

## Austrian Tech-Startup “Interactive Paper” secures 180.000€ Investment

Business angels invest in worldwide unique marketing technology from Austria



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Despite the Covid-19 crisis and global economic uncertainties, Austrian startup “Interactive Paper” managed to not lose sight of their objectives.

We live in a world where advertisements are perceived as something annoying - whether it is pop-ups on the internet or mass mailings via post. Interactive Paper makes advertising into an experience that brings together the analog and the digital world and meets users on eye level. By simply putting your smartphone on the paper and pressing the touchpoints, content appears on the screen in an almost magical way - a new and attractive form of advertising through which notable customers like Samsung and Ernst & Young could already obtain excellent results.

The vision of a world without “annoying ads” was able to convince customers and investors alike. Through two existing investors, Werner Wutscher (NVS) and Thomas Fiala (OxfordSM), as well as a new investor, Johann Ettl (AdSum), Interactive Paper was able to secure 180.000€ in their series A round by doubling their initial investment with the help of a Covid-Startup fund by the Austrian chamber of commerce.

*“The investment money will mainly be used for the automatization of processes, production optimization and gaining international coverage; this will massively improve our scalability”, says Tobias Macke (Co-Founder, Interactive Paper).*

**Interactive Paper and the fight against “annoying ads”**

“Nearly everyone has been in this situation: You want to watch a video on YouTube, when suddenly an ad appears and you have to count down the seconds to skip it. These types of annoying ads which are imposed on users make up the majority of published advertising contents worldwide”, reports Raphael Besnier (Co-Founder, Interactive Paper).

Working in traditional advertising agencies, the two founders noticed the ever increasing spread of “annoying ads” especially. *“So we asked ourselves: Can’t there be another way? We wanted to create an opportunity for companies to convey messages in a positive way to their target audience”*, Founders Besnier and Macke say.

## **Interaction over Advertisement**

That’s how the idea for Interactive Paper was born. Presenting an alternative to “annoying ads” by allowing companies to connect with their customers in a playful and fascinating manner.

The application is simple and intuitive: Place your phone on the paper, press the “touchpoints” on the paper, and just like magic, interactive content opens up on your phone.

**See Video:** <https://youtu.be/QsJqaDSiQUU>

Companies can create exciting and effective advertising campaigns in just a few steps thanks to the straightforward ordering process. The campaigns score particularly high use rates through the amazement from the users and the easy usability. With contrast to regular analog marketing campaigns where the effectiveness can only be estimated, Interactive Paper delivers the results transparently to the customer. This way customers of Interactive Paper generate a significant advance in know-how of the industry and their target audience.

Interactive Paper has already been used by well known customers such as Samsung, Ernst&Young, Crowe or Oracle that count on user interaction instead of conventional advertising.

*“Annoying your customers with imposed advertisements leaves a bad taste in their mouth. With Interactive Paper, you are remembered in a positive way. In a world where the average human is bombarded with 10.000 pieces of information a day, that makes the deciding difference.”*

More information about Interactive Paper: <https://interactivepaper.com>

The photo material is available free of charge in the course of editorial reporting. More photo material: <https://drive.google.com/drive/folders/1qU3zaPHc6MjweUR90rPsTXPLFINbFmwR?usp=sharing>

## **Questions & Contact**

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## **About Interactive Paper**

Interactive Paper pursues the mission of offering companies a medium through which they can reach their target audience in an ideal manner, excite them and get to know them. By combining the advantages of the Analog with the Digital world it is possible to create added value in the marketing & communications sector.