

Press release

EARLYBIRD INVESTS IN LOGISTICS STARTUP HIVE TECHNOLOGIES

- Hive receives EUR 6.6 million in a seed funding round led by Earlybird Venture Capital
- The Berlin-based startup supports e-commerce companies in building competitive and scalable shipping logistics

Berlin/Munich, 14 April 2021 – Growth in [Earlybird Venture Capital](#)'s logistics portfolio: The Berlin-based startup [Hive](#), specializing in fast-growing direct-to-consumer (D2C) brands, closed its EUR 6.6 million seed funding round today. Earlybird is participating as the lead investor with a total of EUR 5.5 million. The round is accompanied by the early-stage investing firm, Amplifier, alongside experienced business angels and Hive's existing investors Picus Capital as well as the founders of Flixbus and Forto.

Founded in Berlin in 2020 by Oskar Ziegler, Franz Purucker and Leonard von Kleist, Hive aims to simplify the entire fulfilment process for e-commerce companies. To enable D2C brands to focus on product sales and brand building, Hive provides them with technology-enabled, scalable, and extremely efficient shipping logistics from one single source. This includes proprietary software and in-house logistics centres with all services across the entire value chain – from picking to packing orders. "We are very grateful for our investors' trust, and that we are now able to continue our growth with Earlybird at our side," says Oskar Ziegler, Co-Founder and Managing Director of Hive. "We want to use the capital raised in the current seed round to expand our product offering, enter new markets and gradually expand our team in Berlin."

Fabian Heilemann, Partner at Earlybird, adds: "Many e-commerce companies face a key challenge in establishing competitive shipping logistics. After all, the requirements of most customers are becoming increasingly demanding. Berlin-based Hive has created a truly compelling solution that fundamentally rethinks fulfilment solutions and provides e-commerce companies with a real alternative to Amazon and co. Both in the development of Hive's own software and its customer growth, the entire team has already reached many milestones at an impressive pace in the last few months. I am very much looking forward to contributing my personal experience as a founder and investor to support the team in its next growth steps."

With its interface solution, Hive is operating in a promising growth market: the global Coronavirus pandemic has given the entire e-commerce sector a further boost. In Germany alone, online businesses generated sales of around EUR 84 billion in 2020. Existing fulfilment providers currently focus mostly only on order picking and packing parcels. This is where Hive comes in, offering its customers its own logistics centres and state-of-the-art software with customized analyses, forecasts and suggestions, for example, for the procurement of items with low stock levels.

The investments in digital logistics market leaders such as Forto, sennder or Everoad are good examples of how Earlybird uses its logistics and shipping expertise to systematically identify European high-tech startups and support them along their entire growth process. Hive adds another promising startup to this renowned logistics portfolio.

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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 a focus on digital technologies in Eastern and Western Europe as well as healthcare technologies. With EUR 1.5 billion under management, seven IPOs and 30 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

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