

kreuzberg.ai

KREUZBERG STAYS KREUZBERG. FOR EVERYONE.

Digital entry point · deployable WordPress platform · brand and intent architecture

BIDDING PROCESS

**Thursday, 13 August
2026
18:00 CEST**

Not the sale of a mere web address.
What is transferred is a ready-to-deploy digital urban asset:
platform, design, content, source code, bidding and contact
logic.

EXECUTIVE SUMMARY

An existing entry point — not an empty promise.

kreuzberg.ai is offered as an already developed digital entry point into one of Berlin's most visible and economically compelling districts. The combination of a clear address, a completed platform, a demonstrable demand economy and a broad field of potential acquirers makes the asset transactable at short notice.

6**TARGET SEGMENTS**

with a discernible Berlin and Kreuzberg connection

15**IMMEDIATE PRIORITY**

Budget, intent and reachability

6**MONETISABLE FIELDS**

from a local appointment to a property transaction

Why this is saleable now

- **The product already exists:** website, design, content, bidding logic and handover package are all in place.
- **The demand side is broad enough for competition:** property, local commerce, banking, health, mobility and city media each have an independent reason to acquire.
- **The cost of acquiring reach by other means is high enough** to make ownership of a local entry point economically rational.
- **The bidding process is deliberately short and operationally simple:** clear documents, a clear deadline, a clear completion.

The Haus Ferner framework

Haus Ferner examines markets at the point where economic decisions take shape, before providers, platforms and campaigns begin to compete. kreuzberg.ai is the practical application of that idea to a specific urban space: a proprietary entry point ahead of the distribution of local demand.

ASSET SCOPE

What is transferred

The asset is structured as a ready-to-operate package. It can go live unchanged, be continued as an independent brand, or be integrated into the acquirer's platform and brand architecture.

Component	Benefit to the acquirer
Digital entry point	kreuzberg.ai — short, internationally legible, geographically precise and directly associated with artificial intelligence.
Deployable website	Mobile-first WordPress theme with responsive typography, navigation, contact and bidding flow, and cleanly separated source files.
Brand positioning	"Kreuzberg stays Kreuzberg. For everyone." — a durable framework spanning local identity, economic development and technological openness.
Intent architecture	District today, food, health, housing & space, money & future, and AI for Kreuzberg.
Transaction logic	Bidding process, direct contact routes, deadline communication and local buyer preference.
Production package	Theme ZIP, complete source structure, imagery, documentation and technical handover materials.

What is deliberately not claimed

- No existing reach, no guaranteed traffic and no existing revenue is being sold.
- There is no guarantee of search engine or AI rankings.
- The appeal derives from ownership, the name, immediate deployability, local brand logic and the ability to build recurring demand.

This reduces acquirer risk.

The acquirer is not paying for an unverifiable narrative about the future. They receive a tangible product that can immediately be tested, extended, marketed or integrated into an existing platform.

MONETISATION

The economics of local attention

The relevant benchmark is not the registration price of a web address. It is the recurring price companies pay to reach the same people, carrying the same local and purchase-adjacent intents, again and again.

Working corridors for qualified local reach

Inventory	Indicative range	Classification
Broad local reach	EUR 8–15 CPM	local awareness inventory without a strong conversion filter
Kreuzberg + relevant interests	EUR 15–30 CPM	tight geographic area, high-spending and thematically matched segments
Native / direct / retargeting	EUR 25–50 CPM	owned quality environment or a known, purchase-adjacent audience
Berlin premium DOOH	EUR 30–70+ CPM	prime locations and limited inventory

Broad economic reference point: 100,000 qualified local impressions correspond to roughly EUR 1,500–3,000 in gross media value; in premium, native or first-party environments closer to EUR 2,500–5,000. One million qualified impressions sits in a core band of approximately EUR 15,000–30,000. These are model corridors, not a guarantee and not existing revenue.

Purchase-adjacent search intents cost considerably more

Restaurants / events ca. 1–3 EUR CPC	Coworking / office / commercial space ca. 2–7 EUR CPC
Doctor / therapy / dentist ca. 2–8 EUR CPC	Buying / selling / valuing property ca. 3–12 EUR CPC
Banking / investment / financing ca. 4–15 EUR CPC	Legal / insurance / urgent advisory need ca. 6–20 EUR CPC

The strategic value sits ahead of the click.

kreuzberg.ai can occupy the local question earlier: before someone compares a property, selects a doctor, books an office, orders from a restaurant or enquires about financing. The acquirer therefore does not own the individual lead — but the extensible digital entry point ahead of many leads.

MARKET EVIDENCE

Six target segments

Six target segments could each meaningfully own the same address for their own distinct reasons. This presentation is neither a trade directory nor a commitment to purchase.

Segment	Types of provider	Acquisition rationale
Property & space	Portfolio holders, developers, agents and portals	Owner, buyer, valuation, project and commercial-space intents
Local commerce & food	Delivery services, grocery retail and neighbourhood supply	Restaurant, retail, supply and ordering intents
Banking & investment	Regional banks, direct banks and investment platforms	Financing, company formation, banking, wealth and impact
Health & everyday life	Appointment platforms, providers and preventive services	Finding a doctor, appointments, care, prevention and local partners
Work, mobility & community	Coworking, shared mobility and neighbourhood networks	Office, events, journeys, neighbourhood and participation
Media & city brand	City media, event portals and tourism marketing	Reach, recommendations, native formats, events and local brand management

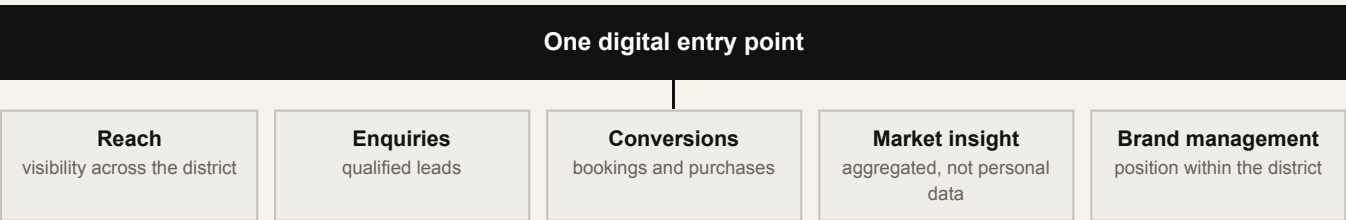
Cross-dependency of intents

	HOUSING	SUPPLY	MONEY	HEALTH	JOURNEYS
Property & space	●	●	●	●	●
Local commerce & food	●	●	●	●	●
Banking & investment	●	●	●	●	●
Health & everyday life	●	●	●	●	●
Work, mobility & community	●	●	●	●	●
Media & city brand	●	●	●	●	●

● strong overlap ● moderate overlap ● limited

Several segments draw on the same intents. That is precisely what creates competition in the bidding process.

Multiplier effect



Six monetisable fields — from one address, not from six separate projects.

The strength is not one single "perfect buyer".

The strength is that several target segments could meaningfully own the same address for different reasons. That is precisely what creates competition in the bidding process.

DEVELOPMENT OPTIONS

Six routes to value creation

01

Local intelligence

Daily updated events, places, changes and practical guidance — curated, AI-supported and locally accountable.

02

Qualified recommendations

Not an anonymous advertising list, but a transparent selection of restaurants, health services, professional services and local products.

03

Lead and transaction business

Enquiries for property, commercial space, coworking, financing, health services, tickets or reservations.

04

First-Party Community

Newsletter, member profiles, favourites, local interests and voluntary participation as a proprietary data and relationship channel.

05

B2B and city partnerships

Native formats, topic sponsorships, local market research, campaigns, pop-ups and joint projects with companies or institutions.

06

AI as an access layer

A local assistant that understands questions, compares offers and routes users to the acquirer's existing services — without flattening the district through interchangeable platform logic.

The positioning protects the commercial value

"Kreuzberg stays Kreuzberg. For everyone." is not an anti-business slogan. It sets out the condition under which commercial propositions become credible in the district: capital is permitted and necessary, but it has to demonstrate the local benefit it creates.

| Against displacement. For meaningful investment.

For a district that is not sold off, but shapes its own future.

TRANSACTION

Bidding process

The digital entry point **kreuzberg.ai** is being sold by competitive bid together with the existing site and the production package described above. The objective is a fast, clear and discreet completion.

- 1 Expression of interest**
Initial contact and a brief statement of the intended acquirer and the intended use.
- 2 Due diligence**
On request, evidence of the technical web address, the file listing, the theme ZIP and the technical handover overview.
- 3 Bid**
Binding purchase price bid by Thursday, 13 August 2026, 18:00 CEST.
- 4 Selection**
Purchase price, transaction certainty, speed and strategic fit are taken into account. The seller is not obliged to accept the highest bid.
- 5 Completion**
Payment and technical transfer via an agreed secure process; handover of the digital files following payment of the purchase price or release from escrow.

Local champion rule

Ideally the asset stays in the neighbourhood. An acquirer with a demonstrable registered office or a permanent operational base in Friedrichshain-Kreuzberg receives a neighbourhood discount of **10 per cent** on the finally agreed purchase price, where transaction certainty is otherwise comparable. Berlin arrogance, of course. :)

Contact

Seller: Haus Ferner · Dr. oec. Marcus Hövermann
Web: kreuzberg.hausferner.de
Contact: via the direct contact routes stated on the website.

Notice

This memorandum is not a prospectus, not investment advice and not an assurance of future returns or reach. All market and model figures are indicative and serve solely to contextualise the digital asset. Legal, tax and technical due diligence is the responsibility of the acquirer.

Methodological note: The target segments and market corridors presented here are based on publicly available market data and standard industry price ranges. These are indicative working corridors, not district-specific rates. The derivation will be explained to serious parties on request.