

PHILIP SIEFER



Founder & Chief Executive Unicorn at einhorn

Philip Siefer a restless start up founder and a tireless idea generator who believes in using his business power to do good. He is founder of the start ups Stickvogel and einhorn products.

Born 1982 in Hamburg, Philip Siefer studied media technology and computer science at TU Ilmenau. After university the graduate engineer founded Stickvogel in 2011. Philip's first start-up offers a software as a service solution for product personalization in e-commerce. It provides a customizable tool and manages everything from the front end to production via a back office system. Stickvogel allows customers to personalize their products and preview them immediately.

In 2014 Philip and Waldemar Zeiler challenged fellow founders to join a pledge for sustainable businesses, reinvesting 50% of their profits, called the Entrepreneur's Pledge. More than 90 experienced entrepreneurs joined the call up to now and dedicate their entrepreneurial gift to found at least one business that will reduce environmental and social harm to a minimum.

Philip and his co-founder Waldemar made their pledge come true in February 2015 with a sustainable design condom, breaking records in crowdfunding. The condom start up combines design with "Fairstainability" (fair and sustainable). einhorn became popular through different TV Shows and the home made TV Show.

Philip also creates magic as a speaker with entertaining and sustainable lectures about topics like entrepreneurial responsibility, digital change or Fairstainability.

Topics (Selection):

- Unf*ck the economy – Entrepreneurial Responsibility and Digital Change
- HR
- Snapchat
- Marketing
- Product design
- Entrepreneurship
- Fairstainability