

## Timeline

The idea for Urban Challenger was born in August 2015. In January 2016 our first challenges were road-tested in hostels around Berlin, where they got some very enthusiastic feedback. We are now ready to launch the app on July 2016.



## Team

Urban Challenger was founded by brothers Daniel and Simon Heitz. Our challenges are hand-crafted by adventurous locals and expats. A team of three developers works to ensure that our apps meet a high standard.



**Daniel Heitz**  
CEO



**Simon Heitz**  
Editor in Chief



10+ Writers



3 Developers

## Reach

Urban Challenger started out in Berlin, our home base. Backpacker hub Bangkok was next and Santiago de Chile followed right after. More cities are soon to follow!



**Berlin**  
100+ Challenges



**Bangkok**  
75+ Challenges



**Santiago**  
50+ Challenges



## Contact

Join us in changing the way people travel! Feel free to reach out to us - we are always happy to get in touch with you! You can also follow our story on our social media channels where we keep our followers posted about upcoming events.

 [urbanchallenger.com](http://urbanchallenger.com)

 [urbanchallenger](https://www.instagram.com/urbanchallenger)

 [fb.com/TheUrbanChallenger](https://www.facebook.com/TheUrbanChallenger)

 [urbchallenger](https://twitter.com/urbchallenger)

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## Supported by

**ST>RT-UPCHILE**

 **Innovationsagentur**  
Medien- und Kreativwirtschaft

## Operated by

/gebrüderheitz

Urban Challenger is perfect for adventurous travelers who are looking for unique and exciting new things to do in Berlin. With an abundance of hands-on activities to try out during your urban exploration, Urban Challenger will send your fun levels off the charts.

## Product



Explorer



Athlete



Time Traveler



Nature Lover



Foodie



Connector



Badass



Artist



Party Animal



The challenges fall into nine broad categories. All are designed to get you exploring Berlin in creative ways, connecting to people and having a laugh at the same time. You're guaranteed to come back from your journey with plenty of new experiences and stories to tell.

To check out our challenges, simply download our app "Berlin Urban Challenger", available on iOS and Android. Swipe through the challenges and select the one that catches your eye. You'll then be given step-by-step instructions for your adventure. Sorted!

Our challenges are also available as a printed deck of cards. Each card gives an outline of a single challenge. Simply scan the qr-code on the back of the card and you'll be given the details of the challenge.

## Target Audience

Urban Challenger is made for travelers who want to explore beyond the typical tourist sights and start their adventure now, instead of waiting for a guided city tour to end. Independently-minded, creative and curious people will find Urban Challenger incredibly inspiring.

I want to dig deeper, get to the heart of the city.

To me, the best part of travel is meeting new people.

Why spend my holiday ticking off sights on a list when I could be having real, hands-on experience?



No two people or journeys are the same. I want my experience to be as unique as I am.

## Testimonials

"Way more fun than a travel guide!"



Jamie Raskin  
Google Play Store

"This could be the next Lonely Planet"



John  
minimal hostel

"It was an amazing way of discovering the city"



Jesús Cañadas  
Google Play Store