



Press kit

CLUP.life GmbH

As of 31 Oct 2026

Logos, texts and images may be used for editorial coverage of CLUP.life. Screenshots show demo data only.

Press contact

Christian (Chris) Borchert, Managing Director

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CLUP.life GmbH, In der Dörrwies 17, 55218 Ingelheim am Rhein, Deutschland

Company profile

Short version

CLUP.life is a social network for clubs, associations and municipalities in Germany. Clubs communicate directly with their members and manage appointments, news and group chats in one place. The basic service is free of charge, personal data is encrypted and the servers are located in Germany. CLUP.life is operated by CLUP.life GmbH in Ingelheim am Rhein.

Long version

CLUP.life is a social network for club life in Germany. Clubs, associations, groups and municipalities reach their members directly and specifically; individuals and families find suitable clubs and manage all appointments, news and group chats in one central place. Organisations are structured as association, club and group, and rights are inherited along this structure.

The platform is built for data protection: personal data is stored with application-level encryption, there is no tracking and no third-party advertising, and child accounts are specially protected and possible with the consent of the legal guardians. Application, database and object storage are located in Germany. CLUP.life is available in German, English, French, Spanish, Italian, Polish, Turkish and Arabic.

The basic features are free of charge for clubs and members; additional services (premium) are available for a modest fee, and local partners can sponsor.

CLUP.life GmbH was founded on 9 May 2022 in Berlin, is registered at the Local Court of Charlottenburg under HRB 244791 B and has been based in Ingelheim am Rhein since October 2023. The managing director is Christian D. Borchert. CLUP.life has been live as a social network since 28 October 2026.

Fact sheet

Company	CLUP.life GmbH (register spelling: CLUP.LIFE GmbH), brand CLUP.life
Seat	In der Dörrwies 17, 55218 Ingelheim am Rhein, Germany (since 11 Oct 2023; formerly Berlin)
Register	Local Court of Charlottenburg (Berlin), HRB 244791 B
Founded / registered	9 May 2022 (Berlin) / 9 August 2022
Management	Christian D. Borchert
Product	Social network for clubs, associations and municipalities; companion product CLUP.chat (synchronises group chats between WhatsApp, Telegram and Signal)
Go-live	28 October 2026; official press release on 1 November 2026
Target groups	Clubs, associations, groups, municipalities, members and families
Languages	German, English, French, Spanish, Italian, Polish, Turkish, Arabic
Data protection	Personal data stored encrypted; no tracking, no third-party advertising; servers in Germany (Hetzner, Falkenstein), encrypted backups in Finland
Business model	Basic service free; premium add-ons for a fee; sponsoring; donations welcome
Web	https://clup.life
Press contact	Christian Borchert, chris@clup.life , +49 (0)151 12204666

Founders

Christian Borchert

Managing Director

Co-founder of CLUP.life GmbH and managing director. Responsible for development, support, customer service and partnerships. MBA in management consulting; founder of several B2B SaaS companies.

Simon Dürsch

Co-founder, today CLUP Community Advisor

Founded the company in 2022 together with Christian Borchert and left the GmbH on 1 August 2023. Today he advises CLUP.life on community matters. Focus: social and community work; founder of a successful scout tribe.

Timeline

09 May 2022	Founded in Berlin by Simon Dürsch and Christian Borchert
09 Aug 2022	Entered in the commercial register (Local Court of Charlottenburg)
14 Sep 2022	CLUP.life presents CLUP.chat (synchronises group chats between WhatsApp, Telegram and Signal)
Afterwards	Idea and UI/UX design of the first CLUP.life version; platform launch and the first 5,000 users
01 Aug 2023	Simon Dürsch leaves the GmbH (since then Community Advisor)
11 Oct 2023	The company moves to Ingelheim am Rhein
28 Oct 2026	Go-live of CLUP.life as a social network
01 Nov 2026	Official press release on the go-live

Product description

- Organisations: association, club and group with their own page, members, roles and offices; associations and municipalities can reach their sub-units.
- Communication: notices with read receipts, posts, group and direct chats, events with accept/decline, scheduling polls and calendar subscriptions.
- Families: parents manage their children and their club memberships; child accounts are never public and only possible with the consent of the legal guardians.
- Data protection and security: encryption of personal data, no tracking, log of security-relevant actions, access, export and deletion in the settings.
- Open: interfaces (REST, webhooks, MCP for AI assistants) and exports for clubs, associations and municipalities.
- CLUP.chat: application that synchronises group chats between WhatsApp, Telegram and Signal.

Quotes

“Clubs hold our communities together, and they need tools that take work off their hands and protect their members’ data. With CLUP.life we want to offer exactly that: a social network built for clubs, associations and municipalities, whose basic service stays free.” – Christian D. Borchert, Managing Director of CLUP.life GmbH

- Christian Borchert, Managing Director

Frequently asked questions

What does CLUP.life cost?

The basic features are free of charge for clubs and members. Additional services (premium) cost a modest fee; prices are listed at <https://clup.life/preise>.

How is CLUP.life financed?

Through premium services, sponsoring, private money from the founders and donations. We do not serve advertising and do not trade personal data (see [/ueber-uns/transparenz](#)).

Where is the data stored?

Application, database and object storage in Germany (Hetzner, Falkenstein); encrypted backups in Finland. Personal data is additionally encrypted at application level.

Are child accounts possible?

Yes, with the consent of the legal guardians. Child accounts are never public and cannot be found via search.

Which languages are available?

German, English, French, Spanish, Italian, Polish, Turkish and Arabic.

Who is behind CLUP.life?

CLUP.life GmbH in Ingelheim am Rhein, managing director Christian D. Borchert; four advisors support the company (see [/ueber-uns/team](#)).

May I use logos and texts?

Yes, for editorial coverage of CLUP.life. Please observe the brand usage notes and do not alter the logos.

Whom do I contact for interviews?

Christian Borchert, chris@clup.life, +49 (0)151 12204666.

Logo and colours



- Clear space: keep at least the height of the "P" symbol (figure) free around the logo. No text, edges or images in this area.
- Minimum size: word mark at least 90 px wide (screen) or 25 mm (print); icon (P symbol) at least 24 px or 8 mm.
- Background: use the coloured version on light backgrounds, the "for dark background" version (white word mark) on dark ones; single-colour only in black or white.
- Do not alter: do not stretch, rotate, recolour, add effects (shadows, gradients) or remove parts.
- AI labelling: videos and audio recordings with AI elements must be labelled in accordance with the EU AI Act.

Colour values

	CLUP Blau	#0173BC RGB 1 / 115 / 188	Main colour, word mark "life", left figure
	CLUP Grün	#36AE4A RGB 54 / 174 / 74	bottom figure
	CLUP Orange	#F27B1F RGB 242 / 123 / 31	top figure
	CLUP Violett	#653581 RGB 101 / 53 / 129	right figure
	Anthrazit	#211F20 RGB 33 / 31 / 32	word mark "CLU"
	Chat-Orange	#F58A21 RGB 245 / 138 / 33	word mark "chat" and dot (CLUP.chat)

Go-live press release

CLUP.life is live: the social network for clubs, associations and municipalities *Encrypted, GDPR-oriented and free at its core* – CLUP.life GmbH officially launches its platform.

Ingelheim am Rhein, Germany, 1 November 2026 – CLUP.life GmbH has officially launched its platform CLUP.life. CLUP.life is a social network for clubs, associations and municipalities and their members: events, announcements, chats, member management, polls and file storage in one place. The basic service is free for clubs and members; personal data is stored encrypted, and the platform runs without advertising and tracking.

What sets CLUP.life apart

CLUP.life mirrors the structure of German club life: association, club, group and individual. Clubs organize events and announcements, members and families keep their groups, events and messages in view in a single application. Associations and municipalities reach their local branches and clubs the same way.

- **Privacy from the start:** The requirements of the GDPR are an acceptance criterion of the platform, not an aspiration. Personal data is stored with application-level encryption.
- **Children and young people protected:** Child accounts are tied to their guardians, and each right of a child can be controlled individually. Clubs get child-protection features, such as a register for the certificate-of-good-conduct note that stores neither copies nor contents.
- **Free basic service, fair extras:** Taking part, security and the legal minimum functions of a club stay free. Convenience and administration features are available for a small contribution towards costs, and companies can support clubs as sponsors.
- **Multilingual:** German, English, French, Spanish, Italian, Polish, Turkish and Arabic (with right-to-left layout).
- **Open to integrations:** Clubs, associations and municipalities can connect CLUP.life to their website, calendar and automation through an API, webhooks and an MCP interface for AI assistants.
- **Built to grow:** The architecture is designed for hundreds of thousands of users, for example with paginated loading and a feed that is assembled when it is read.

“Clubs hold our communities together, and they need tools that take work off their hands and protect their members’ data. With CLUP.life we want to offer exactly that: a social network built for clubs, associations and municipalities, whose basic service stays free.” – Christian D. Borchert, Managing Director of CLUP.life GmbH

Facts at a glance

- **Product:** CLUP.life – social network for clubs, associations and municipalities
- **Operator:** CLUP.life GmbH, In der Dörrwies 17, 55218 Ingelheim am Rhein, Germany
- **Managing Director:** Christian D. Borchert
- **Platform launch:** 28 October 2026, official press release on 1 November 2026
- **Languages:** German, English, French, Spanish, Italian, Polish, Turkish, Arabic

- **Pricing model:** free basic service, extras for a small contribution towards costs, sponsorship by companies possible
- **Privacy:** GDPR-oriented, encrypted storage of personal data, no advertising, no tracking
- **Web:** clup.life

Background

CLUP.life GmbH was founded in Berlin in May 2022 by Simon Dürsch and Christian Borchert. Alongside the first version of CLUP.life, CLUP.chat was created in 2022, a tool that synchronizes group chats between WhatsApp, Telegram and Signal. Since October 2023 the company has been based in Ingelheim am Rhein. Simon Dürsch has not been a shareholder since August 2023.

About CLUP.life

CLUP.life is a social network for clubs, associations and municipalities and their members. The platform brings together events, announcements, chats and administration, protects personal data through encryption and is free at its core. It is operated by CLUP.life GmbH, based in Ingelheim am Rhein, Germany.

Press contact

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- Press page with logos and material: clup.life/presse

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<https://clup.life>

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