

We do not guess. We measure.

Everything in this document is cleared for editorial use — no request needed, no embargo. What is missing is a client list: **this offering has no customers yet**. The evidence is therefore not a track record but an open method, an archive of worked-through sample analyses and software you can operate yourself in five minutes.

PRESS KIT · ALL MATERIAL: [FLOWREFY.COM/EN/PRESS](https://flowrefy.com/en/press) · [J@HOETTLER.COM](mailto:j@hoettler.com)

01 / BOILERPLATE, 60 WORDS – USABLE VERBATIM

Flowrefy measures business processes in mid-sized companies before money goes into them. The workflow is rebuilt as a model, simulated hundreds of times under load, and the step that actually blocks is quantified in euros per year — as a range, not a point estimate. The brand name is the method: FLOW measures, REFY refines, eight steps. If the measurement finds no worthwhile lever, the answer is a refusal rather than an offer. Flowrefy is a brand of Balane GmbH, Munich.

Spelling: “Flowrefy” — one word, capital F, no hyphen. The method itself in capitals: FLOWREFY, because the name is the acronym. The software is “FlowVisual”.

02 / WHAT THIS IS ABOUT

Mid-sized companies buy software against problems they never measured.

The usual route: a task takes too long, management estimates an average, a tool gets bought. If the bottleneck was somewhere else, the money is gone and the queue remains — now with licence fees attached.	The reason is arithmetic. A process is not a sum: lead time comes out of queues, variation and capacity limits. Above roughly 80 per cent utilisation, waiting time grows disproportionately; at 100 per cent it has no upper bound. An average cannot show that. A simulation can.	From this follows the practice that is more interesting for a story than the offering: the analyses get published — with model, assumptions, arithmetic and a mandatory section on their limits. One of them explicitly recommends not buying.
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03 / FACTS

OFFERING	Diagnosis with four free calculators, simulation in FlowVisual, implementation at a fixed price.
COMPANY	Balane GmbH, Balanstrasse 84, 81541 Munich, Germany · HRB 301320, Munich local court · VAT ID DE455102718
REPRESENTED BY	Jonas David Höttler, Managing Director
BRANDS	Flowrefy (method and consulting) · FlowVisual (software) · flowrefy.com and flowvisual.app
MARKET	Consulting in the German-speaking mid-market, software worldwide (interface in nine languages)
CONSULTING PRICES	Diagnosis 0 € · implementation at a fixed price in the low four figures, known before signing · no day rates · no worthwhile lever, no invoice
SOFTWARE	FlowVisual 1.2 for macOS and Windows. Modelling, stress test, before/after in euros: free, no account, no cloud. Pro (save, branded PDFs) 199/399/799 € or 39 €/month, VAT included.
WHERE TO GET IT	Mac App Store: apps.apple.com/app/id6762723631 · Microsoft Store: apps.microsoft.com/detail/9P7RDKC5DW4X
MATERIAL	Eight sample analyses with arithmetic and limits, two of them advise against acting · eight method steps · more than 50 articles in two languages
CUSTOMERS	None. The offering has not been sold yet; every published figure comes from a constructed model.
CONTACT	j@hoettler.com — the subject line “Press” is enough. Usually answered the same working day.

04 / VERIFIABLE – AND WHAT IS NOT EVIDENCED

Verifiable without asking us:	Not evidenced, and not claimed:
The method is open: eight steps, each with its procedure, stop criterion and typical mistake.	No customers, no mandate, no case study, no revenue figure.
Every sample analysis states model, assumptions, fully loaded rate, number of runs — and its limits.	No client list — it says nothing about the reader's own process.
FlowVisual runs without an account: checkable yourself in five minutes.	No market shares, no user numbers, no awards.

The figures are genuinely computed, but on a constructed process.

Without that framing, what appears in print is a success story that does not exist.

- 01 Every figure from a sample analysis needs the words **sample analysis**, or an equivalent marker (constructed, modelled, simulated), in the same sentence.
- 02 Results belong in the **conditional**: would be, would lie, would have saved. The indicative turns a model into a measurement at a client.
- 03 Do not compress ranges into a point value. Quoting “26,000 euros” instead of “18,000 to 35,000 euros” is a different statement, not a shorter one.
- 04 Name the identifier (e.g. AN-2026-01) so the analysis can be found and recomputed. Client names are not available on request: there are none.

CORRECT

In a constructed sample analysis by Flowrefy (AN-2026-01), the bottleneck would sit not in costing but in technical clarification; after the intervention the model puts the annual saving between 18,000 and 35,000 euros.

NOT LIKE THIS

~~Flowrefy cut lead time at a machine builder by 48 per cent and saved 26,000 euros a year.~~

06 / WHAT THE METHOD DOES NOT DO

It does not replace knowledge of the process. Inputs come from conversations with the people who run the workflow. Poor conversations, poor measurement.

It discovers nothing in system data. Process mining reads the current state from event logs; this method models instead — and needs no data project.

It produces no point estimates. Every result is a range from P10 to P90.

It only assesses what falls in euros. A step carrying reputation, legal certainty or diligence stays unassessed.

It is not a maturity model. At the end there is a changed process with a before/after calculation. No level, no seal.

One cycle per process. What gets measured is one workflow, not a landscape with thousands of steps.

07 / QUOTES, CLEARED FOR USE WITH ATTRIBUTION

“Mid-sized companies buy software against problems they never measured.”

JONAS HÖTTLER, FOUNDER OF FLOWREFY

“An average will not reveal the bottleneck. A simulation will.”

JONAS HÖTTLER, FOUNDER OF FLOWREFY

“If the measurement finds no worthwhile lever, that is a result — and not an invoice.”

JONAS HÖTTLER, FOUNDER OF FLOWREFY

08 / SUBJECTS FOR TALKS AND PODCASTS

The average fallacy. Why an average systematically hides the bottleneck. The underlying calculation is published and can be recomputed.

TALK, 20–45 MIN., WITH LIVE SIMULATION

Measure first, automate second. The eight steps, and why the simulation step is almost always skipped.

TALK, 30 MIN.

Marketing without references. How a new offering becomes credible without inventing a success story — including where that costs business.

PODCAST, 30–60 MIN.

Process simulation on your own laptop. One process, one bottleneck, one before/after calculation. Participants work along.

WORKSHOP, 45–90 MIN.

09 / MATERIAL AND CONTACT

flowrefy.com/en/press carries everything in its current version: short texts in three lengths, the fact sheet, a print-resolution portrait, the logo as SVG and PNG, FlowVisual screenshots — single files or one ZIP. Free of charge for reporting. **Credit: Flowrefy / Balane GmbH.**

j@hoettler.com — the subject line “Press” is enough, usually answered the same working day. For an interview, a proposed slot is enough; the contact is Jonas Höttler himself, with no press office in between.