



Press release

YPOG Deal Update: Current Transactions

Berlin/Hamburg/Cologne, April 2023 – YPOG was involved in a large number of transactions in the start-up sector in the first quarter of 2023. Among others, investors and companies such as **Rethink Ventures** as well as **Project A, konfetti, Project Eaden** and **honeysales** relied on the expertise of the boutique law firm and its transaction team.

YPOG advises Rethink Ventures on investment in shipzero

Hamburg, March 2023 - YPOG has provided comprehensive legal advice to Rethink Ventures as lead investor of an investment in shipzero. The growth financing ranges in the unspecified seven-digit range. The funding will be used to further expand the data platform's other functions and depth of analysis.

Rethink Ventures is a venture capital firm focused exclusively on investing in a sustainable future for transport. shipzero is a Hamburg-based technology company that enables transport and logistics companies to create transparency about their emissions data along the supply chain.

In addition to Rethink Ventures, other investors include the sustainability-focused investment company zu na mi and the London-based climate tech investor Rainmaking Impact.

A YPOG team led by partner Frederik Gärtner advised the fund on the investment side. In parallel, partner Jens Kretzschmann and his team provided legal advice to Rethink Ventures on the structuring of a €50 million early stage mobility fund.

Team:

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

Dr. Benedikt Flöter (IP/IT), Associated Partner, Berlin

Alexander Sekunde (Transactions, Corporate), Associate, Berlin

YPOG advises Project A on €9 million Series A extension of Knowunity

Berlin, February 2023 - YPOG advised venture capital investor Project A on the Berlin-based EdTech start-up's Series A extension of €9 million in total. YPOG previously advised Project A on Knowunity's €10 million Series A funding round. In addition to Project A, other investors such as Stride, Redalpine and Educapital participated in the Series A and Series A extension. The company will use the new capital to expand the team and drive further expansion.

Knowunity is a peer-to-peer learning app that delivers learning content by students for students through its EdTech platform.



Team:

Dr. Frederik Gärtner (Lead) (Transactions, Corporate), Partner Berlin
Alexander Sekunde (Transactions, Corporate), Associate, Berlin

YPOG advises konfetti on €2 million seed funding round

Berlin, February 2023 - YPOG has provided comprehensive legal advice on konfetti's €2 million funding round, the SaaS-enabled marketplace for local courses and team events. Lead investor was Speedinvest, other investors included Peak, Angel Invest and Atomico Angel Fund.

With the new capital, the start-up intends to add further functions to the platform and its own SaaS products and to push ahead with its expansion. Founded in 2021 by Wolfgang Mauer and Tobias Fezer, konfetti offers a digital platform and marketplace to find and book local courses, events and workshops.

Team:

Dr. Adrian Haase (Co-Lead, Transactions), Associated Partner, Hamburg
Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin
Alexandra Steifensand (Transactions, Corporate), Associate, Berlin

YPOG advises Project A on Baobab seed funding round

Berlin, January 2023 - YPOG provided comprehensive legal advice to early-stage investor and operating venture capitalist Project A on the seed funding round of Berlin-based cyber insurance platform Baobab. The lead investor is the UK-listed FinTech fund Augmentum, which has made its first investment in the InsurTech sector. Previously, Baobab had already received more than USD 4.2 million in venture capital from investors such as Project A, La Famiglia, Ocean Investments and Discovery Ventures. YPOG also advised Project A in this pre-seed round.

Founded in 2021, Baobab helps small and medium-sized enterprises manage cyber risks by combining cyber insurance and security measures.

Team:

Dr. Frederik Gärtner (Lead) (Transactions, Corporate), Partner Berlin
Jonas Huth (Transactions), Associate, Berlin



YPOG advises Project Eaden on further seed funding

Berlin, January 2023 - YPOG has provided comprehensive legal advice to Berlin-based foodtech project Eaden on the expansion of its seed funding to €10.1 million. YPOG already advised the start-up on its initial seed round of €8 million in June 2022. Investors in the first round included Atlantic Food Labs, Shio Capital, Trellis Road and various business angels. Magnetic and Atlantic Food Labs topped up this round by €2.1 million in December.

Project Eaden has developed a proprietary fibre technology to replicate the texture and appearance of animal meat. The result is said to be ultra-realistic meat from plants. The extended funding will primarily be used to further develop the fibre technology as well as to build a first prototype production line.

Team:

Dr. Adrian Haase (Co-Lead, Transactions), Associated Partner, Hamburg
Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin
Alexandra Steifensand (Transactions, Corporate), Associate, Berlin

YPOG advises honeysales on €2.5 million investment

Berlin, January 2023 - YPOG advised honeysales on its €2.5 million funding round. The Berlin-based start-up was founded in 2021 and supports companies in optimising the sales process by automating customer acquisition for B2B companies. The company positions itself as a meeting-as-a-service provider.

In the current financing round, Dutch venture capitalist Airbridge Equity Partner and business angels such as Felix Plog, Jan Bechler and Ingo Drexler invested €2.5 million in honeysales.

Team:

Dr. Adrian Haase (Co-Lead, Transactions), Associated Partner, Hamburg
Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin
Alexandra Steifensand (Transactions, Corporate), Associate, Berlin

About YPOG

YPOG is a law firm specialized on tax and business law which is active in the core fields of Tax, Funds 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 and Chambers and Partners. Today, YPOG has more than 100



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