



JOHN DOE CAPITAL



**FULL SERVICE PARTNER  
FOR YOUR SUCCESS IN  
GERMANY AND EUROPE**  
WE BOOST YOUR BUSINESS!



# COMPANY

»» Our long-standing cooperation with Dr. Juraschek was always characterized by professionalism and trust. That is the basis for strategic cooperations which will permanently develop further. ««

MARCUS VON RHEIN, CEO SELBYTEL GROUP DEUTSCHLAND GMBH

The market entry in Germany or other countries in Europe frequently presents great challenges especially for companies from China or Japan. Just a few of the aspects to be taken into account are as follows: Numerous laws, provisions and industry-specific special regulations; tax law requirements; different management systems; direct and indirect distribution channels, and country-specific business practices or conventions. Additionally, cultural characteristics, social manners, mentalities and, last but not least, language barriers prove to be obstacles which cannot be overcome without any support. The result: Foreign companies will often fail in their attempts to establish themselves commercially in Germany or in Europe.

John Doe Capital GmbH develops concepts for a successful market entry on the European continent. As a full service partner and a one-stop solution provider, we offer you, from a single source, holistic consulting and implementation services regarding any and all administrative and corporate law issues – a unique selling point which you and your company will profit from.

Because with us, you will have a reliable partner by your side – not only to actively support you with your market entry but also, upon your request, to accompany you beyond that and for a long term.

# MANAGEMENT

## DR. (UA) SIMON JURASCHEK

Economist, Founder and managing partner of John Doe Capital GmbH

### Professional expertise:

- CEO of JDC AG
- Vice President at Vodafone Global Enterprise
- Management team of AOL Deutschland
- Numerous executive positions in international companies
- Board member of the German Association for Telecommunications and Media (Deutscher Verband für Telekommunikation und Medien – DVTM) and of the German Dialog Marketing Association (Deutscher Dialogmarketing Verband – DDV)
- Lecturer at various universities and academies



## DR. BARNIM VON DEN STEINEN

Attorney-at-law and partner at the Rotthege Wassermann partnership

### Professional expertise:

- Expert in Corporate Law, Mergers & Acquisitions, Financial Law and Compliance
- More than 15 years experience in consulting of management boards, supervisory boards and general meetings of major corporations, among them 4 DAX-listed corporate groups
- Trusted advisor for international and national clients
- Acknowledged track record in legal consulting of medium-sized and large companies
- Excellent networking connections in Germany with (investment) banks and insurances – thus direct benefits with financing and corporate transactions
- Special added value for clients due to personal consulting by the responsible partner
- Full legal support of clients in Germany – starting with the concept, and via foundation all the way to product launch
- The range of services comprises legal consulting, tax consulting; preparation and auditing of annual financial statements; accounting; as well as company valuations



# SERVICE PORTFOLIO

In a first step, we analyze your portfolio and then decide which channels make sense for you – always, of course, in permanent coordination with those responsible in your enterprise. Since we are experts in all relevant distribution and marketing channels, such as field sales, online marketing, email marketing, telemarketing and mailings, we will individually coordinate these channels and use them in optimum combination. But that's not all: Upon request, we distribute for you your products and services via the selected channels. In other words: We are using our competences in order to sell actively and successfully for you!

Over and above that, we will accept – as needed – all administrative and organizational functions or assignments. Thus, for example, we prepare drafts of articles of association, implement the foundation of your new company in Germany – including official registrations and permits; we do your payroll and financial accounting; prepare your monthly statements and annual financial statements; arrange housing for your workforce and much more.

## Plan

- Market and competition audit
- Target groups' potential analysis and segmentation
- Offer-value curve analysis
- Market-specific company and offer positioning
- Business plan & business case
- Rapid roll-out planning
- Market entry monitoring and reporting

## Build

- Communications strategy
- Distribution strategy
- Partner and cooperation strategy
- Selection of distribution channels
- Choice of legal form; implementation of the foundation on location

## Run

- Project and task force management
- Budget management and control
- Controlling distribution channels
- Tax consulting and structuring
- Mergers & acquisitions
- Relocation services

# BENEFITS

» Dr. Juraschek has a very rare combination of skills to develop projects strategically and conceptually but, at the same time, also operatively implement them in detail. «

BERND OHLINGER, DIRECTOR OF MARKETING, DEUTSCHE GLASFASER

There are certainly many companies offering their support upon entering a market and covering partial areas with their services. If several such service providers are used, coordination and adjustment problems will often result. Additionally, the clients' lack of knowledge of the market is frequently taken advantage of.

But not with John Doe Capital GmbH. We are your reliable and competent partner who takes care of all matters and concerns of your expansion project. Or of specific individual services which you requested. That will save not only time and money but is also easy on your nerves.

However, the most important benefit is this: We will not only tell you how you can successfully position yourself on the German or European market – we also do it! We will sell. For you. Because we have the necessary infrastructure enabling us to get directly into the market. Moreover, at special terms and conditions, we access list brokers directly and we are able to select, with minimum scatter losses, target groups to address them.

And last but not least: We are not only your reliable and loyal partner but also actively support you in all implementation stages – even after your market entry.

# PARTNERS

To be able to offer you our full service range for your successful market entry in Germany, we have been closely collaborating with various partners for many years. They all have one thing in common: Without any exception, they are all highly qualified experts in their respective professional field.

As needed, we collaborate with other network partners, covering all relevant subject areas and making your market entry successful – with sound knowhow and many years of experience.

That's exactly what makes up our full service. All the services you will need are one-stop concepts – a unique selling point which renders John Doe Capital GmbH so distinctive and exceptional. Exceptional for your corporate success. Because we really do what others merely talk about:

**WE BOOST YOUR BUSINESS!**

## AXIVAS

One of the leading distribution service providers in the region with

- about 600 employees
- 8 branch establishments in 5 countries in Europe, the Middle East and Africa (EMEA)
- Covering 45 languages and 60 countries

Performing professional marketing and distribution services with a holistic concept (sourcing, consulting & training, tools), such as:

- Data profiling
- Invitations to events
- Digital marketing
- Inside sales/tele-sales
- Demand generation
- Co-marketing
- After-sales
- Nurturing

## MARCUS TRAPP — IMMOBILIEN —

Brokerage, marketing (buying and selling) and real estate value assessments

- Approved real estate agent (Chamber of Commerce and Industry – IHK)
- Certified real estate agent (DIA) according to DIN EN 15733
- Member of the Real Estate Association of Germany (Immobilienverband Deutschland – IVD)
- Member of the Ring of German Brokers (Ring Deutscher Makler – RDM)

## ROTTHEGE | WASSERMANN RECHTSANWÄLTE • WIRTSCHAFTSPRÜFER • STEUERBERATER

The corporate law firm Rotthege Wassermann, Partnerschaftsgesellschaft mbB of attorneys-at-law, auditors and tax consultants looks back at more than 25 years of experience in the consulting of medium-sized and large companies. Rotthege Wassermann today is one of the leading law firms in the Rhein-Ruhr area.

- A workforce of 120 employees
- Offices in Düsseldorf and Essen
- Consulting German and international clients
- Services include legal consulting, tax consulting and auditing, including preparation and auditing of annual financial statements, as well as business appraisals, accounting

## KEREM UGURAL

Comprehensive financial consulting all around pension provisions, financing and investments

- Independent financial consultant
- District director of a leading banking institution

»» For our company, the cooperation with John Doe Capital GmbH is highly multivalent so that we are looking forward to trustful cooperation in the future as well. ««

**MATTHIAS SCHÖNER**, HEAD OF SALES AT SECURA ENERGIE GMBH

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