

Press Release

KREATIZE RAISES 4 MILLION EUROS AND REVOLUTIONIZES THE TRADITIONAL MANUFACTURING INDUSTRY

- Earlybird Venture Capital leads the round with participation of existing investors
- Financing caps 18 months of strong growth at the digital manufacturing company
- Fresh capital to be deployed for further expansion in Europe

Berlin, February 13th, 2019 – [KREATIZE](#), Germany's first fully automated digital platform that supports the production of industrial components for the mechanical engineering market and its manufacturing partners, has raised 4 million euros in its Series A round of funding only 18 months after market launch. The main investors involved in this round are Earlybird Venture Capital and Atlantic Labs.

KREATIZE primarily serves the manufacturing industry – a market that offers enormous potential for digitization, as it is still characterized by analog, manual and inefficient processes and non-transparent prices.

"With a volume of almost 670 billion euros, the overall mechanical engineering market is one of the largest B2B markets in Europe, and at the same time, the backbone of German SMEs," comments CEO and co-founder Simon Tüchelmann, who founded KREATIZE together with Daniel A. Garcia Rodriguez in December 2015. "With our solutions, we help our manufacturing partners increase their capacity utilization and offer our customers in the mechanical engineering market attractive prices and extremely short delivery times – a win-win for both sides. The feedback from our more than 200 customers and 300 manufacturing partners has been excellent and has encouraged us to use the new capital to expand throughout Europe."

With locations in Berlin and Tübingen and over 30 employees, the KREATIZE team combines the best of both worlds – the traditional manufacturing industry in the South and the tech world in Berlin. With its automation platform, KREATIZE offers mechanical engineering companies and manufacturing partners services from complete order processing to the delivery of industrial components: "We offer mechanical engineering companies real added value by mapping the entire production chain and automating the purchasing process for our customers across the board," says Tüchelmann. In just a few clicks, customers can request a bid, order industrial components and track the status of their order online. Production partners can simultaneously increase their production capacities and accept orders.

In the future, the company will continue to expand the platform and use improved data evaluation methods and machine learning to optimize capacities, prices and transparency. Dr. Fabian Heilemann, Partner at Earlybird, comments: "We see a great need for digital innovation and process automation in the manufacturing industry. In addition, the market for producers and buyers of manufacturing parts is still more regionally structured than internationally liquid and transparent. As an innovation leader in Europe, KREATIZE addresses these problems and the resulting opportunities with a platform that covers the entire 'end-to-end' process chain. In its DNA, the KREATIZE team combines in-depth industry know-how from mechanical engineering and parts production with proven digital competence and, as a result, is ideally positioned to become the leading international player in this market segment."

About KREATIZE

KREATIZE was founded in Tübingen in 2015 by Daniel A. Garcia Rodriguez (CTO) and Simon Tüchelmann (CEO). KREATIZE is Germany's first fully automated digital production platform for industrial components, bringing together procurement processes, intelligent price management, and order acceptance in a unique way. More information can be found at www.kreatize.com.

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About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. Earlybird manages different funds with focuses on digital technologies in Eastern and Western Europe as well as health technologies.

With over EUR 1 billion under management, seven IPOs and 23 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

For further information: www.earlybird.com, Twitter: <http://www.twitter.com/EarlybirdVC>, LinkedIn: www.linkedin.com/company/earlybird-venture-capital or Facebook: www.facebook.com/EarlybirdVC.

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