



Vienna, Dec 15th, 2016  
Hansmann & Shpock Founders invest  
in Journi

**Journi GmbH**

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**Vienna, Dec 15th, 2016**– In August this year journi already closed a seed investment deal with the AWS (Austria Wirtschaftsservice), and now also the successful business angel Hansi Hansmann, Startup300, as well as the founders of Shpock, Katharina Klausberger and Armin Strbac are on board. The investment is in the upper six-digit range.

For the founders of the biggest boot sale app in Europe this is the very first investment in a startup.

*“Life is full of experiences you want to capture and share with other people, and journi makes this possible in a very simple and beautiful way,”* says Katharina Klausberger, co-founder of Shpock.

Andreas Roettl, CEO of journi, knows the startup with its newest update and investment on the rise.

*“With Hansi Hansmann and the Shpock founders we found two very valuable partners with a wide network and most importantly a lot of experience. It makes us especially proud to be the first company the Shpock founders invested in. With the additional investment we will be able to accelerate our growth even more.”*

Until now journi was able to double its growth every year, without spending a cent on marketing.

*“More than ever we want to create, share and relive personal experiences. At the same time we want to enjoy the moment to the fullest without wasting any time. Journi offers the perfect solution.”* explains Roettl about the app which ranks among the most popular travel apps in the German-speaking market and can count itself to Apple’s ‘Apps we love’.

With the newest [iOS](#) version for iPad and iPhone the app is currently available in 12 languages and is now also the biggest database for travel adventures. More than 80,000 trips, like family trips in Scandinavia, adventure travels in New Zealand, trekking in Nepal, city trips in Paris and even honeymoon trips can be searched and discovered on journi.

In January 2017, the company wants to start generating revenue by offering additional services. This includes for example saving your moments in high resolution, backing them up to Dropbox or adding stickers to your story. You can, for example, add the current weather or flights from A to B, as well as different stickers like animals, activities, flags and many more. Roettl underlines the key importance: “For us it is priority to add value with our premium services and support our users in every instance, to make their experiences simply unforgettable.” Therefore, journi will also enter the print market in 2017. And very soon you will be able to order your very own photo book with just one click.



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### Comments:

#### **Dr. Johann Hansmann (Business Angel, Investor):**

*"I have always been looking for a possibility to organise my most important moments in a beautiful story. Journi does exactly that in a simple, professional and pretty cool way. With this they solve a problem many people have nowadays. Journi's founder team is amazing and made it possible to create big things with little resources. This made the decision to invest in them very easy."*

#### **Andreas Roettl (Founde, CEO of journi):**

*"Journi is the simplest and now most popular app in the German speaking market which makes your travel adventures unforgettable. Design as well as usability strive with each pixel towards making it possible for users to enjoy the moment and at the same time, tell a unique story like you would with a photo book."*

*"The old travel journal and complicated travel blog are history. No one has time for that anymore. On the other hand, more than ever we have a huge need to capture, share and relive personal experiences. With journi we solve this discrepancy and make capturing an adventure as easy as possible. User take pictures, add notes and journi automatically creates a beautiful story including your route on a map - and it works also offline. This way you keep family and friends at home up to date about your travels."*

*"You might share a few of your travel pictures on Instagram or Facebook to brag a bit and to collect some likes. This post goes out to your whole network, only to get lost in the stream of your timeline. It then becomes even harder to find this post again, and you won't be able to easily create a story which you can share with a few chosen people. With journi you capture the whole experience automatically, and you don't even have to be online. Each event creates a timeline, a so called journi. You can then decide if it's only visible to yourself, to chosen friends or to the public. Also past events can now be added easily. This way you have your whole experience to share and relive in your pocket. All moments, from every angle, in one place."*

*"Journi is one of the biggest collections of travel adventures online. Currently we have more than 80,000 trips on journi to search and explore."*

### Pictures & Screenshots:

- compact as [ZIP](#)
- or directly from our [website](#)
- video

### Example Journis:

- Tiki Tour by James Mafumo - <https://www.journiapp.com/trip/jamess-adventure-in-hong-kong>
- Overlanding in Botswana by Al Bates - <https://www.journiapp.com/trip/overlanding-in-botswana>
- Fabio's trip to Jordan by Fabio Barbaro - <https://www.journiapp.com/trip/fabios-trip-to-jordan>
- Off to photograph Colorado's Fall Colors by Bart Baldwin - <https://www.journiapp.com/trip/off-to-photograph-colorados-fall-colors>
- Going around the world with a baby by Charlotte Glace - <https://www.journiapp.com/trip/going-around-the-world-2014>
- More: <https://www.journiapp.com/explore>

### Numbers & Facts:

- Founded June 2014
- 80,000 Trips



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- 1 Mio Moments
- 2.5 Mio Pictures
- App available in 12 languages
- Most likes received by one journi: 1,760
- Most views of one journi: 10,232
- Biggest number of moments in one journi: 695
- 10 most visited countries in on Journi: USA, Germany, Spain, Italy, UK, France, Austria, Australia, Thailand, Netherlands
- 3 most used words on Journi: Beach, Island, amazing

**Further Information:** <https://www.journiapp.com/press>

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