

Press Release

Brandenburg Kapital invests in Hello Mateo

Seven-figure seed funding for software start-up Mateo, founded by former SAP employees

Potsdam – 5 June 2024 – Mateo, an up-and-coming B2B SaaS start-up from Berlin, has recently closed a seven-figure financing round. The company, which is committed to the digital marketing revolution, plans to use the funding to drive its expansion in the DACH region and to further product innovations.

With its omni-channel communication software, Mateo offers an innovative solution for local brands and companies. The platform enables companies to map the entire customer journey via messengers such as WhatsApp. From lead generation to reactivating existing customers through marketing campaigns and after-sales service, Mateo covers all aspects of customer management.

For example, companies can already use Mateo's central platform to manage marketing campaigns via WhatsApp & Co. and generate online reviews.

The seed financing round was led by Brandenburg Kapital, Raakwark Kaptaal and a number of experienced angel investors. In the past year 2023, Mateo was able to increase its existing customer base fivefold and acquire well-known major customers, among other things. These successes have boosted the confidence of both new and existing investors and laid the foundation for the financing.

Sebastian Bertram, Investment Manager at Brandenburg Kapital, adds: "The company's above-average growth in the last financial year convinced us to participate in the financing round with additional investors. We are very pleased to be able to support Mateo in its current corporate development."

About Mateo Estate GmbH

The start-up was founded in mid-2021 by former SAP employees Christian Strauch, Domenik Fox and Philipp Steinrötter. The company originally focused on the real estate industry, but over 1,000 companies from more than 30 sectors now use Mateo's software to offer their customers a digital customer experience. <https://hellomateo.de>

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About Brandenburg Kapital/ILB

Brandenburg Kapital GmbH is a subsidiary of the Investitionsbank des Landes Brandenburg (ILB). As the venture capital arm of ILB, it has been supporting companies in Brandenburg since 1993 by acquiring equity and quasi-equity investments. As a public venture capital company, experienced lead investor and active partner, Brandenburg Kapital ensures a strong equity base for start-ups and small and medium-sized enterprises in the state of Brandenburg on the basis of a stable group environment. The equity fund, which currently amounts to around € 100 million, is available for this purpose. The funds for the Brandenburg Kapital fund, which was set up on behalf of the Brandenburg Ministry of Economic Affairs, are currently provided from the European Regional Development Fund and ILB's own resources. With a total of eleven funds, financed by the state, the EU, KfW, and ILB's own resources amounting to around € 325 million, around 300 Brandenburg companies have been supported with venture capital and/or mezzanine financing over the last 30 years.

Further information can be found at: www.brandenburg-kapital.de



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About Raakwark Kaptaal

Raakwark Kaptaal, an association of business angels from Hamburg, invests in technology start-ups in the pre-seed and seed phases.

More information: <https://raakwark.de/>