

ENTREPRENEUR'S PLEDGE

Press information
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New initiative „Entrepreneur's Pledge – a moral obligation to entrepreneurial responsibility

Signers of the Entrepreneur's Pledge promise to found a social and sustainable business and to reinvest half the profits into social or ecological projects. The ambitious project, created by Waldemar Zeiler (32) and Philip Siefer (32) in Berlin, is determined to draw attention to the charitable aspects of business, while emphasizing the need for fairness in order to produce scalable enterprises. With their own company, „einhorn condoms“, the two founders have already fulfilled their own promise.



The first idea for the **Entrepreneur's Pledge** surfaced during Zeiler's six month sabbatical, which swept him through Central and South America. Beforehand, Zeiler was with Rocket Internet and Corporate Finance Partners before becoming one of the founders of the Team-Europe startup „Digitale Seiten.“ During his trip, he gained intimate insight into the harvesting of resources for consumer goods, drawing an almost universal connection to the direst of contemporary social and environmental problems. Simultaneously, co-founder Philip Siefer, founder of the Berlin company Stickvogel GmbH, felt occupied in Berlin with the same topic. He was also frustrated that fair businesses continued to be exceptional phenomena. Together with co-founder Zeiler, who he know from the Berlin startup scene and the Entrepreneur's Organization, he developed the final concept of the **Entrepreneur's Pledge**.

So far, the two can boast 50 signers, including several well-known faces. The founder of Mymuesli – Hubertus Bessau and Max Wittrock have signed, as well as I-Potential front woman Constanz Buchheim, the founders of Helping – Benedikt Franke and Philip Huffman, Lebenslauf.com founder Thomas Bachem, and Team-Europe Partner Kolja Hebenstreit. „We only accept those that can demonstrate an established track record,“ says Siefer. Nevertheless, the two initiators remain realistic, since not every individual signee will be able to follow their promise. „We aren't naive. But even if half the signers found something social in the foreseeable future, that would mean a huge success,“ stressed Siefer further.

With „einhorn condoms“ have the two founders the promise fulfilled themselves, wanting to prove that a successful entrepreneurship with a social conscience is possible. The starting shot for the fair and sustainable condom in exceptional packaging will be fired on February 3 as part of their crowdfunding campaign on Startnext.com. Through preorders or condom donations, the two founders were able to collect more than €50,000 in 24 hours. With the money the company promises to found a natural rubber cooperative in Malaysia.

Zeiler's conviction: „In general, entrepreneurs have the same responsibility as any other citizen. Even so their leverage is a bit different.“ Through the platform, the two dream of founding a „Social Unicorn“, or a social business with a billion Euro valuation – fittingly loyal to the company motto of einhorn „make magic happen.“

Further information at www.entrepreneurspledge.org

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