



Opinyo UG (in Gründung) - Hamburg  
Gründerwerkstatt Würzburg  
Mr. Jan Wiesner  
Gertraud-Rostosky-Str. 9  
97082 Würzburg

February 12, 2013

To whom it may concern:

### **Letter of reference**

Opinyo is a product-based mobile feedback. Customers who buy a product scan a barcode or a QR code via app or webapp to rate, match, comment or share it. Afterwards they get discounts on their next purchase or access to limited editions. They share their ideas directly with the producer and let their friends know what they like. The producers bring their product development and sales strategy to perfection and take CRM to the mobile age. We earn money from the producers by giving them feedback to their products and by social network shares.

Mr. Wiesner from the Gründerwerkstatt Würzburg consulted us around all issues concerning the foundation of our company Opinyo. His biggest achievement was that he draws up the financial planning of our startup company. In detail it comprised cost planning, sales planning, profit and loss planning, liquidity planning and capital budgeting. Furthermore he explained us the mode of operation to make us able to use the financial planning tool beyond the founding to monitor our progress and forecast upcoming challenges.

Mr. Wiesner has a hands-on-mentality and a huge expertise around the hole business formation. He has a very committed manner to mediate sophisticated coherences and issues. He unrolled the crucial points of our enterprise and uncovered the weak spots. His performance was great. We are more than satisfied with his results. He is worth every penny.

I can confidently recommend Gründerwerkstatt Würzburg as a solid and reliable partner, and experts in their field. I wholeheartedly recommend Mr. Jan Wiesner as a startup consultant.

Thank you again for the excellent support!

Yours faithfully



Alexander Lüttge