

## Press release

### 12designer.com, the new kind of agency for new start-ups

Find a name, a logo and a long-term creative at once

**Berlin, July 02nd 2010: 12designer supports start-ups creating a “Start-Up Day” and offering a wide online global communication service that provides all the advantages of an agency, with Internet’s dynamism.**

To start up a new company is a process full of stress: surrounded by legal bureaucracy, every entrepreneur has to think in dozens of different issues. Communication, of course, is one of them. How to step into the specific issue of choosing a name, or a logo?

“**New companies need new working methods**”, points out **Eva Missling**, founder and 12designer's CEO. More flexibility, a wider range of options to choose from and competitive prices are not just a wish, but also a need. And of course, the main question: a client has always somebody in between himself and the creative. There is where 12designer steps forward and proposes an evolution. *“Crowdsourcing is quick and agile: allows a start-up to post a naming project on Friday, to have at least 30 proposals by Monday, then choose a winner, start a logo project and have a winning design by next Friday. That offers to new businesses the possibility of having within a week a name, a logo and a creative to work with further on”*, Missling said. *“In fact, almost 50% of all 12designer’s projects stay in touch with the winner as the creative that will work for them from there onwards”*.

After 15 months online, 12designer is established as the main European crowdsourcing reference. 7,800+ creatives, 130,000+ submissions in 1,500+ projects... *“And from that amount, almost 80% of all projects are started by start-ups. 12designer was a start-up too, that’s why the motto is: **Start-up supports start-ups**”*, states Missling.

Therefore, 12designer supports entrepreneurship and helps start-ups all around Europe. Their idea: on **July 15<sup>th</sup>**, all start-ups may post a project without any fee. That means: **for free**. *“Starting a company is really a hard test, 12designer knows that from own experience, and it is fair to help those who were in the same situation with the best features: counselling regarding briefing issues, advice through a Design-Jury, telephone support... and now, with a Start-Up Day”*.

**About 12designer**

Online marketplace where offers and demands of design & communication work meet. Logos, slogans, commercial banners, websites or promotional videos: clients post their projects and set a price, creatives send their proposals in an open competition and client buys the one he/she likes most. Founder is Eva Missling, and 12designer is the first business developed by Grupo Intercom in Germany. Online since March 2009, recently available in 5 leading European languages, 12designer's team works in Berlin and Barcelona.

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