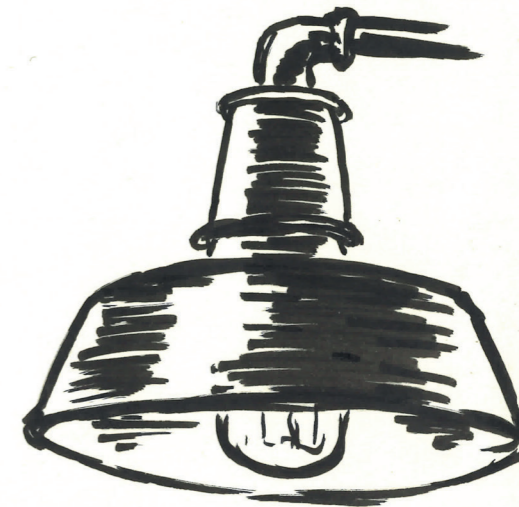


# Nika

ART AND ILLUSTRATION

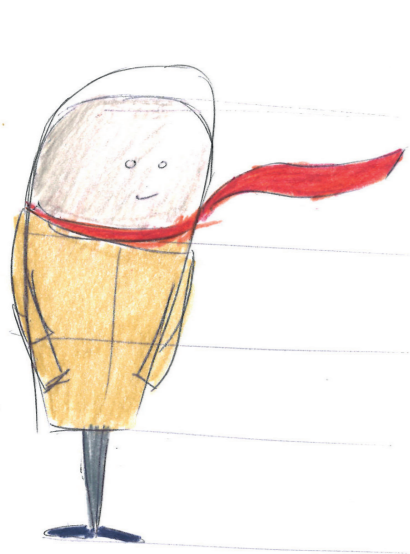
JANNIKA SEYBOLD



# CHARACTER DESIGN



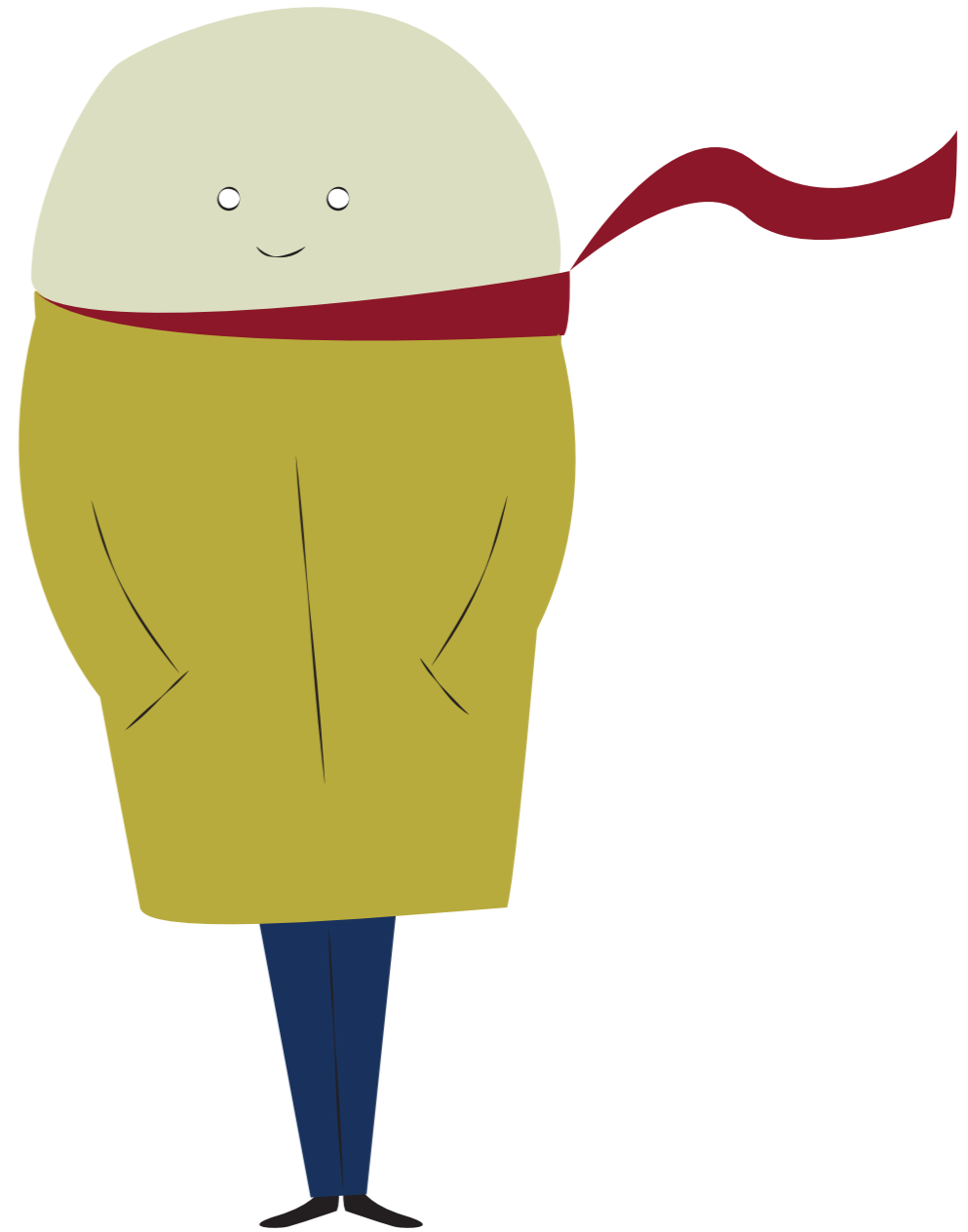
weiße Augen



roter Schal

gelber Mantel?

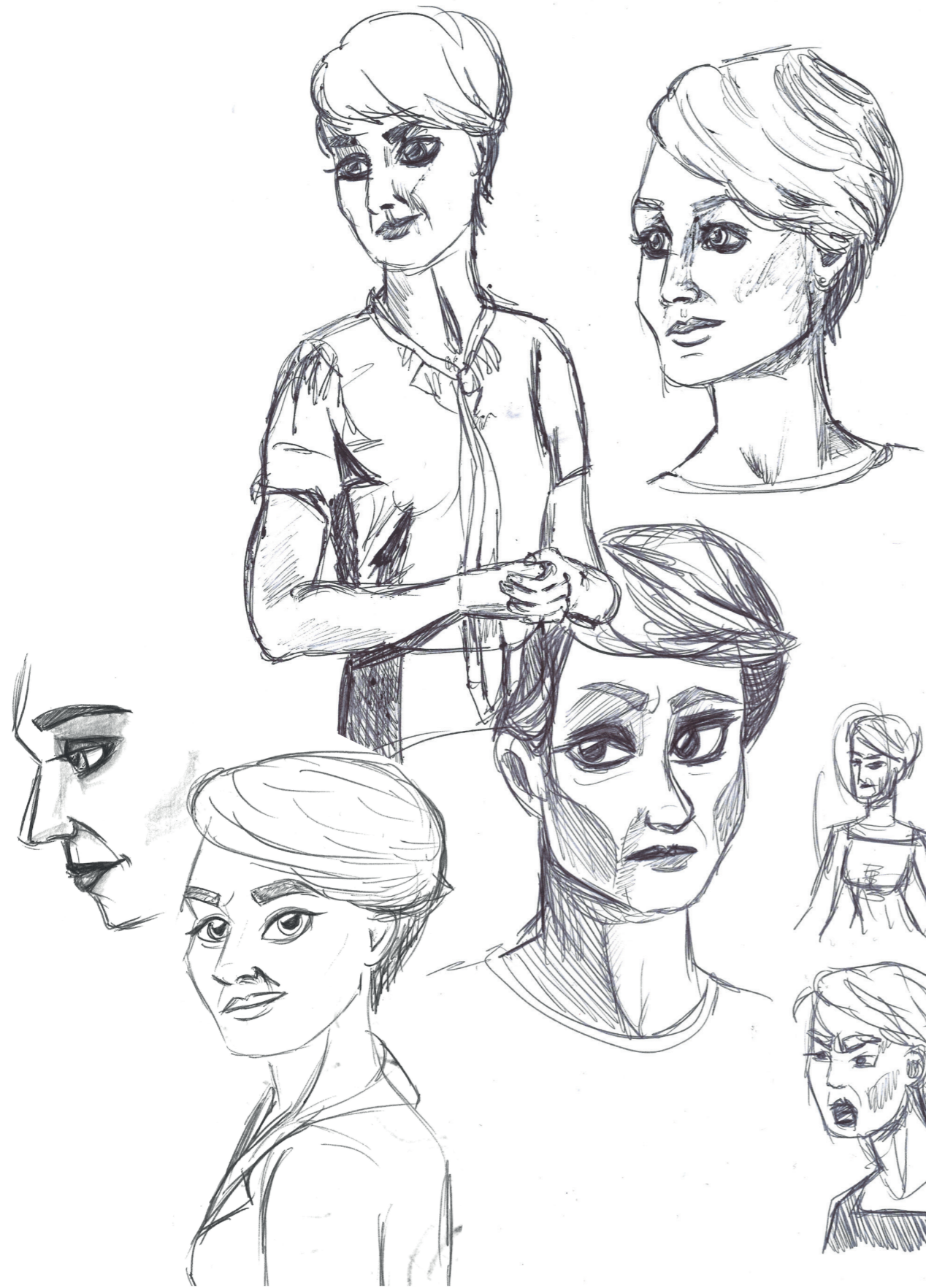
dunkle Hose  
weiße Schuhe



# CHARACTER DESIGN



# CHARACTER DESIGN

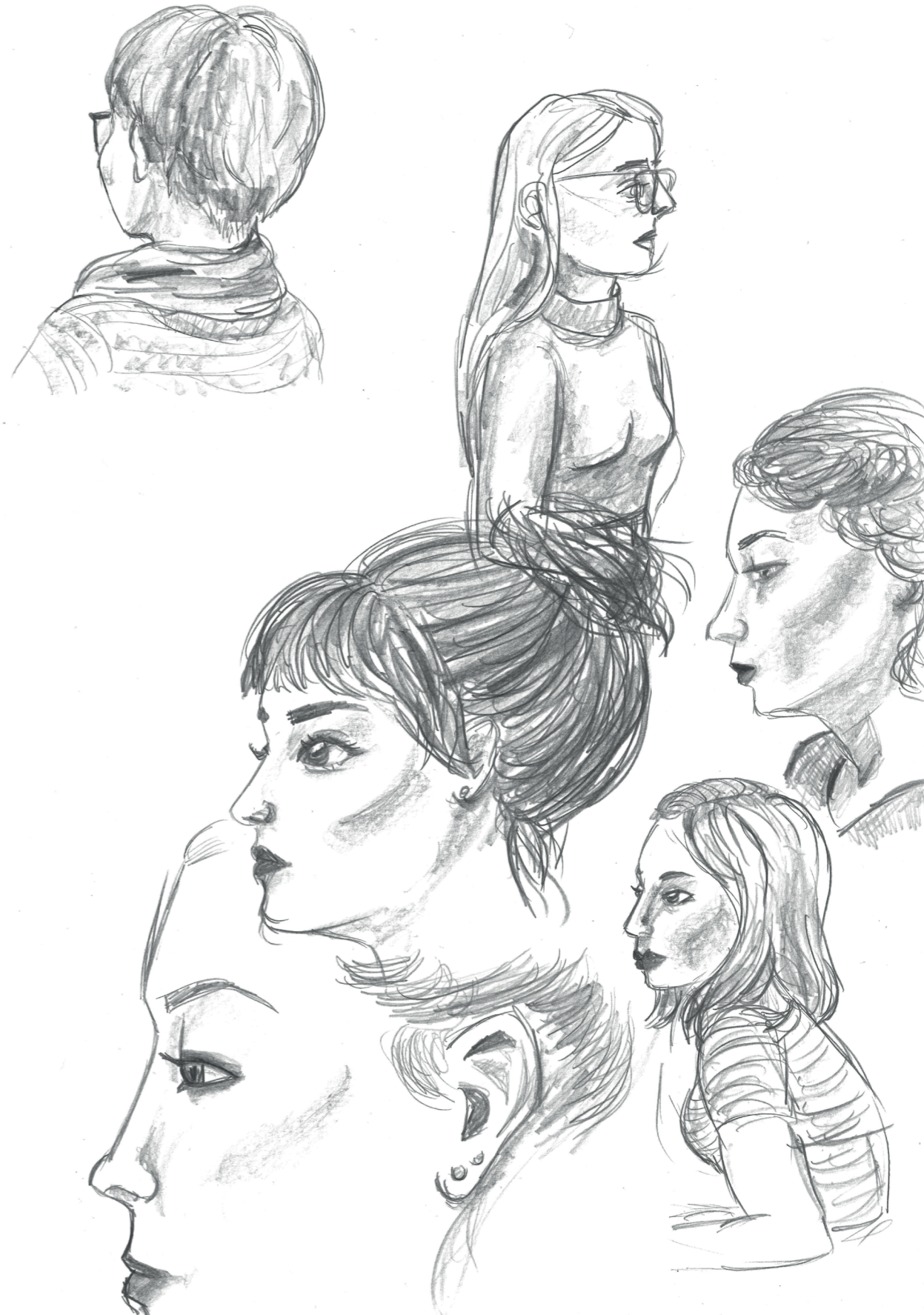


# OTHER DRAWINGS



# PORTFOLIO

- CHARACTER DESIGN
- LOGO DESIGN
- GRAPHIC DESIGN
- PHOTOGRAPHY





*Nika*

JANNIKA SEYBOLD  
JS282@HDM-STUTT GART.DE



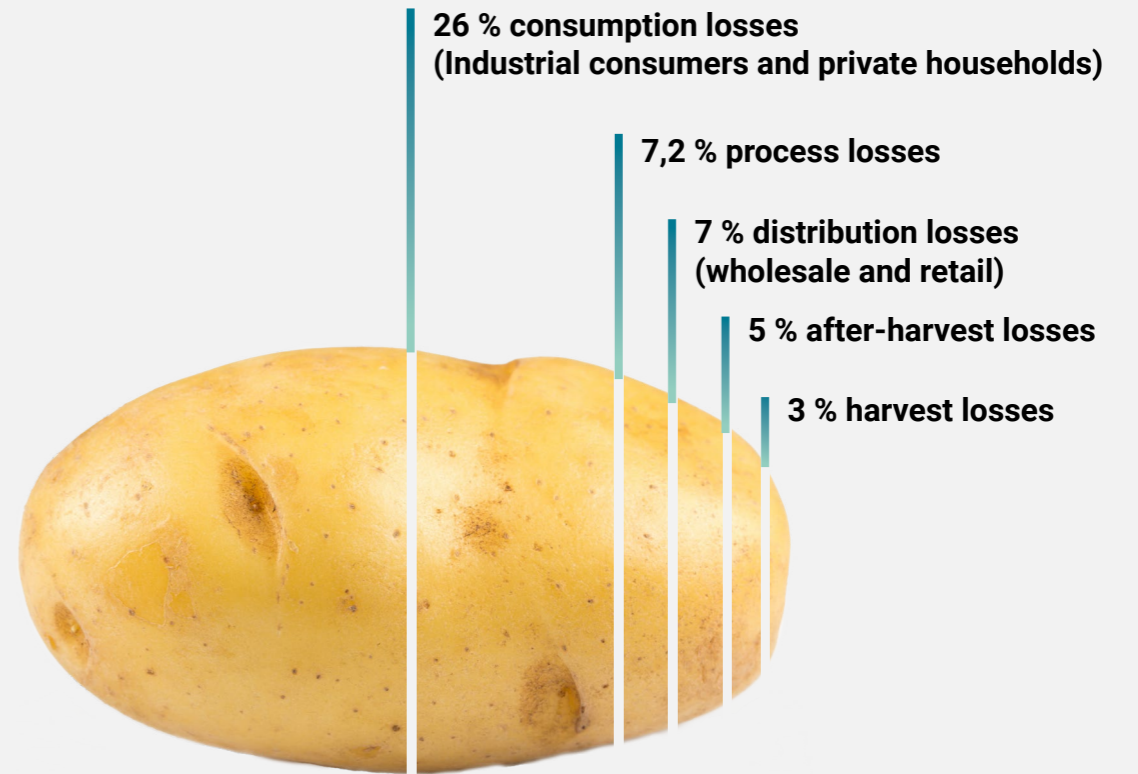
ease



# Food Waste



# 18 Mio. tons per year



\*in % to the amount according to the value chain

# Trend Voice Assistants



23,8%  
Google Home

70,6%  
Amazon  
echo

5,6%  
other  
devices

food  
skills

shipped devices

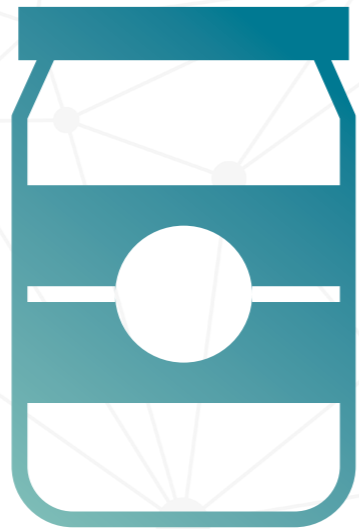
2015 1.7 Mio

2016 6.5 Mio.

2017 24.5 Mio.

Amazon  
echo  
11 Mio.  
sold  
devices

# Cooking & Storage



**50%**  
interested  
in cooking

**43,7%**  
cooking  
frequently



**77,8%**  
**72%**



rising consumer  
awareness about  
food waste



# Golden Circle



**WHY**

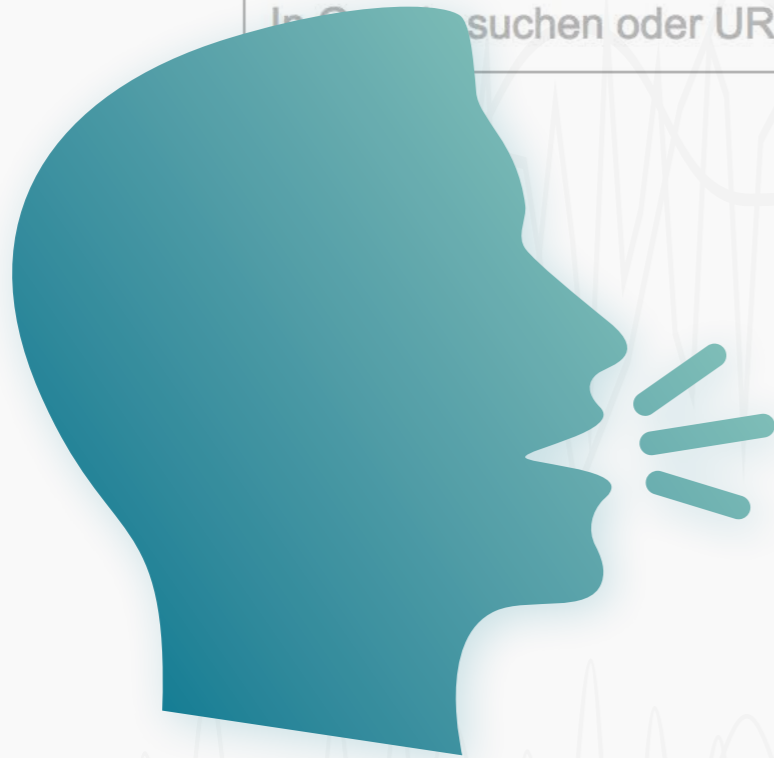
The world is too valuable to be wasted.

**HOW**

Innovative  
Easy  
Friendly  
Humorous

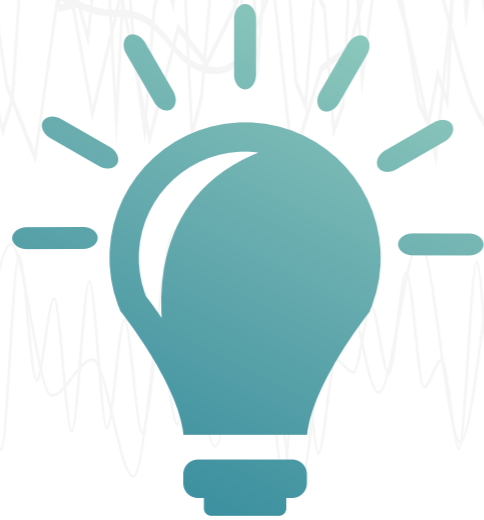
**WHAT**

We help users to determine the edibility of a product also with the correct storage to make food long-lasting.



**20% of search queries by voice**

# Service Concept



The core of our company are our values:  
Innovation, friendship, humorousness and easiness.

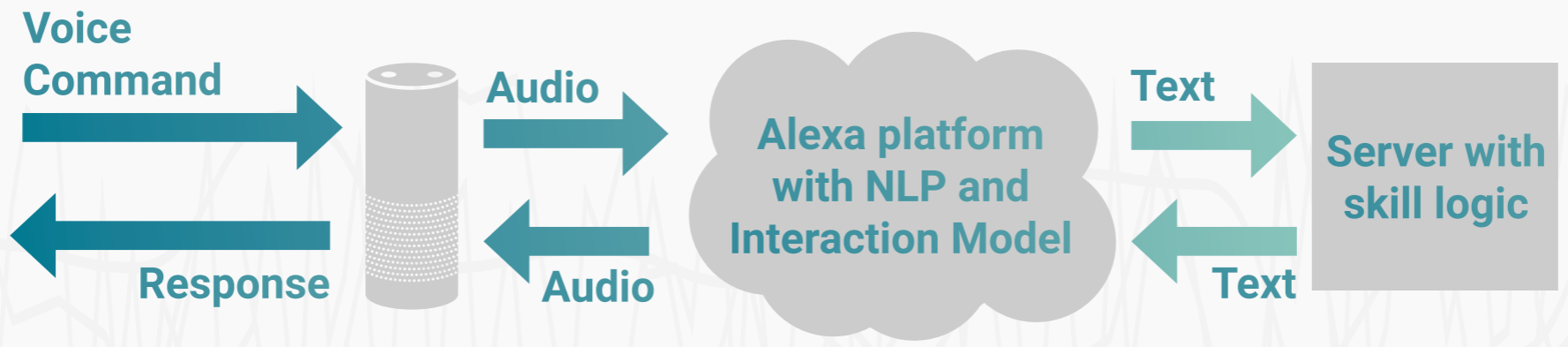


We are the easiest way for the people to avoid  
wasting food, because we give the best answers  
about food durability and its storage.  
Our practical hints can be realized by every  
customer easily and rapidly.



Our feature, a self-developed skill, will be  
provided on Amazon echo.  
Additionally we provide a website and an app  
on which tutorials can be streamed or tips  
can be saved.

# our ease way to success



★ Our skill is built up with variety, humor, sarkasm and irony

★ Creative and elaborate developed skill

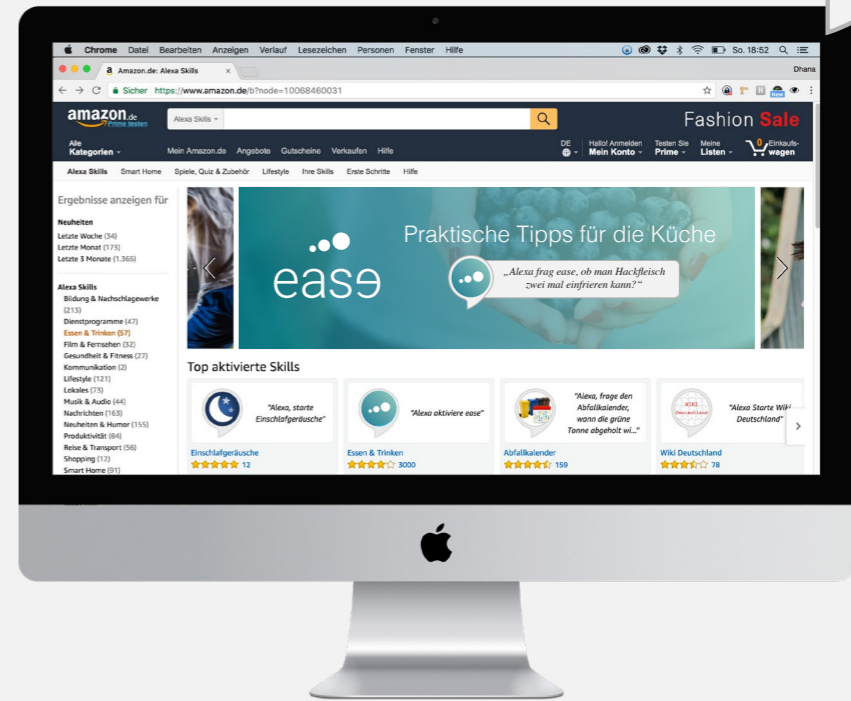
★ [ Customer can adjust humor level for dynamic output ]

★ [ The ease Voice-UI is a conversation partner like a friend and convinces by his unique character ]

# The ease Alexa Skill

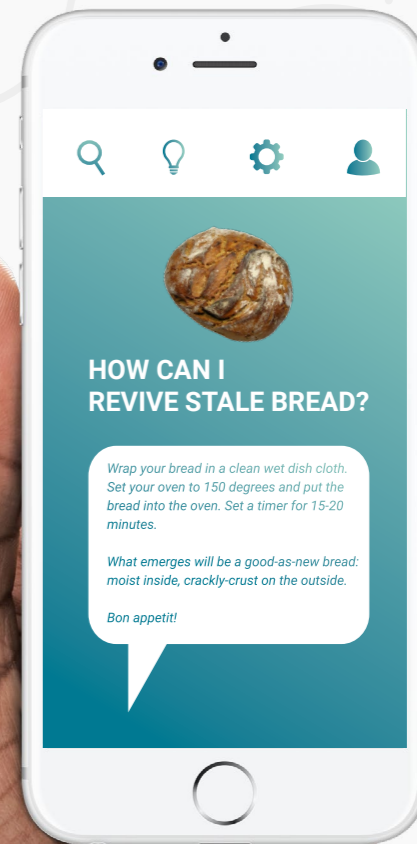
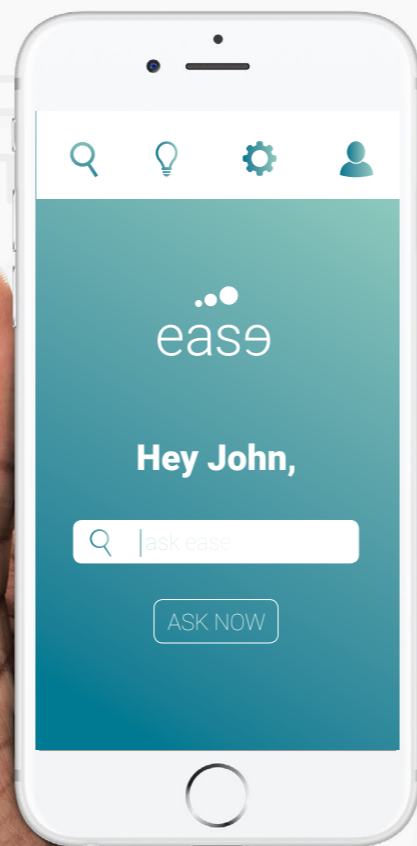
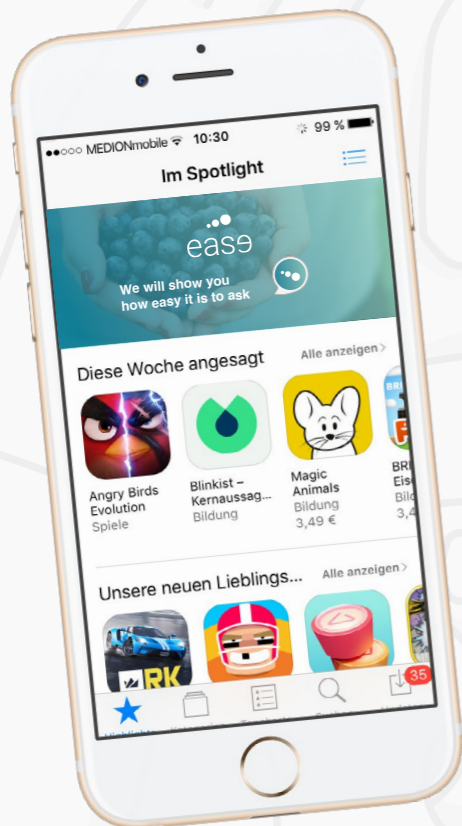


ease can be downloaded  
from the Amazon Alexa  
Skill Store

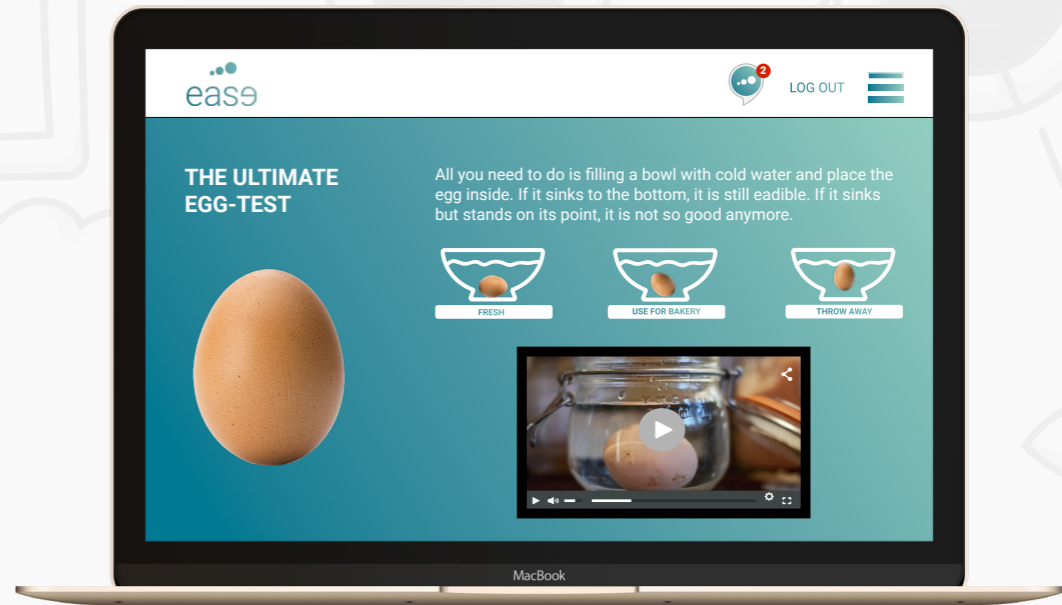
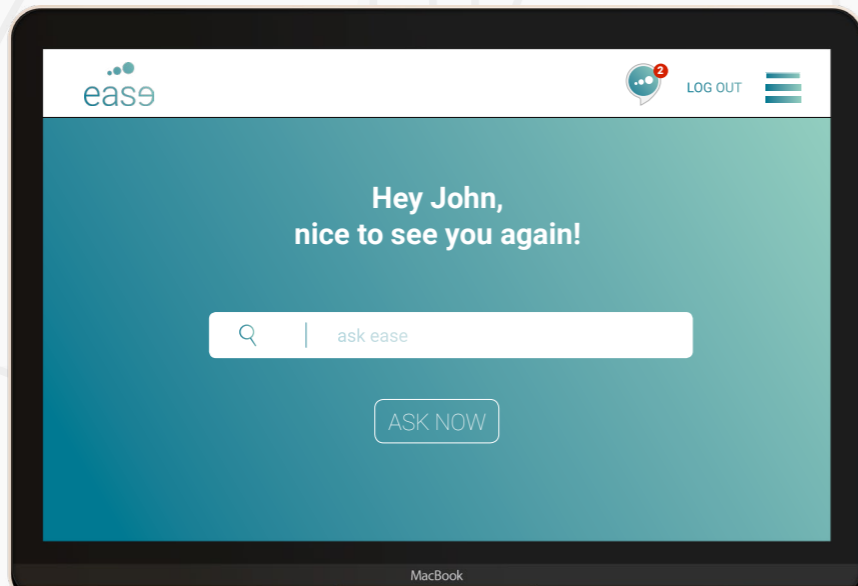




# App



# Website





Verona Startup Exchange - 21. Nov 2017

# Craft Creme

Organic and fairtrade hazelnut spread.



nearly 50%  
hazelnuts

+

no  
palm oil

+

less  
sugar

+

special  
ingredients

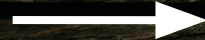


# What's up 2018?

Crowdfunding

Investors

Business plan  
competitions



produce  
1st batch of  
Craft Creme



[www.fairkitchen.de](http://www.fairkitchen.de)

Markus Demas, Ivo K pplinger,  
Niklas Leuthold, Philipp Singer

Piesort







Carrier

1:20 PM

100%




 Favorites

Selfies 



 Vacation

undo

Family 



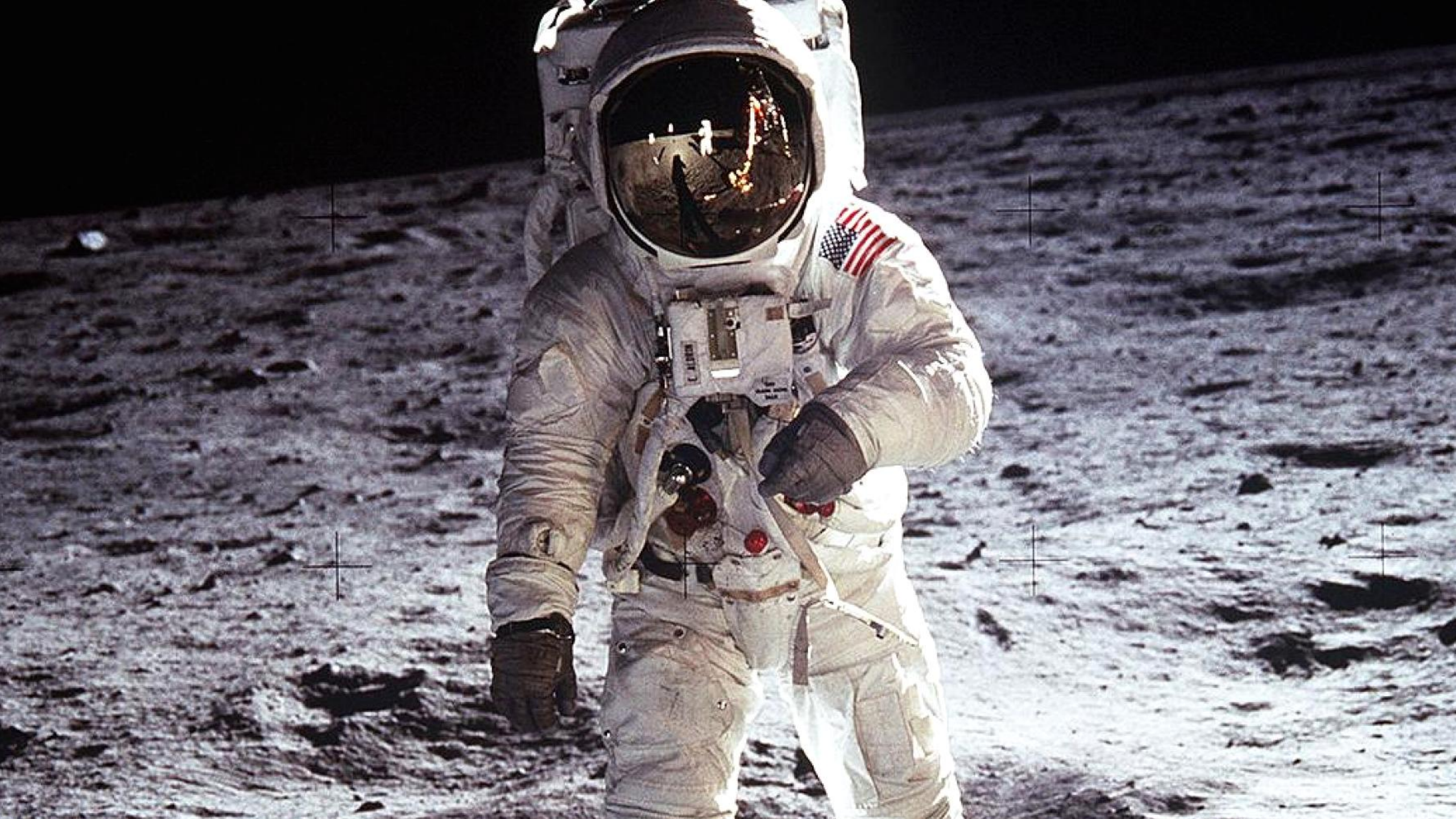


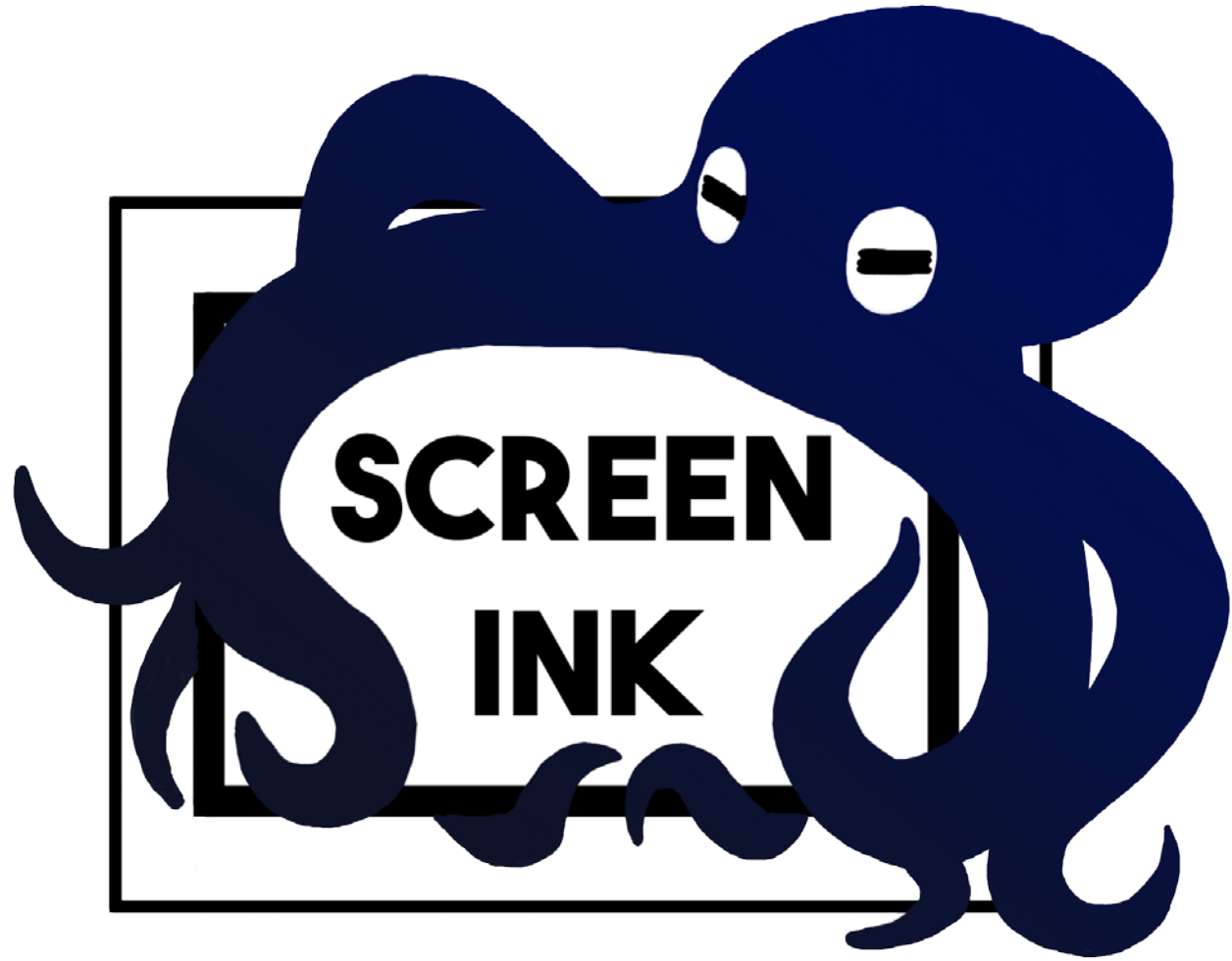


**Virtual  
Reality**



**Augmented  
Reality**





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**Educational**

**Engaging**

**Available**



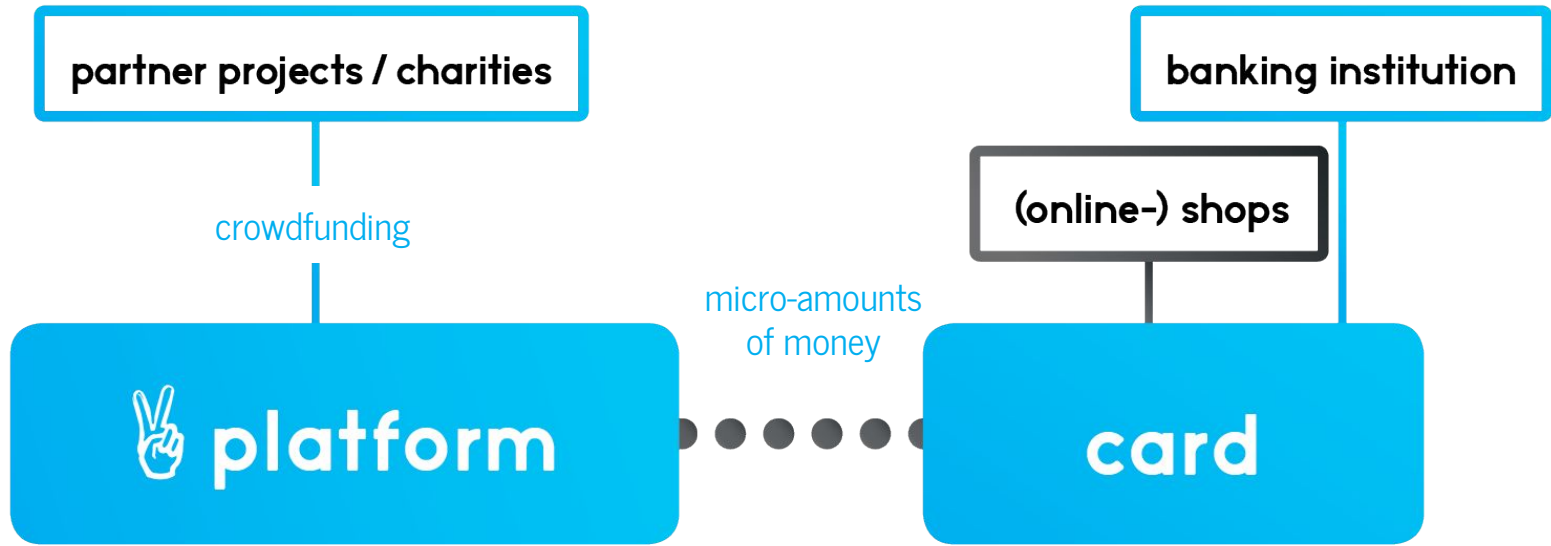






# help mate

Giving is easy.



22,72€ + 0,08€





Hi again, matel  
Great to see you back, Carina.

Get the most out of helpmate



log out

YOUR CONTRIBUTION TO THIS PROJECT

7.93 EUR

SELECTED PROJECT: Wolves Black Forest



COMPLETED TRANSACTIONS

Dez 27	Edeka Südwest Böblingerstr.	7.58 EUR	+2 CT
Dez 29	Tankstelle Marienstraße	56.21 EUR	+9 CT
Jan 01	Vapiano Stuttgart	12.99 EUR	+1 CT
Jan 04	ALDI Süd	4.24 EUR	+6 CT

NEWS ON YOUR PROJECTS

Second pack of wolves released into Black Forest. [Get the details](#)

Andreas joined helpmate!

We did it! All 230 school kids received their Christmas gifts. [Get the details](#)

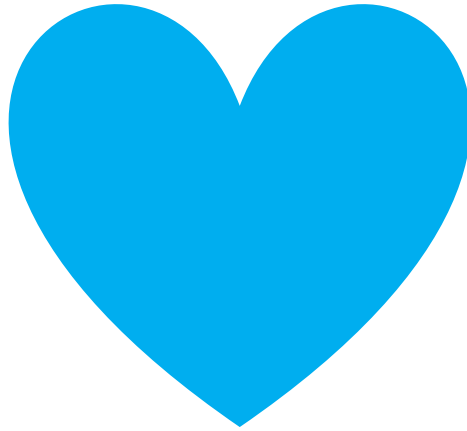


**NON-  
PROFIT**



**SOCIAL  
BUSINESS**

**FOR  
PROFIT**



helpmate loves **every cent.**

Lena Euchenhofer | Larissa Lang | Sabrina Scherer