



## Forward31: new business models, a broad network, and swift execution

15/10/2021 Porsche Digital's company builder creates new business areas and builds digital platforms.

"New perspectives, a large network of entrepreneurs and partners, and swift execution are all characteristics of Forward31," explains Dr Christian Knörle, Head of Company Building at Porsche Digital. "To remain a successful company in the future, we have to redefine ourselves for a digital playing field. Forward31 is one way of achieving this."

### Ventures are emerging as independent brands – while founders maintain a majority shareholding

Porsche Digital's company builder has been investing in new digital business models with the support of external founders since 2019. The aim is to establish and sustainably develop start-ups. In doing so, Forward31's Berlin-based and highly specialised team is helping to grow Porsche Digital's portfolio

strategically.

“We are building a portfolio of young companies to that will enable us to reach new target groups and expand our value chains. We guide founders from the start and offer fundamental support to help them expand their promising digital business models,” says Knörle. “Along the way, the founders maintain a majority shareholding in their respective companies.”

Many ventures are emerging as independent brands, following a platform business model. After establishing themselves, the companies operate independently, while Forward31's experts remain on hand to provide strategic support.

## **Successful partnerships with the Lufthansa Innovation Hub and House of Beautiful Business**

Here's a success story: in January 2021, Forward31 and House of Beautiful Business launched a new digital platform. The start-up of the same name offers an experience-based service for companies and thought leaders. Down the line, they will have the opportunity to discuss innovative ways of doing business and develop their own projects, from the creation of ideas to their implementation. The focus is on virtual and physical experience formats that prompt and sustain organisational development in conjunction with personal fulfillment. Key topics include, among others, the future of work, diversity, an ethical approach to technology and building sustainable business models.

RYDES is a start-up formed by Forward31 in partnership with the Lufthansa Innovation Hub. It brings together numerous mobility options from various providers on a single customer-oriented digital platform.

## **Digital experts gear up companies for the future**

The company builder provides early-stage companies with expertise and resources thanks to its experts in business development, software development and design. On top of that, Forward31's large network supports founders in growing their start-ups – and projects are international in scale.

Forward31's name refers to both the future and the past. On the one hand, 'forward' refers to how companies need to focus on the future while growing and opening up new areas of business. On the other, the number 31 is a reference to 1931, the year in which Ferdinand Porsche founded his engineering office.

Founders and industry partners can go to Forward31's Homepage to get more information or to contact the team.

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