



Press Release

YPOG Deal Update: Current Transactions

Berlin/Hamburg/Cologne, Dezember 29, 2021 – At YPOG, every single day the Team works hard to help its clients achieve their strategic goals by providing comprehensive legal advice with specialization in the fields of Tax, Funds, Corporate, Litigation, Transactions, IP/IT and notarial services. In recent weeks, YPOG has again been involved in a large number of transactions in the startup sector. Among others, investors such as **Dealcode, Acton, Clue, AMPLIFIER** and **Passionfruit** recently relied on the expertise of the boutique law firm with offices in Berlin, Hamburg and Cologne.

- YPOG advises Dealcode on Pre-Seed financing round

YPOG advised Hamburg-based startup Dealcode on its Pre-Seed financing round with a total volume of €1 million. The round was joined by APX, IFB Hamburg and Facelift founder Benjamin Schroeter. Founded in April 2021, Dealcode started selling its AI-Guided-Selling-Software in September 2021. The AI-based product enables detailed data analysis of existing CRM systems and increases successful deal closure by 50%. Companies as Casavi, Facelift and Altium are already customers of Dealcode. The investment will be used for the European expansion and the growth of the operational business. Within the next four years, Dealcode aims to offer about 100 new workplaces and to enter the US market. More information can be found [here](#).

Team:

Dr. Frederik Gärtner (Lead/Transactions), Partner
Konstantin Häfner (Transactions), Associate

- YPOG advises Acton on Series A financing round of Othoz Capital

A YPOG team led by Benjamin Ullrich and Adrian Haase advised Acton on the Series A financing round of Othoz Capital, a Berlin-based fund boutique specialized in AI investment. The financing round has a total volume of €10 million and was led by Acton. Since 2019, Othoz offers multi-asset models that analyse the relationships between valuation-relevant data and price developments via end-to-end processes. The investment will be used to further develop the technological platform and to grow the current team. More information can be found [here](#).

Team:

Dr. Benjamin Ullrich (Co-Lead/Transactions), Partner
Dr. Adrian Haase (Co-Lead/Transactions), Senior Associate
Dr. Benedikt Flöter (Transactions, Litigation), Senior Associate
Dr. Christoph Lüttenberg (Transactions), Associate
Dr. Niklas Ulrich (Funds), Associate
Stefanie Heinemann (Transactions), Transaction Support

- YPOG advises Clue on €16 million round

Benjamin Ullrich and Emma Peters advised Clue on its latest financing round. The funding has a total volume of €16 million and was led by Balderton Capital and Future Positive Capital. Launched in 2013, Clue is a pioneer in the fem-tech segment and lists users in over 190 countries. In addition to current features such as period and symptom prediction, cycle analysis, and Clue pregnancy mode, Clue is



beginning to roll out medical-grade features, starting with a birth control feature in the US. The company's vision is to support women through all phases of female reproductive life, from first period to menopause. The investment will accelerate the growth of the Berlin team and the development of new features. More information can be found [here](#).

Team:

Dr. Benjamin Ullrich (Lead/Transactions), Partner
Emma Peters (Transactions), Senior Associate

- YPOG advises AMPLIFIER on three financing rounds

A YPOG team lead by Stephan Bank provided comprehensive advice again to AMPLIFIER on three of its most recent financing rounds. YPOG advised AMPLIFIER as existing investor on the €29 million Series A financing round of Berlin-based direct-to-consumer company Hive. Also, AMPLIFIER relied on YPOG for its participation in the €7 million Pre-Seed financing round of Hier Foods. In addition, YPOG advised the AMPLIFIER team as existing investor in the €25 million Series B financing round of robotics startup Micropsi Industries.

AMPLIFIER is a Berlin-based early-stage venture capital investor, targeting the supply chain by investing into logistics and mobility tech for industrial transformation. As a specialized investor, AMPLIFIER leverages its expertise and extensive network of industry partners to support founders.

Team:

Dr. Stephan Bank (Lead/Transactions), Partner
Dr. Johannes Janning (Transactions), Associated Partner
Dr. Florian Wilbrink (Transactions), Associate

- YPOG advises Passionfruit on Pre-Seed financing round

YPOG advised Passionfruit on its latest Pre-Seed financing round. The funding has a total volume of €3 million and is the largest investment in a European creator economy startup at that stage so far. The Berlin-based company offers a browser-based and no-code platform to help creators keeping track of their projects and cashflow. Passionfruit's target audience and customers are millennial & GenZ creators as well as small media brands which generate their revenue through sponsorships and advertisements. More information can be found [here](#).

Team:

Dr. Benjamin Ullrich (Lead/Transactions), Partner
Dr. Adrian Haase (Transactions), Senior Associate
Christiane Schnitzler (Transactions), Associate

About YPOG

YPOG is a boutique law firm for tax and business law which is active in the core fields of Tax, Funds, Corporate, Litigation, Transactions, IP/IT and notarial services. 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 has become one of the leading players 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 70 experienced lawyers and tax specialists and



a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG:
www.ypog.law and www.linkedin.com/company/ypog.

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