

Project A

Latest Update: September 2020



Short Vita Dr. Florian Heinemann

Dr. Florian Heinemann is general partner and co-founded the firm in 2012.

Before co-founding Project A, he was managing director at Rocket Internet (2007-2012). During his time at Rocket, he was mainly involved at Zalando, Global Fashion Group, and Spark Networks (aka eDarling/Affinitas). Prior to Rocket, Florian was co-founder and managing director of JustBooks/AbeBooks (1999-2002, exit to Amazon in 2006), co-heading the digital marketing department of Jamba! and the online dating portal iLove (2003-2005, exit to Verisign) and co-founder of the online marketplace antibodies-online.com (exit to Broadoak).

Florian holds a doctorate's degree in innovation management/entrepreneurship from RWTH Aachen University (Germany) and a master's degree in business administration from WHU – Otto Beisheim School of Management in Koblenz (Germany).

Florian has been an investor and business angel in more than 80 startups including Trivago (seed investor), Zalando (founding investor), Audibene (seed investor), Home24 (founding investor), CityDeal/Groupon (founding investor), Betreut.de/Care (seed investor), ClassPass (early stage investor), Mimi Hearing (early stage investor), Bitbond (seed investor), Lillydoo (early stage investor), and the Code University (seed stage investor). Moreover, he has been a member of several boards, e.g. of Internet Stores and About You.

Areas of responsibility

- Marketing
- CRM
- Business intelligence

Portfolio Companies

- AdGlow
- CrossEngage
- Electronic Theatre
- Eyeota
- Kfzteile24
- Lampenwelt
- Opinary
- Onlineprinters
- Semasio
- store2be
- Trade Republic
- Wonderbly
- WorldRemit

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