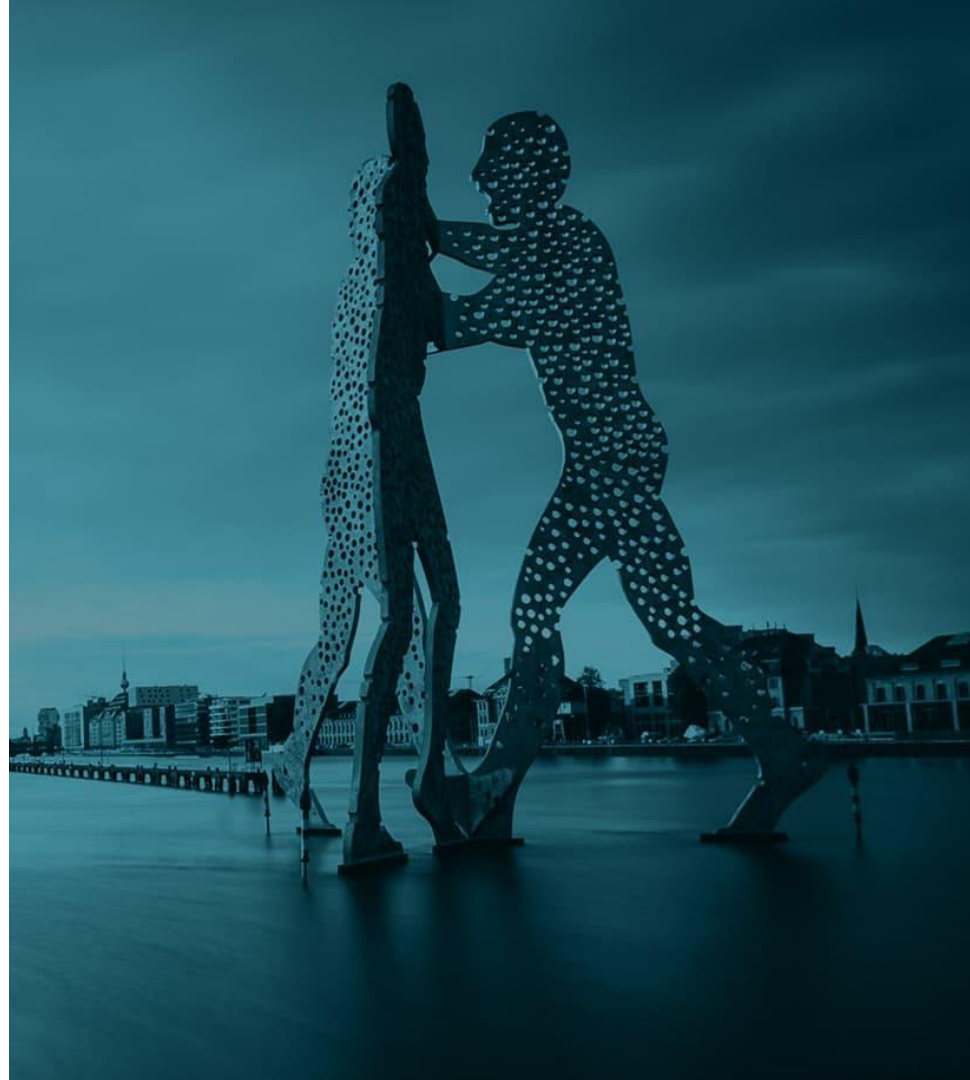




PHILIPPS & BYRNE

SOFTWARE IS EATING THE WORLD!

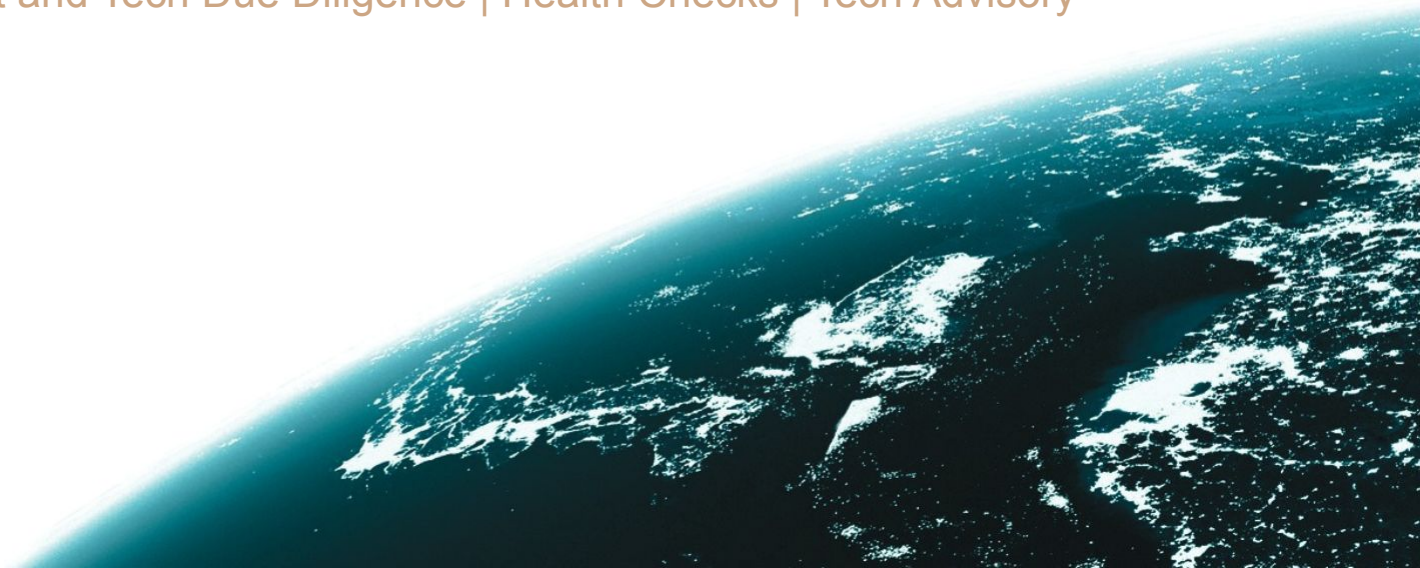
And We Check Whether Tech Companies
Are Prepared for Lunch.



MISSION

WE HELP INVESTORS AND FOUNDERS TO BUILD
THE WORLD OF TOMORROW

Product and Tech Due Diligence | Health Checks | Tech Advisory



OUR OFFERING

WE STAND FOR HONEST, RELIABLE, AND APPLICABLE TECH ADVISORY
WITH ZERO BULLSHIT



DUE DILIGENCE

for VC-funding and M&A



HEALTH CHECK

for start-ups & scale-ups



ADVISORY

for longer term support



INTERIM STAFFING

(coming soon)

EXPERIENCE



16B+

Euro of Guided
Funding



25+

Countries



600+

Tech DDs and
Health Checks



20+

Years of
Experience



0

Bullshit



96

NPS
all time

FOUNDER



“After 20 years in the Tech Industry I learned that Tech Audits & Consulting should never be a waste of time for anybody involved.

We want to provide feedback and sparring, also to the “target” companies.

No overhead, no administrative bullshit.

Just relevant advice.”

Chris Philipps
Managing Partner

OUR SENIOR ADVISORY TEAM

Our team of 12 people is being led by industry experts with a strong technology DNA and experience across a variety of industries.



CHRIS PHILIPPS

Managing Partner

Principal Consultant
10y+ CTO, 10 years of
DD experience
eCommerce + SaaS



SIMON BRENDEL

**Associate Partner for
Finance and Growth**

Expert in Venture,
Strategy, Technology, and
Innovations



DAVID ASABINA

**Associate Partner for
Innovation**

15y+ Engineering & CTO
Experience, Machine
Learning and Robotics



BASTIAN BUCH

**Executive Product & Tech
Advisor**

15y+ in Leadership
Positions in Scale-ups and
Tech Companies and
Co-Founder of the
Mentoring Club



PHILIPP CLAUSS

Principal Advisor

Advisory and Consulting,
Worked at McKinsey &
Company, The Founder
Institute Mentoring,
Coaching, and Agile
Product Development

SOME OF OUR EXPERTS

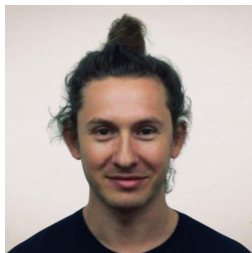
Besides our internal team of experienced Tech Consultants,
we work with a broad group of CTO-level professionals supporting us as Experts, e.g.



TEAL BAUER

Expert

20y+ CTO, CPO & Eng.
Roles (McKinsey &
Company) Healthcare,
Digital Ventures



PIERLUIGI FERRARI

Expert

10y+ Leadership
(Merantix, Rocket
Internet, McKinsey)
Machine Learning &
Robotics



**MARTIN
ROTHENBERGER**

Expert

10y+ CTO (Architrave,
DailyDeal) E-Commerce &
Marketplaces



HAGEN HÜBEL

Expert

10y+ CTO (TokenForge)
Web3 and FinTech



PAUL ONNEN

Expert

25y+ CTO, VP (Amazon,
Google, Beat) Scaling Tech
Organisations

... and more than 50 other experts for nearly any tech topic.

SELECTED INVESTOR CLIENTS



"We have trusted Philipps & Byrne with many of our investments and find their framework and structured way of working thorough and concise. Their delivery and communication is great and we will continue working confidently with them in the future."

- Dr. Christoph Braun, Managing Partner @ Acton Capital Partners

SELECTED COMPANY CLIENTS

CARSOME

**home
to go**

ottonova

 **OUTFITTERY**

SCHÜTTFLIX®

 **sevDesk**

Sdui

 **sosafe**

STRABAG
SOCIETAS EUROPAEA


URBAN SPORTS CLUB

 **zalando**

ZENJOB

“Philipps & Byrne managed to understand all responsibilities and processes of our business in an exceptionally short amount of time. They supported the development of our ambitious tech roadmap and gave us invaluable advice that improved the performance of our product team.”

- Dr. Roman Rittweger, Founder at Ottonova

SELECTED CASE STUDIES



ALEPH ALPHA
Artificial Intelligence



SaaS



Climate Tech



IoT



Climate Tech



Health Tech



Prop Tech



Climate Tech



Web3



FinTech



SaaS



Climate Tech



Health Tech



Climate Tech



Artificial Intelligence



Quantum Computing



SaaS



Artificial Intelligence



SaaS



SaaS

“Philipps & Byrne was a great partner for the Tech Due Diligence at Aleph Alpha. With their expertise in Artificial Intelligence, they were able to really grasp and dissect Aleph Alpha’s strategy and technology approach, and help us build the confidence we needed from a technical standpoint to pursue the investment.”

- Andre Retterath, Partner at Earlybird

OUR APPROACH (1/2)



EXPERT TEAM

Network of internal and external experts

Teams dynamically staffed to match the client's needs



BUSINESS AWARENESS

We are founders and technologists

We understand Venture Capital, Technology, Product Management, Strategy, and everything around it



STRATEGIC CONTEXT

Technology is not self-serving but must enable a business case

We contextualize our findings

OUR APPROACH (2/2)



360°

Outside-in analysis, including UX, performance, and more

Inside-out analysis of architecture, source code, workflows, processes



DYNAMIC

Interviews with key personnel

Starting at high level, then zooming into the details



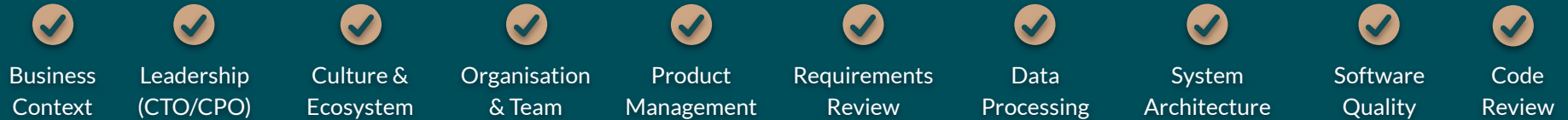
VALUE-DRIVEN

Always keeping focus on delivering the greatest impact for the business as a whole

PROCESS TECH DD

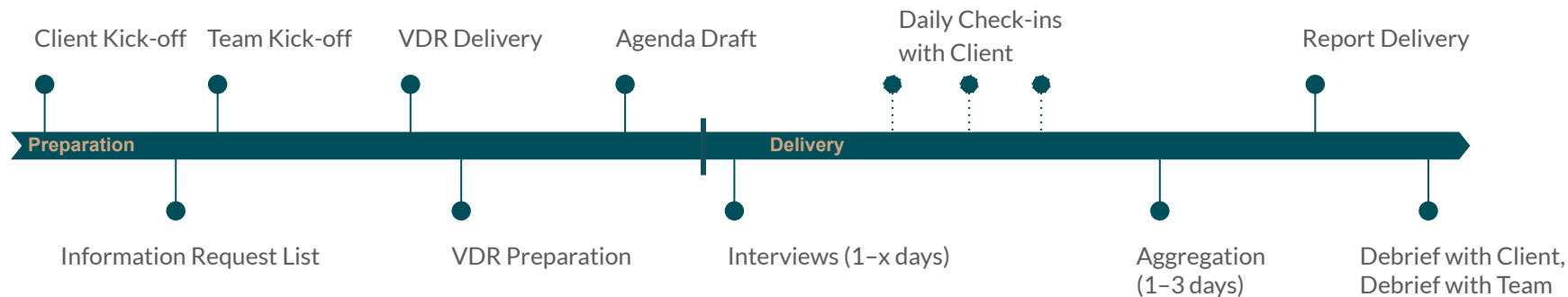


Interview Focus Areas



TIMELINE TECH DD

Our clients often require **quick turnaround times of 1 - 4 weeks max**, and we have a clear, adaptable process that allows us to deliver impactful results quickly and efficiently.



TOPICS & SCHEDULE INTERVIEWS

DAY 1

- Business Model, Growth Strategy
- Product Demo & Business Process
- Product Management: Vision, Strategy, PDLC, Roadmap, Team
- Tech Leadership, Tech Strategy, Org, Team

DAY 2

- Software Architecture, Hosting Infrastructure Deep Dive
- Product Manager Interview: Backlog, Daily Operations, Tools
- Developer Interviews - Code walks

DAY 3

- Optional Deep Dives:
- BI / Data Analytics
- Data science / ML
- QA
- Tech Budget
- Hardware / IoT

Open Questions?

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philipps-byrne.com