



PRESS RELEASE

MyPostcard wins the 2016 German Accelerator Mentoring Program

Coaching, consultation through mentoring and office space in New York City/Corporate expansion of the Berlin-based startup into the US.

Berlin, October 13th 2016 - MyPostcard, the personalized photo postcard app provider, is one of the winners of this year's German Accelerator Mentoring Program. The Berlin company has won in a strict selection process against competition from numerous startups. The team is now awaiting the coveted three-month funding program for its expansion into the US. The program, which is funded by the Federal Ministry for Economic Affairs and Energy, will provide MyPostcard with professional coaching, mentoring and office space in New York City from January to March 2017. "We look forward to this great opportunity to enter the US market," says founder and CEO of MyPostcard.com GmbH, Oliver Kray. "The expansion across the Atlantic Ocean is necessary for our business model to further accelerate deliveries to consignees in the Americas. So applying for the Mentoring Program was close", Kray continues.

Since 2014, users of the MyPostcard.com app have been able to send postcards using their own photos via smartphone. Due to increasing demand, since August 2016, MyPostcard has printed and sent a section of postcards destined for the USA in New York City, rather than Berlin. Startups from all over Germany applied for 2016's German Accelerator Mentoring Program. The funding program is intended to prepare young companies in the field of tech for the US market and facilitate market entry.

German Accelerator Tech in a Nutshell

German Accelerator Tech is a growth accelerator program that supports German startups from technology-related industries to enter the US market. It provides startups with hands-on advice from mentors and office space in Silicon Valley, San Francisco or New York City. The German Accelerator Tech identifies and selects the most promising German startups and supports them in building lasting competitiveness and success in the global market. Accelerator aims to build a permanent bridge between Germany and the USA, promote transatlantic startups,





provide inspiration and drive demand, innovation, research and development in Germany.

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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