



Factsheet

COYO GmbH

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Founded: 2010



COYO GmbH

Gasstraße 6a
22761 Hamburg
www.coyoapp.com

Register of companies

Hamburg, HRB
113327

VAT reg. no.

DE 272366685

Managing Directors:

Jan Marius Marquardt
Chief Executive Officer

Daniel Busch
Chief Revenue Officer

Stefan Schnock
Chief Financial Officer

Number of employees:

> 150

Locations:

Hamburg (headquarters), Berlin

Customers:

> 450 companies

What is COYO?

COYO is a **360° employee communication platform** and already the digital home of more than 450 companies. As the next generation intranet, COYO offers an intuitive and central solution that makes it possible to reach all employees easily, improve **internal communication** and promote a feedback culture. The company is a byword for **B2B software** with a beautiful design and an exceptionally good user experience. In recent years, COYO has evolved into one of the leading German providers of **employee communication software** and is used by companies such as Deutsche Bahn, Ritter Sport and the Asklepios Clinics. The combination of a social intranet and a social employee app means that companies can reach all their employees and actively support interaction.

Foundations & milestones

During their studies, the founders of COYO realized that most business software was neither well-designed nor user-friendly. In 2010 they broke off their studies in order to develop better business software that would impress with its modernity, attractive design and user-friendliness. To preserve its independence, COYO has been bootstrapped from the start and has not issued any equity in financing rounds. Only in 2020 did COYO receive growth financing in the double-digit millions– the first it had received since the company was founded in 2010 – from Marlin Equity Partners.

- 2010**
 - Foundation of “mindsmash GmbH” – consulting company for business customers
 - First proprietary developments
- 2012**
 - Development of the “COYO” Social Intranet
- 2013 – 2015**
 - Companies like Metro AG, E.ON and Uniper use COYO for internal communication
- 2016**
 - The current version of COYO is rereleased – re-programmed according to the “Mobile First” approach
 - mindsmash GmbH is renamed COYO GmbH
- 2017**
 - Deutsche Bahn decides to use COYO
 - COYO grows: the number of employees rises to 50 & relocation within Hamburg
 - Focus on developing COYO as standard software
- 2018**
 - Work on native apps for iOS and Android intensifies
- 2019**
 - Launch of COYO’s mobile app
 - Number of employees increases to 108
- 2020**
 - Growth financing through Marlin Equity Partners
 - Number of employees increase to over 150

Our mission

We give companies a digital home that is loved by its users.

Product packages

COYO Engage

Reach **all employees** on the move or via the web in just a few days:

- Target news to specific groups
- Reach all employees quickly and easily thanks to push notifications
- Connect contacts & colleagues
- Encourage communication via in-app chat
- Available as a mobile app and on the web
- Includes stylish web interface

COYO Experience

Your new Digital Home with our **Social Intranet** packed with features:

- Use all the functions from the COYO Engage package
- Promote interaction in communities
- Integrate M365 & Google Workspace
- Make internal knowledge available to all your colleagues
- Promote your corporate culture and a feeling of belonging
- Organize corporate events and training

COYO Custom

Your social intranet packed **full of features** for special requirements:

- Use all the functions from the COYO Experience package
- Ideal for enterprise requirements
- Flexible hosting options
- Full control
- Use of your preferred domain

Fields of application

Every company is different – which is why COYO offers flexible configuration to suit the **individual needs** of its users. COYO is the solution for companies of all industries and sizes. Whether a company has 300 or 300,000 employees – the **360° employee communication platform** connects colleagues throughout the company, improving day-to-day collaboration. All employees can be reached **at any time, anywhere**, no matter where they happen to be working.

References / customers

Deutsche Bahn AG, DB Schenker, RheinEnergie AG, RitterSport and many more ...



e-on



comdirect



Pressekontakt

Sarah Mag
PR Manager

T: +49 (0) 171-2783772

E: sarah.mag@coyoapp.com

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Gasstraße 6a

22761 Hamburg

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