

Porsche und Axel Springer cooperate with Snap Inc.

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27/02/2018 Porsche and Axel Springer have won US social media company Snap Inc. as a partner for their accelerator joint venture. The news was announced today at an event in Berlin by Dr Mathias Döpfner, Chairman and CEO of Axel Springer SE, and Evan Spiegel, CEO of Snap Inc.

The companies will work together to seek out and promote mobile content business ideas. The partnership will see the selected start-ups gain exclusive access to the specialist knowledge of Snap Inc. and to its mobile storytelling network. The start-ups will also be able to receive support from Snap in relation to the distribution of their content. In parallel, these young companies will also take part in the standard accelerator scheme, which consists of a 100-day programme designed to help start-ups grow.

In Snap, the Axel Springer and Porsche accelerator joint venture has found a perfect partner who can

offer a wealth of experience with preparing and creating content. Working in collaboration, the partners will seek out start-ups offering promising ideas for using media, whose products have the potential to increase customer satisfaction and whose business models are easily scalable.

Start-ups that are interested in the programme have two months from today to apply for the Mobile Content Track.

The collaboration with Snap Inc. will provide the accelerator with access to one of the most prominent social media platforms right from the start.

Link Collection

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https://newsroom.porsche.com/en/company/porsche-digital-axel-springer-accelerator-snap-inc-social-media-platform-cooperation-mathias-doepfner-evan-spiegel-14928.html

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart