



Press release

YPOG advises Eight Roads on €40 million Series B financing round of HERO Software

Berlin, July 17, 2024 – YPOG advised lead investor Eight Roads Ventures on the €40 million Series B financing round of HERO Software. Federated Hermes and existing investor Cusp Capital also participated in the round.

HERO Software was founded in 2020 by Dr. Michael Kessler and Philipp Lyding in Hanover and offers a SaaS platform that was specially developed for medium-sized craft businesses. The start-up company is the leading provider of business software for trade businesses in the DACH region.

With the new capital, HERO Software plans to invest in its team and new talent, expand into new markets and further develop its SaaS offering. HERO's goal is to offer the best software to small and medium-sized craft businesses in order to make them more successful in the long term.

Team

Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin
Dr. Lutz Schreiber (IP/IT/Data Protection), Partner, Hamburg
Dr. Benedikt Flöter (IP/IT/Data Protection), Associated Partner, Berlin
Tobias Lovett (Co-Lead, Transactions), Senior Associate, Berlin
Matthias Treude (IP/IT/Data Protection), Associate, Hamburg
Farina Weber (Transactions), Associate, Berlin
Dr. Florian Wittner (IP/IT/Data Protection), Associate, Hamburg

About Eight Roads Ventures

Eight Roads Ventures is a global venture capital firm that helps entrepreneurs grow. With offices in Europe, Asia and the US, Eight Roads Ventures has more than 50 years of venture capital investment experience, \$11 billion AUM and over 300 portfolio companies, including Alibaba, Amenitiz, AppsFlyer, Chewy, Fareye, Fever, Flywire, Fireblocks, Funnel, Gloat, Hibob, Icertis, Lighthouse, Neo4j, Owkin, Paidy, Spendesk, Tibber, Toast, Wallapop and Xoom.

Further information: <https://eightroads.com/en/>.

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 and tax specialists and a notary, in three offices, located in Berlin, Hamburg, and Cologne.

Further information: <http://www.ypog.law> and www.linkedin.com/company/ypog



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