

Entrepreneurial ID «venture leaders» 2010



Name: Johannes Reck

Contact: reck@getyourguide.com

Project/ Company name: *GetYourGuide.com*

Short description: *Online Platform for Tours, Attractions & Activities*

Web site: www.getyourguide.com

Industry: *Online Travel / E-Commerce*

The Start-up	
Status : <i>Revenue generating company</i>	Company / team size: <i>10</i>
Product / service: <i>We aggregate and sell local touristic services, such as sightseeing tours, excursions,</i>	
Target customers: <i>Online travel bookers, Reselling online travel companies (e.g. TripAdvisor)</i>	
Financing: <i>Financed by the Zurich Cantonal Bank's Pioneer Program</i>	
Growth objectives: <i>Our five year plan outlines a growth of up to 10+M CHF in revenues and employing 20-30 people</i>	
US objectives: <ol style="list-style-type: none"> 1) Form relationships with key people in the American VC, technology & travel scene 2) Learn more about how businesses are run in the US & explore potential opportunities for GetYourGuide 3) Network with other entrepreneurs and share ideas, which are beneficial for the further development of our business 	
Description: GetYourGuide is an online booking platform for professional travel services . These services include tours, recreational activities and attractions . Professional service providers submit their products to the GetYourGuide website and we provide them with services such as booking and payment management, translation services, traffic analytics and promotion support. All suppliers and offered services undergo quality control by GetYourGuide. Consumers can find and book these services either directly on the website, or via affiliate and partner websites, which offer and integrate GetYourGuide's service products. Users can compare competing service products based on content, price and user reviews. Within 6 months , GetYourGuide has become the leading European platform for tours, attractions and activities and the fastest growing worldwide. The inventory includes 2000+ products in 150+ destinations . Distribution Partners include leading European online travel websites, such as Ebookers, Opodo, Lastminute, Unister or Skyscanner .	

The venture leader (and his team)
<p>I am a very pro-active personality and like to build projects from scratch, achieving goals with very limited resources. My educational background is in computational biochemistry, where I earned my Bachelor's and Master's degrees at the Swiss Federal Institute of Technology Zurich and Harvard University. After my studies I worked for the Boston Consulting Group on Pharma, Insurance and Technology projects.</p> <p>I am the CEO of GetYourGuide since 2009, overseeing the product development from scratch to a strongly growing e-commerce platform and managing product development, sales, marketing and distribution partnerships.</p> <p>Other team members include:</p> <p>Pascal Mathis: Master of Science in Electrical Engineering, skilled product manager, who manages our product development (COO)</p> <p>Tobias Rein: Master of Science in Electrical Engineering, skilled computer scientist, who is responsible for our back-end development (CTO)</p> <p>Martin Sieber: Master of Computational Biology, skilled graphic design engineer, who is responsible for our front-end development</p>