

Ex-TeamViewer managers launch a digital AI management team for small businesses

Ubimax founder and former TeamViewer CPO Dr. Hendrik Witt is launching ElevateOne.ai together with the company's long-serving CTO, Dr. Mike Eissele. The self-funded platform combines a Business Coach with AI agents; Schloss Dankern and Hotel Jaumann's Südwind Sylt share their experiences.

Göppingen, October 13, 2026 - Following the sale of Bremen-based software company Ubimax to TeamViewer, its founder Dr. Hendrik Witt is launching a new AI company together with Dr. Mike Eissele. With ElevateOne.ai, they aim to give small businesses access to capabilities for which larger companies employ dedicated management and specialist teams.

The platform combines the analysis of opportunities for improvement with a digital Business Coach and specialized AI agents for specific tasks. Following a closed beta phase, ElevateOne.ai is now officially launching in the German-speaking market. Early users include Schloss Dankern and Jaumann's Südwind Sylt.

A hotelier wants to be a host, a chef wants to delight their guests, and a tradesperson wants to practise their trade. Yet everyday operations at small businesses have long included marketing, customer reviews, staffing, digitalisation and process optimisation. Time and specialist resources for these tasks are often in short supply.

From the Ubimax exit to a new AI venture

Dr. Hendrik Witt founded augmented reality company Ubimax in Bremen in 2014 and, as CEO, developed it into an international provider of industrial AR software. In 2019, Ubimax took third place in "The Spark - Der deutsche Digitalpreis", an award from Handelsblatt and McKinsey. In 2020, TeamViewer announced its acquisition of Ubimax at a transaction value of €136.5 million on a cash-and-debt-free basis. Witt subsequently served as Chief Product Officer (CPO) at TeamViewer.

Dr. Mike Eissele brings another experienced software executive to the team. Eissele served for many years as TeamViewer's Chief Technology Officer (CTO), shaping the technological development of its internationally deployed software platform.

"Large companies have entire teams dedicated to strategy, growth and better processes. In small businesses, the owner has to take on much of this themselves. With ElevateOne, we want to change that: our vision is a digital management team for every business - one that not only makes recommendations but also helps put them into practice."

- Dr. Hendrik Witt, Co-Founder of ElevateOne.ai

Not just analysis - help with implementation, too

ElevateOne.ai sees itself as a system for continuous business improvement. The platform analyzes business and market signals, competitors, customer feedback and online presence. When business systems are connected, it also incorporates operational metrics. It uses these insights to identify and prioritize opportunities for improvement and recommend specific actions. Competitor Tracking identifies relevant businesses and regularly checks their websites for changes.

For a hotel, ElevateOne can examine digital visibility and customer feedback, highlight improvement opportunities and prioritise actions. Based on the available information, the digital Business Coach suggests relevant topics and helps plan concrete actions. Business owners can add their own goals and adapt suggestions. AI agents make recurring tasks easier, for example in Google review management. The aim is to turn a one-off analysis into an ongoing improvement process.

Two users, different needs

The holiday and leisure park Schloss Dankern uses ElevateOne as a digital Business Coach and for specific operational applications.

“We use ElevateOne both as a digital Business Coach and for specific operational applications. What we find particularly interesting is the combination of continuous business improvement and practical support in our day-to-day operations.”

- Christian von Landsberg-Velen, Schloss Dankern

ElevateOne is also used as a digital Business Coach at the small, privately run hotel Jaumann's Südwind Sylt. Owner Gerrit A. Gehrke describes the value for a business without its own specialist teams:

“As a small, privately run hotel, we cannot employ our own specialists for every area. With ElevateOne, we have a digital Business Coach by our side that helps us identify opportunities for improvement and turn them into concrete actions. What matters most to us is that the technology works easily in our day-to-day operations and does not create even more work for us.”

- Gerrit A. Gehrke, Owner, Jaumann's Südwind Sylt

ElevateOne is designed to connect with existing business systems. Integrations are available with Apaleo, Mews and Revo, among others. For market access and integrations, the company works with specialised industry partners such as Bremen-based detco GmbH.

Self-funded and developed in Göppingen

ElevateOne.ai is developed in Göppingen. The platform has so far been funded entirely from the founders' own resources. Rather than an early funding round, the focus has been on product development and practical use cases. The company is exploring strategic partnerships and integrations to support further growth.

Free business check at launch

For its launch, ElevateOne.ai is offering ElevateScore, a free AI-based business check. Using publicly available business information and details provided by the business, it assesses areas including digital visibility, customer perception and market positioning. Businesses receive an individual score, a benchmark based on available comparison information and initial prioritised improvement suggestions. No system integration is needed to get started.

About ElevateOne.ai

ElevateOne.ai is a product of Göppingen-based O2O Insights GmbH. The AI platform for small and medium-sized businesses combines business analysis, prioritised recommendations, a digital Business Coach, AI agents and automation. Its goal is to support businesses - from restaurants and hotels to trades businesses - with growth, efficiency and operational improvement.

Press contact

O2O Insights GmbH | ElevateOne.ai
Schützenstraße 7 · 73033 Göppingen · Germany
Email: press@elevateone.ai
ElevateOne: www.elevateone.ai | O2O Insights: www.o2o-insights.com

Press images, logos and further information:
elevateone.ai/press.html