



Fact Sheet (as of June 2009)

Basic data

- Family network for family trees and hobby-genealogy on the internet
- Currently available in ten languages and more than fifteen countries (Austria, Brazil, Canada, France, Germany, Great Britain, the Netherlands, Poland, Portugal, Russia, South America and Spain, Switzerland, Turkey (from July 2009), USA)
- European market leader for the segment of family trees, hobby genealogy, and social networking among families
- Online since July 26, 2007
- Operated by the OSN Online Social Networking GmbH in Hamburg, Germany
- Managing Directors and founders: Daniel Grözinger (36) and Sven Schmidt (34)
- Funding: Hasso Plattner Ventures, Neuhaus Partners, and Business Angels
- Employees: 26
- “Community of the Year” at the IFA 2007

Facts and Figures

- Number of profiles: more than 90 million (weekly growth of more than one million profiles)
- Number of family trees: more than 9 million (weekly growth of more than 100,000 trees)
- Users’ age structure:

Age (in years)	Portion (in %)
0-30	57.6
30-60	36.7
60-99	5.7



International Distribution

dynastree.com is one of the few German internet start-ups that is represented internationally. Our international sites in the respective national language:

- www.verwandt.at (Austria)
- www.dynastree.com (Canada and USA)
- www.meusparentes.com.br (Brazil)
- www.familleunie.fr (France)
- www.verwandt.de (Germany)
- www.dynastree.co.uk (Great Britain)
- www.parentistretti.it (Italy)
- www.verwant.nl (The Netherlands)
- www.moikrewni.pl (Poland)
- www.meusparentes.com.pt (Portugal)
- www.semyalonline.ru (Russia)
- www.miparentela.com (South America and Spain)
- www.verwandt.ch (Switzerland)
- www.akrabaonline.com (Turkey, launching in July 2009)

Profile of dynastree.com

According to experts, dynastree.com and its international language versions have been among the fastest growing social networks worldwide in the last two years. By now, more than nine million families have created their tree at dynastree.com, and more than 15.000 new family trees are added each day. The venture capital corporations Neuhaus Partners and Hasso Plattner (co-founder of SAP) Ventures recognized the young start-up's potential early and support dynastree.com as investors.

The possibility of creating one's own family tree is the range's core. Thereby, the platform primarily targets young users who are introduced into the topic of family trees and genealogy for the first time. Far more than 50% of the users are less than 30 years of age. Dynastree.com with its optically appealing has thus managed to turn the topic of family trees into a generation-spanning family event on the internet.



Thanks to the easy and intuitive control, a family tree can be created without detailed computer skills with only a couple of clicks. The relatives listed can automatically be invited via email; they can then view the tree and also work on it. By this means, a fast-growing, familiar network is created virally.

Besides photos, various information can be associated with each family member, such as place of birth, hobby, education, job,

One's privacy is of course protected, it is possible to adjust the privacy settings and determine which information is publicly visible, or only visible to invited family members.

GEDCOM files (an internationally accepted standard format for family tree files) can be imported / exported to dynastree.com through a corresponding interface. Existing trees that have been created with software such as dynastree's Home Edition can thus be imported. All family members can then access the tree and work on it via the internet, across language or national boundaries.

The surname maps on dynastree.com are a very popular service for users; they show the geographical distribution of several million surnames on clear maps of the single countries. This service by now is available for the United States, Canada, Austria, France, Germany, Poland, Spain, and Switzerland. It can also very easily be integrated in blogs created with WordPress through a widget.

The majority of the features on dynastree.com is completely free of charge for the users and will always remain free as well. Additionally, dynastree.com offers attractive premium subscriptions with minimum durations of only one month for advanced features such as extensive statistics, automatic search for family members, or an own homepage for the family.

More than 10,000 families have created their homepages at dynastree.com within the first weeks after the premium subscription's launch. Information, photos, and documents can be added here, and slide shows can be created, like on one's website. The integrated blog is an interesting feature as well: it can be used as the family's bulletin board.



When it comes to gifts, the dynastree.com family tree poster (delivered at no shipping costs) is a good idea: one can choose from seven different formats in absolutely superior quality to get one's personal family tree as a poster. The sizes range from a handy 42 x 59.4cm poster to a king-size 4.5 x 1.5m for professional genealogists. Ordering a poster takes five easy steps, customers can design the poster according to their individual wishes. The personal tree becomes a unique poster through different wallpapers, profile cards, and individual combinations of colors.

The founders

Dynastree.com was founded by the experienced internet entrepreneurs Daniel Grözinger (36) and Sven Schmidt (34). They have already founded and maintained several internet projects since studying together:

- getgo.de, an online ticketing site, founded in 2000, sold to CTS Eventim AG in 2002
- eventim.de: management of the business division new media of Europe's leading ticketing company
- unquedigital (formerly GFHE): one of Europe's leading agencies for online marketing, founded in 2003, sold in 2008 (to Syzygy AG)
- FIFA Soccer World Cup Ticketing Center: managing the ticketing for the FIFA Soccer World Cup in 2006
- dialo.de: a portal for yellow pages, founded in 2005, sold in 2007 to DIALO GmbH & Co. KG

Furthermore, they have been participating in the Farbflut Entertainment GmbH from 2008 on, who maintain Germany's most successful browser game, pennerggame.de (English version: dossersgame.co.uk)

Daniel Grözinger studied business studies in Germany (Regensburg and Leipzig), France, and Argentina. He gained professional experience as a corporate consultant with Roland Berger, amongst others.

Sven Schmidt studied business studies in Germany (Düsseldorf and Leipzig) and in the US. He gained professional experience as a corporate consultant with McKinsey & Company, amongst others.



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Press Contact

Please direct all press inquiries to Nils Schnelle, responsible for maintaining the English version of dynastree.com. Feel free to also visit the press section of our website for more information as well as footage.

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