

Cusp Capital

Cusp Capital is a German venture capital investor focused on early stage consumer investments in sectors including internet, digital services and emerging technologies. He actively develops its portfolio by closely collaborating with a worldwide network to identify promising start-ups.

The team examines approximately 2,000 investment opportunities per year, meaning the employees must constantly have an overview of the current status. The company wanted a flexible and user-friendly IT system for its core process to ease the coordination of investment requests. Cusp Capital commissioned cloudworx in early 2018 to implement a solution from scratch with Salesforce to optimise the processing time. The specific goals of our assignment were:

CHALLENGE

- Transfer of data from various systems and lists into one overall Salesforce system
- Optimisation of the processes for deal-flows and investment opportunities
- Implementation of an event management process to monitor start-up events, appointments and attendance
- Deployment of a time-saving recruiting process with digital mapping of job applications
- Creation of dashboards and reports for a complete constant overview of processes and key metrics



Jan Sessenhausen
CUSP CAPITAL, GENERAL PARTNER

„Thanks to Timo and his team at cloudworx, we were able in very little time to implement our most crucial processes, namely dealing with new investment opportunities and requests, and be more productive and professional in our dealings. We have a brilliant ground system that can be improved even further and expanded together with the help of cloudworx.“

SOLUTIONS



Technical optimisation of lead generation
Creation of forms for start-up requests with direct transfer into the system



Monitoring/reporting in real-time
Setup of reports and dashboards to monitor the investment status and KPIs



Seamless business processes
Implementation of holistic investment and HR processes with list views for task management

RESULTS

