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October 2012

## **About pickagenius ([www.pickagenius.com](http://www.pickagenius.com))**

pickagenius was founded in 2011 by Chiara and Dan Sommer. Its mission is to provide answers to anything. We are a privately held company and headquartered in Frankfurt, Germany.

### **The concept**

pickagenius is the online advice platform where users meet experts for advice – online, qualified, affordable and fast. Get & give real-time advice via audio, video & chat.

Although these days most people search for information and seek advice online, the supply of platforms that provide to the point and reliable answers is surprisingly scarce. The web offers search engines, knowledge bases and is crowded with forums where people spam seriously asked questions with not very helpful or wrong information.

The platform is a reliable, trustworthy and quick source for answers on the Internet. It enables individuals to talk to experts in a broad range of categories such as Business advice, Legal advice, Medicine, Dating advice, Psychology, Technology etc. Experts offer their service for FREE or charge the user by the minute in exchange for knowledge. We provide all the services for chat as well as audio and video communication, an integrated payment system and marketing that will attract new clients and connect users to experts.

Experts can present themselves through their profiles in order to reach new clients and earn money by advising clients in their field(s) of expertise online. They get exposure and all the tools for FREE. The detailed profiles and ratings of the consulting geniuses are giving users the possibility to get to know the experts before contacting them. On the expert's profiles, previous public sessions are displayed as well, so that users may already find answers to their questions right away, without even contacting the expert.



Through the protocols of past sessions, pickagenius wants to create a knowledge database, which is characterized by the fact that it is edited by experts and not by people without any references.

Even businesses can benefit from this platform: pickagenius enables customer relationships online through LIVE communication and in-time support.

Experts, service providers, freelancers and companies can offer their individual service on pickagenius:

- Experts and users register for FREE and can then use the website's tools for live communication and payment solutions. Only if an expert earns money pickagenius is entitled to a commission.
- After every session, the user has to rate the expert, otherwise the user will not be able to enter another session – this guarantees the credibility of the geniuses
- The pickagenius profile can be posted on homepages, facebook and other sites in order to attract new clients and make it viral. In addition, a recommending tool will reward users and experts when attracting new users and experts.

pickagenius is as close to a real life advice setting as possible while providing the convenience of staying at home. It solves user problems in an increasingly complex world. The goal of pickagenius is to provide answers to anything by communicating live with experts or by using the public sessions database. We call it "consulting 2.0".

## **Our story**

This is a family project. Chiara and Dan Sommer are daughter and father who started this project on a Ski trip based on what was missing on the Internet. They want to help people who were frustrated with the traditional search engines and forums by enabling a personalized and qualified support independent of where you are located in the world.



## Factsheet

Company	pickagenius GmbH
Location	August-Schanz-Str.28, Frankfurt, Germany
Founder	<p><b>Chiara Sommer</b> <i>University:</i> BSc Business Studies, Cass Business School, City University, London; Universita Bocconi, Milan <i>Stations:</i> Capco, Frankfurt; goetzpartners Management Consultants, Munich; J.P. Morgan, Investment Banking, London</p> <p><b>Dan Sommer</b> <i>University:</i> Dipl.-Ing., Engineering, University of Vienna Founder of JDS Sommer GmbH</p>
Founded	September 2011
Launch Website	October 2012
Industry	Online Advice, Advertising

## The Team

**Chiara Sommer**, born 6<sup>th</sup> April 1988, in Frankfurt, Germany is founder and CEO of pickagenius. She graduated from Cass Business School, City University London with a Bachelor of Science in Business Studies including a year abroad in Milan. After graduation she gained experience with goetzpartners Management Consultants in Munich and J.P. Morgan Investment Banking in London. To open an Internet platform is for her the chance and challenge to create something new that improves problem solutions and might benefit many people.



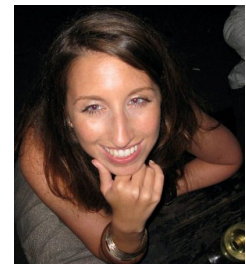
**Dan Sommer**, born 20<sup>th</sup> March 1951 in Haifa (Israel), has been an entrepreneur for over 25 years. He has graduated in engineering at the University of Vienna and has worked in IT since his graduation. He is founder of pickagenius and JDS Sommer GmbH. With his broad knowledge and incredible business experience he is the perfect advisor and business angel for pickagenius.



**Martin Speck** is the software and web-developer (CTO) of the pickagenius platform. He has graduated from FH Frankfurt and has been working with Dan Sommer as an IT specialist for years. He was able to gather a lot of experience in the planning, realisation and development of software and web projects. Due to his analytical skills and practical approach, the platform will be a great success.



**Denise Sommer** is senior graphic design editor at ahoy, a New York based graphic design studio. She has graduated from Parsons School of Design in New York including a partner program in Paris. She specializes in print and web. With her knowledge and great talent in graphic design and understanding for usability she has an immense input on the success of pickagenius.



**Gerrit Löw**, born 2<sup>nd</sup> March 1989 in Frankfurt, is web-developer at pickagenius. At the end of 2012, he will be graduating from the Technische Hochschule Mittelhessen with a BSc degree in Wirtschaftsinformatik (Economics & IT).

