But how did it all start?
Born in Hamburg, Germany

I had a dream...

1996

nothing special

1980

Abitur (German High School diploma)

1999
Born in Hamburg, Germany

Abitur (German High School diploma)

Sony Music

Hamburg, Germany

nothing special

OLIVER WYMAN

High School diploma
“There’s a world market of 80,000 people. You’ll be lucky to get 20,000 users.”
Dr. Stefan Glänzer

Fig. 1: Penniless Ph.D. Students

ricardo

$257 m

last.fm

$280 m
Fig. 2: Michael Palin in *The Life of Brian*

Fig. 3: Michael Palin as The Spanish Inquisition
Fig. 4: Covent Garden, London

Fig. 5: Michael Palin’s Production Office
Launch of
Mendeley Invitation-Only
Alpha, 2nd April 2008, 1.10am
Panic and/or Insanity
All the time we are very conscious of the huge challenges that human society has now – curing cancer, understanding the brain for Alzheimer's. But a lot of the state of knowledge of the human race is sitting in the scientists' computers and is currently not shared. We need to get it unlocked so we can tackle those huge problems.

But we had a vision:
Christmas Party 2008
After winning the Plugg 2009 “Start-up of the Year” Award
ATTACK OF THE ZOMBIE CODERS!

Bugs rotted their brains...
...now they're deranged and on the loose...
...it's crunch time!
Saving the world: Great for winning awards...
..and getting invited to the White House
Now we’re a London- and New York-based team of 40 researchers and software developers from...

...funded by founders/owners of:

...and research grants from:

[Flags and logos of various countries and organizations]
YES WE KANBAN!