless of what the populist groups and the insane of the world of politics say. German philosophy that says Alle Menschen werden Brüder, Wo dein sanfter Flügel weilt motivates us to see others based on what they are not based on.

We strongly believe that everyone, and exactly everyone, deserves attention and opportunity to prove him- or herself, regardless of beliefs, religions, skin color, place of birth, and what in the world of non-scientific circles is called race.

Philosophy

Mission

Everyone

IT JUST GETS REAL **IF IT IS VALUE- DRIVEN**



Immigrants and Refugees

Siemens CEO- Peter Loescher: In the upper echelons of German business management, there are only white men. 600 of our highest-ranking managers are white German men.



Women

OECD, 2017: German women are just as likely to receive a university degree as German men and make-up half of the talent-pool, but women's education and skills are not applied to their full potential in the German labor market.



LGBTQ

Talented LGBT employees leave their workplaces because they do not feel welcomed. Statistics show that nearly one in every ten LGBT employee has left their job because the work environment was unwelcoming.

IMMIGRANTS & REFUGEES

"In the upper echelons of German business management, there are only white men. 600 of our highest-ranking managers are white German men. It's too homogenous."

Siemens CEO- Peter Loescher, 2008 Statistics show that the majority of German refugees who entered Germany in 2015 do not have academic qualifications and specialization. But the statistics never seriously examine the expert group that came in. One of our missions is not to wait for those numbers.

If you are also part of a group who has only been labeled as an extra burden on the society by being an immigrant or refugee and there is no other person willing to listen to your ideas and support you, just call us.



WOMEN

According to the Guardian's 2019 report, a survey has found that gender discrimination in the workplace is widespread, with many young women experiencing sexual harassment, job insecurity, and low pay compared with male peers.

The CFO of Google, Chairman, and CEO of General Dynamics, Co-CEO of Oracle, CEO of Hewlett Packard Enterprise, Chairman and CEO of IBM, COO of FaceBook, CEO of Fidelity Investments, Chairman and CEO of PepsiCo and Chairman and CEO of General Motors are all women. If we cite these is enough, we believe that women do not manage better than men; they certainly have the same amount of thinking and analysis.

If you are also discriminated solely because of your gender and someone does not listen to your ideas or startup, ARDOXSO is the only solution that you can prove yourself as an expert.



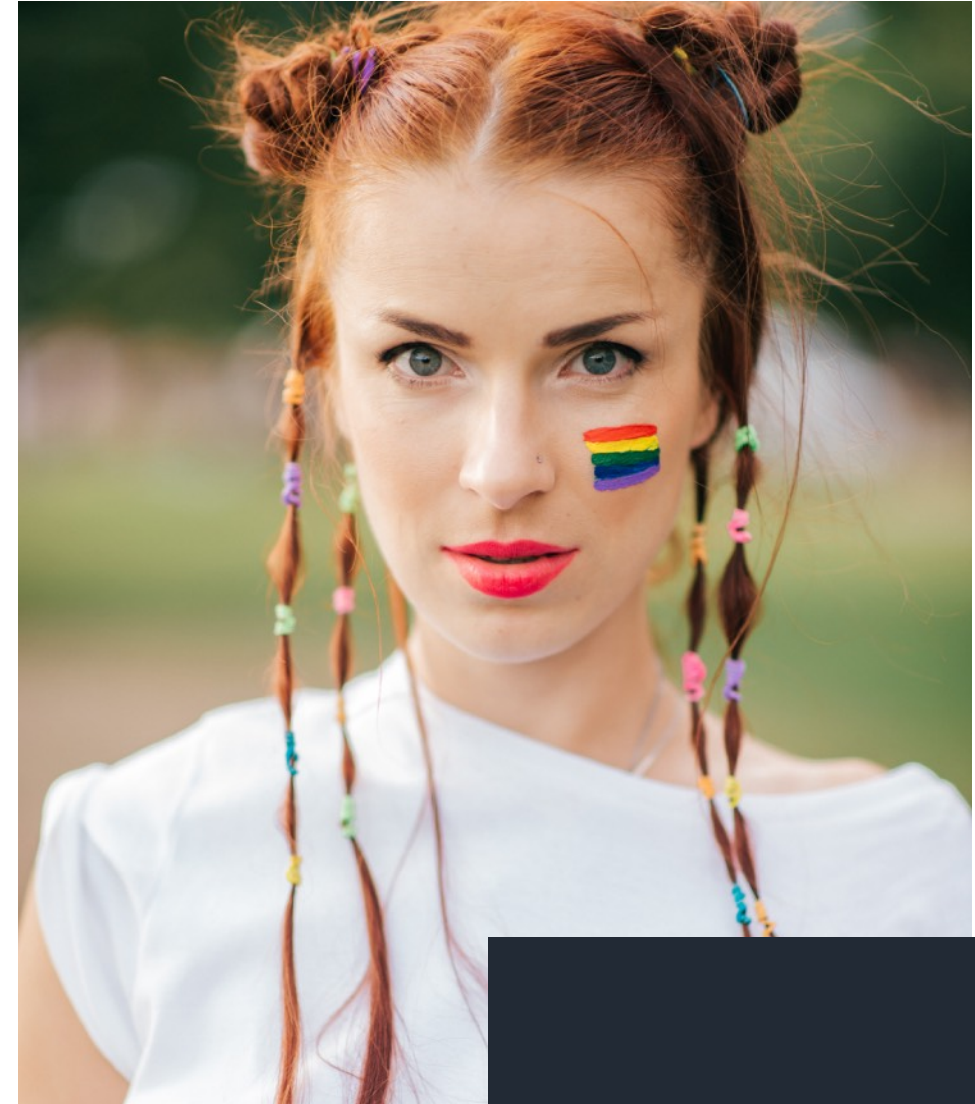
LGBTQ COMMUNITY



According to HUFFPOST, (2017), talented LGBTQ employees leave their workplaces because they do not feel welcomed. Statistics show that nearly one in every ten LGBT employee has left their job because the work environment was unwelcoming. These employees believed that it was unprofessional to talk about their sexual orientation and gender openly in the workplace.

Hence, further research indicates that more than one-third of LGBTQ employees lie about their personal lives at work. Probably the last point that matters to us is the sexual orientation of others. The LGBTQ community members are welcomed to the same extent that women, refugees and others are. What you think and what skills you have are more important than other things.

Contact us and tell us your skills and ideas. Whether you work with us or for us, you do not need to change the story of your private life.



Let's talk!

We are here for you

Address: Sandreden Straße. 12, 27572 Bremerhaven. Germany

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OR PERHAPS, A SECOND CHANCE!

ARDOXSO.COM