

# Case Study: Fit-for-Market Growth

**Qixxit** began in 2014 as a digital startup within DB Vertrieb GmbH. The aim was to create a neutral mobility platform offering users a comparison and booking tool for different forms of transport.



## Challenge

How can we set Qixxit up to guarantee sustainable competitiveness and long-term growth – ideally with a third-party investor?



## Methods

- Comprehensive analysis of the mobility market
- Evaluation of strategic options and derivation of possible courses of action
- 360° analysis from an investment point of view with methods of increasing asset worth
- Development of an implementation plan for Qixxit incl. operative support



## Results

- Market understanding created which offered possibilities of interaction for DB
- Strategically sound roadmap derived to make Qixxit autonomous and fit for market
- Support and implementation provided for fit-for-market program, incl. recruitment of C team

In enable2grow we saw a brilliant mix of strategic perspective and understanding of large corporations together with a particular ability to lead us along a brave and difficult entrepreneurial path out of our startup phase.

**Dr. Ralph Körfggen**, Chairman of the board, Deutsche Bahn

