



Press release

YPOG Deal Update: Current Transactions

Berlin/Hamburg/Cologne, September 2024 – YPOG has been involved in several transactions in the start-up sector in recent weeks. Among others, we were able to work with investors and companies such as **EIC Fund, Haufe Group Ventures, Northzone, Project A Ventures, GIPEDO** and **Cherry Ventures**.

YPOG advises EIC Fund on financing round of Reactive Robotics

Cologne, 16. September 2024 – YPOG advised EIC Fund on the €5 million financing round of the MedTech start-up Reactive Robotics. Other investors participating in this round were Dr. Doll, the TQ Group, Henrik Schunk and Stephan Huber.

Founded in Munich in 2015, the company develops adaptive and intelligent therapy robotics that automate early mobilization in intensive care units. Using robotic modules that are attached to the patient's bed as required, patients can be mobilized directly in their bed.

With the new funding, Reactive Robotics will continue to develop the globally unique AI-supported robotic assistance system "Vemotion" for patients and nursing staff, therapists and medical professionals and continue the national and international market launch in a targeted manner.

Team

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YPOG advises Haufe Group Ventures on seed financing round of become.1

Hamburg, September 9, 2024 – YPOG advised Haufe Group Ventures on the €3.3 million seed financing round of the HR tech start-up become.1. The round was led by D11Z.Ventures. In addition to Haufe Group Ventures, other investors such as the Start-up BW Innovation Fund, the High-Tech Gründerfonds (HTGF) and well-known business angels such as Matthias Allmendinger (Taxdoo), Sebastian Koch (formerly KPMG) and Maru Winnacker (Urania Ventures) also participated in the round.

With Haufe Group Ventures, become.1 has also gained a new strategic partner that can draw on extensive experience in the corporate service sector and a broad network in the SME sector.

The Heidelberg-based start-up become.1 was founded in 2019 by Friedrich Villhauer and David Wambsganss and is an innovative all-in-one platform that helps companies to customize their employee benefits and automatically integrate them into payroll accounting.



With the fresh financing, become.1 plans not only to expand its product portfolio, but also to continue its internationalization. In addition to Germany, the offering is currently also available in Austria, Switzerland, the Netherlands, Spain, the UK and Luxembourg.

Team

Dr. Adrian Haase (Lead, Transactions), Partner, Hamburg

Dr. Gerrit Breetholt (Transactions), Associate, Hamburg

YPOG advises Northzone on €13 million financing round from Reonic

Berlin, September 6, 2024 – YPOG advised the lead investor Northzone on the €13 million Series A financing round of the ClimateTech SaaS start-up Reonic. Point Nine and Puzzle Ventures participated as further investors.

Reonic was founded in 2021 by Tristan Menzinger, Lars-Manuel Schneider and Udo Sill in Augsburg with the goal of helping mid-market installers manage the growing complexity of the energy transition. The start-up has developed a planning and workflow software for the integration of renewable technologies in households and businesses.

The new financing will allow Reonic to accelerate its expansion into neighboring European markets and further expand its existing team.

Team

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YPOG advises Project A Ventures on seed financing of Root Global

Berlin, August 19, 2024 – YPOG advised Project A Ventures on the €8 million seed financing round of the Berlin-based start-up Root Global. The round was led by Point Nine. HelloWorld, Arc Investors as well as other investors participated in the round.

Founded in 2022 by Eric Oancea and Maurice Hensl, Root Global has developed a food industry-focused software tool, the RootOS platform, to help customers manage their climate footprint and reduce greenhouse gas emissions. Since launching the RootOS platform in October 2023, the company says it has onboarded some of Europe's biggest players in the food and beverage industry, including Europe's largest dairy and the world's largest fast food chain.

The start-up intends to use the freshly raised capital to accelerate its growth and expand its team.



Team

Dr. Frederik Gärtner (Lead, Transactions), Partner, Berlin

Dr. Jonas von Kalben (Transactions), Senior Associate, Berlin

YPOG advises GIPEDO on seed financing round

Hamburg, August 13, 2024 – YPOG advised the tech start-up GIPEDO on all legal aspects of its seed financing round. The institutional early-stage investor STS Ventures is investing a seven-figure sum in the Hamburg-based company.

GIPEDO was founded in 2018 by Dr. Matthias Rettenmeier and Lars Gantenberg and has been offering software solutions for in-content advertising in professional sports since going live in 2022. The GIPEDO Workspace automates the pre- and after-sales processes of professional clubs, which previously involved a great deal of manual effort. The SaaS solutions save clubs valuable time and open up new marketing potential. The GIPEDO Marketplace helps clubs and leagues with their inventory marketing. It enables media planners and advertising clients to extend their campaigns to professional sport in a data-driven and target group-specific manner. Over 60 teams from the Bundesliga, Bundesliga 2 and Bundesliga 3 in soccer, the Women's Bundesliga, the European League of Football, the Handball Bundesliga and the Basketball Bundesliga already use the platform (e.g. Bayer 04 Leverkusen, VfL Bochum, the TSG Hoffenheim women's team).

The Hamburg-based start-up intends to use the investment to drive forward its market development, expand its team and further accelerate product development.

Team

Dr. Adrian Haase (Lead, Transactions), Partner, Hamburg

Dr. Gerrit Breetholt (Transactions), Associate, Hamburg

YPOG advises Cherry Ventures on €14 million financing round of bunch

Hamburg, July 25, 2024 – YPOG advised existing investor Cherry Ventures on the €14 million Series A financing round of FinTech start-up bunch. New York-based early-stage venture capital fund Fintech Collective led the round, with existing investors Motive Ventures, Broadhaven Ventures and Tiny VC also participating in the round. Angel investors, including founders and executives from Klarna, Moonfare and Kinnevik, also invested.

Founded in 2021 by Levent Altunel and Enrico Ohnemüller, the start-up has developed an end-to-end platform for private market investments. The platform is designed to enable fund managers and private investors to conclude deals and manage investments digitally. With the help of technology, including AI, bunch aims to automate manual work processes and thus reduce the complexity of private market investments.

Using the fresh capital, bunch now wants to enter new markets and asset classes and also establish a presence in London.

Team

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About YPOG

YPOG is a law firm specialized in tax and business law, active in the core fields of Funds, Tax, Banking + Finance, and Transactions. The team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations, as well as private equity, and venture capital funds. YPOG is one of the leading advisors for venture capital, private equity, and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus, Chambers and Partners as well as Leaders League. Today, YPOG has more than 120 experienced lawyers, tax advisors and tax specialists and a notary, in three offices, located in Berlin, Hamburg, and Cologne.

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