



# meetle

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## PRESS KIT

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# Description

**meetle** brings people together!

**meetle** is a smartphone app that offers a geosocial networking service, which provides a new and easy way for people to meet each other, explore their environment and organize their social life – complete with a messaging service and the opportunity to create events.

**meetle** quickly and easily displays contacts that happen to be close by. Users are represented by avatars and visible on the *meetle* map which displays the distance between users – with a range of 500m to global – yet without disclosing their exact location. *meetle* creates no tracking profile and protects all personal data!

All users can design their avatars – *meetles* – individually and adapt it to their current needs and activities. Intuitive means of communication enable people to meet spontaneously and provide a convenient way of keeping in touch. No need for time-consuming phone calls or long text messages.

## meetle

- is free! Download the app for free in App Store and Play Store.
- is fully secure! ! The user's exact location data remains secret, *meetle* creates no tracking profile and protects all personal data.
- is easy to use! Explore a very intuitive interface.
- is fun! With the playful gamification feature *meetle* invites users to personalize their avatar and show their current activity.

**meetle** is applicable for all areas of life: family, friends, public events, business and exhibitions and many more!

## App Profile

### Supported Platforms

iOS and Android

### Release Date

1<sup>st</sup> June, 2017

### Price

free



## Company Profile

### meetle GmbH

Chopinstraße 18 · 04103 Leipzig · Germany

[www.meetle.me](http://www.meetle.me)

### Founded by

*Karl-Ludwig Wachler*

Co-founder and CEO of *meetle*.

Graduated teacher for mathematics & computer science and already entrepreneur.

@*meetle*: Drives business operations and empowers Development.

*Axel Augstein*

Co-founder and CTO of *meetle*.

Graduated engineer in IT and former IT-consultant and project manager.

@*meetle*: Drives user experience and service operations.

### Links to socials



[www.facebook.com/meetle.me](http://www.facebook.com/meetle.me)

[www.twitter.com/meetle\\_me](http://www.twitter.com/meetle_me)

[www.instagram.com/meetle.me](http://www.instagram.com/meetle.me)

### Press Contact

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# Quotes of Users



“After getting used to meetle I don't want to miss the app any more. Perfect for people with an active lifestyle who don't have that much time and don't want to miss time with friends. Plus, I love to dress and style my little meetle-me.”

— Anne N.

“Clean, unique design and fun to use. Privacy is maintained through use of proximities only – really helpful to connect with friends and family nearby.”

— Marc S.

Europe funds Saxony.



European Union

## FAQ

### What motivated you to create *meetle*?

The idea to create an app that helps people to connect with their friends easier by showing their location, but unlike other location based services also protects their privacy.

### What is the profile of your target user?

**meetle** targets people of all social spheres, from all countries all over the world, young or old, who love to get together with friends and other people who share the same interests. You don't have to be techy, the only requirement is a smart-phone and a phone number! The rest is easy as cake.

### What makes *meetle* different from other geosocial apps?

**meetle** is more social than any other social network: we bring people together – in real life.

**meetle** protects your privacy and ensures data security. We don't want your data.

**meetle** provides all the advantages of location based services without touching users' privacy. The location stays with the user, friends cannot see exactly where you are, only how far away.

**meetle** is fun! Our users have endless possibilities of expressing their personality in a playful way without uploading private photos. People show themselves through avatars called *meetles*. The *meetles* are completely customizable from hairstyle, to clothing, accessories and many more features.

### How does *meetle* guarantee data security?

Data integrity was our main motive for creating *meetle*. We guarantee our users data security and personal privacy:

- knows only the user's last position or activity. After changing position or activity the previous information is instantly deleted from our servers. *meetle* does not create tracking profiles!
- The *meetles* themselves can only see how far away from each other they are, not where exactly or in which direction. *meetle* protects all personal data.
- *meetle* users only know how far their friends are away, with an uncertainty of 500 meters. We think a 500m range is a close enough proximity to reach your friends within 3 mins on foot - but still protects the user's privacy, not making his exact position entirely visible to anyone.

# The meetle Story

The story so far... or who needs another new app in this hip crazy hi-tech world?!

*'We do! – but with secure data and privacy protection'*, they said – and just did it! Axel Augstein and Karl-Ludwig Wachler are the creators of *meetle*.

**meetle** is the story of two men, who became friends through the idea they shared. Axel had the idea to create an app that helps people to connect with their friends easier by showing their location, but unlike other location based services also protects their privacy. It was at their family's Christmas dinner in 2013 when Axel met Karl for the first time and told him about his idea. Karl was instantly hooked by Axel's idea and from then on both committed their skills and resources to bringing *meetle* to life. Ever since the project kept on growing and taking shape.

When Markus Pannwitz and Max Lier joined the team, an early *meetle* prototype was created and one year later the *meetle GmbH* was founded. In the following two years the four friends reworked the idea of the app several times, included feedback from first users, improved the design and added new features.

To this day the *meetle* team has grown up to 13 people, including developers for Android and iOS, graphic designers and innovation assistants. Other new team members contributed experience in business development, IT management, project management and more.

Today, the *meetle* team is still growing and working to reach their goal to provide a well-designed app for their users.

*meetle* is ready to meet the world!  
And the world is ready to *meetle*!

