

MAX NOELLE

FOUNDER & CEO VON WEARE



EXPERTISE

XR/
VR

DIGITALI-
ZATION

INDUSTRY
4.0

NEW
WORK

MAXIMILIAN NOELLE, FOUNDER AND CEO, WEARE GMBH

Maximilian Noelle is Founder and CEO of WeAre GmbH, founded in 2017 and based in Berlin. Even before founding WeAre, Maximilian was established in the startup industry and founded his first startup in Silicon Valley at the age of 25, which enabled smartphone users to pay in restaurants and retail stores around San Francisco from 2011 to 2015. After several years in the U.S., he returned to Germany and was employed as a venture developer at the innogy Innovation Hub until 2017, where he developed and established new digital business models, among other things. It was here that the idea for WeAre as a virtual reality project was born. In October 2017, the company was spun off as an independent GmbH. As Founder and CEO, Maximilian Noelle is responsible for the entire corporate management of WeAre.

ABOUT WEARE – THE VIRTUAL REALITY ENGINEERING BASE

With the help of WeAre's virtual reality conferencing system, engineering teams can work on their machines and systems true to scale and in real time, and meet and exchange ideas with colleagues and customers directly on the virtual 3D model. The company develops the communication basis for decentralized exchange in engineering and explicitly addresses engineers and designers as a collaboration solution. WeAre Rooms makes it possible to optimize the communication and global collaboration of all process participants and to sustainably reduce project duration, costs, errors and also CO2. As an innovative technology company, WeAre plays a key role in shaping the digitalization of industry.

CONTACT

E-Mail: presse@weare-rooms.com

LinkedIn: [@maxnoelle](https://www.linkedin.com/company/weare-rooms)

Website: www.weare-rooms.com

Address: Dresdener Straße 11, 10999 Berlin

PROFESSIONAL EXPERIENCE

WeAre GmbH, Berlin

10/2017 – Today
 Founder & CEO
www.weare-rooms.com

WeAre GmbH is developing a VR conferencing system that allows complex 3D CAD data to be easily and effectively exchanged with colleagues, customers or suppliers from anywhere in the world and processed in real time. The company is the communication basis for decentralized exchange in engineering and is explicitly aimed at engineers as a collaboration solution. WeAre is thus the first company to make it possible to actively involve all those involved in the development process across the board. Thanks to its innovative technology, WeAre's VR solution saves opportunity costs and strengthens ties with customers and stakeholders.

Future Energy Ventures (former innogy Innovation GmbH), Essen

08/2015 – 08/2016
 Proof of Concept Lead

Areas of activity:

- Team building
- Within 8 weeks, Max and his team developed a state-of-the-art iOS app product and later tested various business offerings in the UK market. The product itself generated significant user traffic within the test phase of 12 weeks and was handed over to a subsidiary within innogy's operational business.

Downtown, Inc. (GoodTime Labs Inc.), San Francisco Bay

02/2013 – 07/2015
 Co-Founder & COO

- Design and creation of software solutions to solve problems for various clients
- Feasibility testing of software prototypes
- Modification of program code for troubleshooting

Areas of activity:

- Operational Business
- Product Development
- User Testing

Future Energy Ventures (former innogy Innovation GmbH), Berlin

08/2016 – 09/2017
 Venture Developer

Areas of activity:

- Development of new digital business models
- Company development with external startups
- Analysis of the startups regarding their business models, their technological infrastructure and their competencies and potentials in the team

Downtown, Inc., San Francisco Bay

08/2015 – 05/2017
 Advisor

Areas of activity:

- Advise and mentor co-founders on strategic decisions, operations and product development.

MGN Media – Media Agency, Bielefeld

05/2009 – 01/2013
 Founder

Bavaria Film Interactive, München

10/2008 – 04/2009
 Producer Intern

Vogelsänger Studios, Bielefeld

04/2006 – 07/2007
 Production Intern

DEGREES

2010 – 2012
 M. A. New Media Management

University of Applied Sciences for Small and Medium-Sized Businesses, Bielefeld

2007 – 2010
 B. A. Media Economics

University of Applied Sciences for Small and Medium-Sized Businesses, Bielefeld