



InLoox Company History:

Since 20 years projects
are successfully realized
with InLoox



20 years of InLoox = 17 milestones



2021 is a special year for us: We celebrate 20 years of InLoox! Reason enough to look back at the most important milestones in our company history.

Did you know, for example, that the InLoox founders - Dr. Andreas Tremel and Dr. Tiziano Panico - met while they were still at school? Or that we were an early adopter on the topic of cloud solutions?

In this eBook, we take you on a time travel through twenty exciting years of project management software history with many small yet important stops along the way. Find out how the idea for our current project management software came about, how the first years as a young start-up went and how the company and its product world developed step by step.

We are very proud to look back on a company history characterized by the classic bootstrapping approach. From the very beginning, we were able to lay the foundation for continuous and sustainable growth by our own efforts and without venture capital. Today, InLoox is still 100 percent owned by its founders and managing directors.

Looking back on the past two decades, we are very excited for the next 20 years. With our platform for successful projects, we will continue to support teams and organizations in their everyday work and to make their project work easier. We are excited about what the future holds for the project management industry and look forward to further developing our solution together with our customers and partners.



Dr. Tiziano Panico

InLoox founder & managing director



Dr. Andreas Tremel

InLoox founder & managing director



1990 to 1999

School days and first projects

The roots of the InLoox company history go back to the high school days of the two founders Dr. Andreas Tremel and Dr. Tiziano Panico. The InLoox founders got to know each other in their first year at high school. Already in the **7th/8th grade** they had their **first contacts with software development** and started to develop small applications in their spare time. Among them were, for example, a Latin trainer or a tool integrated into Windows Explorer to transfer files via the Euro-File-Transfer-Protocol. The integration idea, which the two later resumed with InLoox and Microsoft Outlook, was already present at that time.

This was followed by further projects and smaller commissions from individuals and companies. During their school days, Andreas Tremel and Tiziano Panico's everyday life was already characterized by software development. In the mornings there was time for classes and in the afternoons/evenings they coded.



2001

Foundation of IQ medialab GmbH, first office & dotcom bubble

At the turn of the millennium, both founders began their studies, yet in different fields: Andreas Tremel studied communication sciences at Ludwig-Maximilians-University in Munich (LMU) while Tiziano Panico decided to study mechanical engineering at the Technical University of Munich (TUM).

Nevertheless, they wanted to further expand their business in the field of contract development and design. They founded **IQ medialab GmbH in 2001** and moved into their first office in the Munich Technology Center (MTZ). This marked the beginning of the official history of the InLoox GmbH.

A short time later, the dotcom bubble burst and suddenly the company lost many customers due to insolvency announcements and budget cuts. The founders had to switch to crisis mode very quickly. To survive, they downsized in terms of space in the same building, reduced fixed costs and employed fewer freelancers. With these measures, they were able to **cope well with the founding year and their first crisis.**



2002

Today's InLoox evolves

After the crisis, new ideas and projects emerged very quickly. Among them was a project that gave the **starting signal for the InLoox software**. IQ medialab received a request from an advertising agency for a job management tool integrated into Microsoft Outlook, which should be used to structure the agency's individual jobs. On September 6, 2002, the founders sent out the offer for the very first InLoox with their response to this request. They succeeded and the development of the tool could start.

At the same time, the founders worked for other clients, studied in their respective fields and employed up to 10 freelancers. While at times it looked like the project business would become the company's core business, the advertising agency had the job management tool developed on a regular basis.

After the agency owner enthusiastically talked to some of his clients about the tool, Andreas Tremel and Tiziano Panico were able to introduce their software to them as well. At that time, the solution consisted of job management as well as master data entry. Shortly before the first acquisition talks, the tool was named "**IQ projects**".



2003

Transforming from a job management tool to a project management software

Until 2003, the software was distributed exclusively through referral marketing. But then the business project took off: IQ medialab's office partner at the time—Ludwig Sagunsky of OptCon - who is still an InLoox partner today, recognized the potential of IQ projects. Sagunsky was already active in software sales at that time and took the founders with him to the Systems trade fair. On the occasion of the fair Andreas Tremel and Tiziano Panico **developed version 2.2 of IQ projects** and could convince with it. The participation in the fair was at the same time the starting signal for further orders with IQ projects and the end of pure recommendation marketing.

Encouraged by the good reactions and the increased demand, the founders decided to launch the next major version promptly in order to address an even broader audience. They worked quickly on version 3 and were able to initiate a new era: This version was **no longer specifically tailored** to the advertising agency, but was intended to serve as a **standard software solution**.

2003 bis 2005

Growth phase

Along with the launch, a new website went live and the company began using Google ads to increase awareness and attract customers. These ads enabled an upward acceleration that would never have been achieved organically. The **massive advertising effect** increased the visibility and awareness for the project management software.

From 2004/2005 onwards, it became clear that the **company's core business** was moving away from contract development and towards becoming a software manufacturer. Other projects were still running on the side, but had faded into the background.

At the end of 2005/beginning of 2006 IQ medialab moved together with OptCon. to Lotte-Brand-Straße in Munich.





2006

Internationalization

From 2006 onwards, the founders observed an **increasing interest from abroad**, as many requests were now received in English. To meet this demand, another partnership was established: Jens Stöter from APE Software (then PROSale) took over the English contacts.



2007 bis 2009

Independence and a new office

Increasingly IQ medialab became independent and the cooperation with the partners was loosened. At this time it was decided to move to own premises in the Kantstraße in Munich. Even before the move, employees were hired for the first time for software development.

Towards the end of 2009, both founders had also finished their studies and doctorates. Since 1999 both had studied parallel to the company activities and started their doctorate in 2005. Until 2009, all activities ran parallel and under double load.

Also in 2007: Release of InLoox PM 5



2010

Renaming to InLoox GmbH and release of InLoox Web App

Since 2010, the business had been constantly developing. The classic start-up phase was over and **first structures were institutionalized**: an own sales department was established and an online store was created.

As another important milestone in the company's history, IQ medialab GmbH was **renamed to InLoox GmbH**.

Furthermore, the company released its first web solution "InLoox Web App" after the demand for such a solution increased continuously.

Also in 2010: Release of InLoox PM 6



2011

Expansion: Foundation of InLoox Inc. in the USA

In the coming year, the company reached out across the pond. The entrepreneurs had identified the **USA as an interesting market** for further growth. The internationalization of InLoox was continued by founding InLoox Inc. and opening a branch office in San Francisco.

Also in 2011: Release of InLoox PM 7



2012

Launch of the cloud solution InLoox now! & partnership with stifter-helfen

A next important step was the release of the cloud alternative InLoox now! in addition to the on-premise offering InLoox PM. Again, InLoox was an **early adopter**, after Microsoft had only gone public with Azure in 2011, presenting the cloud "as the next big thing".

In addition, InLoox starts its cooperation with "Haus des Stiftens", which aims to **support NGOs with software** and hardware donations as well as know-how transfer with its IT donation platform "stifter-helfen". As a partner of this initiative, InLoox helps NPOs to better structure their daily work with their limited resources and to lead projects to success in an efficient and transparent way. Eligible non-profit organizations can purchase InLoox project management solutions via the donation platform until today.



2013

Release of InLoox Mobile App

2013 was all about **mobile project management**. The project management solution from InLoox was made available for iPhone and Android devices via a new mobile app. With the InLoox Mobile App, team members always have projects under control and can also complete tasks on time from their smartphone. The InLoox Mobile App was available then - and is still available today - in the Apple Store as well as via Google Play.



2014 bis 2016

Release of InLoox 8 and 9 & a new partnership

In 2014, InLoox PM 8 for Outlook is launched. In the following years, opportunities for **new partnerships** are explored. In 2016, the pan-European distributor SOS Software added InLoox to its product range. The aim of the partnership for the distribution of InLoox applications is to address new target groups among the commercial customers of SOS Software GmbH in Germany, Austria and Switzerland.

At the same time, InLoox achieved the "**Microsoft Gold Application Development Competency**" within the Microsoft Partner Program. Thus, the Munich-based manufacturer received the highest partner qualification rating and was able to underpin its position as one of the leading companies in the worldwide Microsoft partner network at the same time.

In addition, the software manufacturer releases a new major version of its project management solutions InLoox Web App and InLoox for Outlook (InLoox 9) in 2016.



2017

Office opening in Switzerland & new partner program

In February 2017, InLoox opened a new office in Switzerland. The goal of the office opening was to support Swiss customers even faster, more directly and more comprehensively.

The new branch office was followed by the launch of a **multi-level partner program** in May. This was intended to offer resellers and system houses the opportunity to choose from different levels (Authorized, Bronze, Silver and Gold). At the core of the various partner levels were correspondingly extended marketing and sales support as well as product training, support tips, NFR licenses and staggered kick-back agreements.



2018

New office space in Parkstadt Schwabing & InLoox 10

By moving the company's headquarters to a larger office space in Munich's Parkstadt Schwabing, the company laid the foundation for **further growth** and the hiring of additional employees.

With InLoox 10, InLoox is launching a new solution to help companies on their way to digitalization. The goal of InLoox 10 is to support users to bring their products and services to market faster in the midst of a more dynamic, complex work environment.

In addition, a **new partner program** will be launched to **build an ecosystem with the expertise of existing and new partners** to deliver value to customers and additional business opportunities to channel partners. With the ecosystem, InLoox focuses on the needs of customers in terms of purchasing licenses and consulting/support services, as well as training, implementation and integration of the software. Accordingly, the InLoox partner program is divided into four categories: In addition to the InLoox Authorized Reseller, partners can also register as InLoox Value-Add Partners (VAP) for the areas of training, implementation or integration.



2019

InLoox launches educational initiative „InLoox ProjektCampus“

Since 2019, students can use InLoox now! **for free** to plan and organize university life and private tasks easily, flexibly and successfully. The goal of the long-term education initiative is to **familiarize future employees** and project staff with the helpful possibilities of **modern collaboration solutions** at an early stage.



2020

InLoox launches three product innovations

In 2020, the company was able to launch three product add-ons:

- **InLoox App for Microsoft Teams:** With the app, project teams can access their InLoox projects directly in Teams, edit and share project details such as tasks, documents, budgets or schedules in their channels and discuss information in real time.
- **Interface for Microsoft Power BI:** The interface to Power BI, Microsoft's reporting service, provides users with convenient analysis access to better manage their projects and identify trends at an early stage.
- **InLoox now! Starter Edition:** Teams of up to five people have been able to collaborate online for free since May 2020. Without any installation, the Starter Edition immediately supports small teams in organizing and coordinating their daily work.



2021

InLoox celebrates its 20th anniversary

2021 is a very special year for us and the occasion to look back on our company history with all its milestones:

„We are proud to have never used venture capital for our growth. As a classic bootstrapping company, we have always developed on our own, organically, laying the foundation for a success story with a future.“ - Dr. Tiziano Panico, InLoox Founder and CEO

We would like to especially thank our long-term partners and customers as well as our team:

„All of this would never have been possible without partners who supported us and customers who were enthusiastic about our product and remained with us for many years. A special thanks also goes to our dedicated and motivated team - without you, InLoox would not be what it is today.“ - Dr. Andreas Tremel, InLoox Founder and CMO



We thank our customers, partners and employees and look forward to the next 20 years!

[Learn more about InLoox](#)