

## Company profile

watchandbuild.com GmbH was founded in April 2021 in Berlin by Arndt Rubart and Heinrich Erkens. For providers of products and services that require detailed explanation, it operates the Watch & Build-Engine®, a digital platform with multimedia features and content for consumers.



The combination of high-quality videos, innovative features, and hosting in the customer's corporate identity, enables a new customer experience. The solution increases overall customer satisfaction, avoids complaints and returns, and creates incentives for cross-selling. It is available as a monthly subscription service in three packages.

### Babelsberg Basic

€ 99

/month/video/from 10 videos on

Our entry package makes live easier for your customers

### Cannes Advanced

€ 149

/month/video/from 10 videos on

Our bestselling package with lots of features and functions

### Hollywood Magic

€ 199

/month/video/from 10 videos on

Our TOP-package with everything, that makes your customers happy

## Founders & managing directors



**Arndt Rubart,**  
CEO (left)

**Heinrich Erkens,**  
CFO (right)

The two founders have many years of experience in customer service, cost optimization and process design

## Facts & figures

**Founded:** April 2021

**Legal form:** German GmbH

**Registered office:** Berlin

**Commercial register:** HRB 228722 B

**Company purpose:** The development, sales and operation of digital solutions for the design of business processes in the field of products that require explanation; management consulting

**VAT-ID:** DE342802030

**Markets:** Providers of products and services that require explanation and that are marketed to consumers

**Production:** Own video studio

**EU-trademark:** No. 018524048

**Financing:** Bootstrap

**Eligibility:** BAFA-INVEST WKU 44785

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