



Press Release

YPOG Deal Update: Current Transactions

Berlin, November 9, 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, recently **Project A, Expon, HealthCap, 42CAP, Mondu** and **Luminovo** relied on the expertise of the boutique law firm with offices in Berlin, Hamburg and Cologne.

- YPOG advises Project A on \$6 million financing round of Heyflow

Frederik Gärtner, Jonas Huth and Alexander Sekunde advised Project A Ventures on its investment in Hamburg-based SaaS startup Heyflow in its seed funding round. The round has a volume of \$6 million. Alongside lead investor Project A, other investors included Atlantic Labs, Possible Ventures and several angel investors. Founded in 2020 by Dustin Jaacks (ex Google) and Amir Bohnenkamp (ex Medwing, BCG Digital Ventures) in Hamburg, Germany, Heyflow offers companies a no-code platform that enables them to create and integrate interactive clickflows without code language. There is no need for programming and the solution works within a very short time. Application examples include onboarding and sign-up flows, lead generation and customer loyalty measures in the financial, insurance or recruiting sectors. In addition, the interactive elements can also be used in marketing and advertising campaigns. The capital raised will be used for further growth. More information can be found [here](#).

Advisors Project A:

Dr. Frederik Gärtner (Lead/Transactions), Partner
Jonas Huth (Transactions), Associate
Alexander Sekunde (Transactions), Associate

- YPOG advises Expon and HealthCap on €6 million financing round of HelloBetter

YPOG advised VCs Expon Capital and HealthCap on their investment in HelloBetter's €6 million Series A funding round. YPOG's clients led the round as new investors. Sparrow Ventures and existing investor Hevella Capital also participated. Expon is a Luxembourg-based venture capital firm that invests in technology companies worldwide through two funds. Expon looks for highly disruptive innovations and cutting-edge technologies – especially in the fields of energy, health, climate, AI, big data, blockchain, robotics, SaaS and space. HealthCap is a European venture capital firm that invests globally and exclusively in the life sciences sector. The startup HelloBetter, with locations in Hamburg and Berlin, offers online therapy courses for the prevention and treatment of mental illness. In October 2021, the HelloBetter Stress and Burnout therapy course was approved by the German Federal Institute for Drugs and Medical Devices (BfArM), and since then has offered publicly insured patients in Germany suffering from exhaustion and overwork direct access to psychological help on prescription. Founded in 2015, the company intends to use the capital raised to further establish its solution in the standard of care within the framework of the German Digital Care Act (DVG). It also plans to expand internationally and further develop the company's technology platform, which provides multimedia content, exercises and tools to help patients live happier, healthier lives. HelloBetter expects BfArM's approval for several other online therapy courses covering a broad spectrum of the most common mental health conditions. In total, HelloBetter has raised more than ten million euros in funding to date. More information can be found [here](#).

Advisors Expon and HealthCap:

Dr. Martin Schaper (Lead/Transactions), Partner
Dr. Martyna Sabat (Transactions), Senior Associate



Dr. Benedikt Flöter (IP/IT), Senior Associate
Pia Meven (Transactions), Associate

- YPOG advises 42CAP on €2.6 million financing round of Teemyco

Frederik Gärtner and Pia Meven advised 42CAP on its investment in the Swedish online office provider Teemyco in its €2.6 million financing round. Alongside lead investor 42CAP, previous investors such as Antler and Luminar Ventures as well as various angel investors also participated. Teemyco was founded in 2019 by Charlotte Ekelund and Oleg Danylenko and has created a customizable virtual space where co-workers co-exist in rooms or sit by the same virtual table, using voice and video technology to interact with each other. The startup aims to create a strong virtual culture by reproducing office interactions in a virtual environment. Through this platform, people can move from one room to another just like in a physical office. During the global pandemic, Teemyco has experienced a spike in demand for their service. The financing will be used to increase the size of the team, focus on further product development as well as scaling the sales and marketing efforts. More information can be found [here](#).

Advisors 42CAP:

Dr. Frederik Gärtner (Lead/Transactions), Partner
Pia Meven (Transactions), Associate

- YPOG advises Mondu on \$14 million seed funding round

Benjamin Ullrich, Malte Bergmann, Lennart Lorenz and Christiane Schnitzler advised Berlin-based B2B payments fintech Mondu on its seed financing round that has a volume of \$14 million. The round was led by FinTech Collective and Cherry Ventures. Alongside the lead investors, a number of founders and senior executives from Klarna, Zalando, SumUp and other fintech and e-commerce companies participated as angel investors. Mondu was founded in August 2021 by Malte Huffmann (ex BCG, Zalando) and Philipp Povel (ex JP Morgan, MyBrand) who together had previously founded and scaled Dafiti Group into Latin America's largest online fashion and lifestyle platform through its IPO in 2019 via Global Fashion Group (GFG:GR). Mondu wants to simplify the financial lives of SMBs so that they can focus on business. The founders have the vision to disrupt and become the leader in B2B payments by building a Buy Now, Pay Later solution for B2B e-commerce businesses. The business will address a new set of customer needs in a vast new market segment and wants to re-invent core parts of the payment experience to serve the needs of business customers. More information can be found [here](#).

Advisors Mondu:

Dr. Benjamin Ullrich (Lead/Transactions), Partner
Dr. Malte Bergmann (Tax), Partner
Lennart Lorenz (Regulatory), Partner
Christiane Schnitzler (Transactions), Associate

- YPOG advises Luminovo on the acquisition of Electronic Fellows

Benjamin Ullrich, Malte Bergmann, Ann-Kristin Lochmann and Emma Peters advised Luminovo on its acquisition of Wiesbaden-based PCB platform provider Electronic Fellows. Together, the companies want to accelerate existing processes and create new networking opportunities for the electronics industry. Founded in 2017 by Sebastian Schaal and Timon Ruban, Luminovo is a SaaS provider for the electronics industry. The startup's goal is to bring innovations to market faster by reducing the time and resources needed to get from an idea to a market-ready electronic product. The company's software rethinks processes for OEMs, EMS and distributors to accelerate technological progress. The electronics operating system is designed to make these processes more collaborative, data-driven and automated so customers can benefit from streamlined workflows. The acquired company, Electronic Fellows, believes that the existing tools used in the printed circuit board manufacturing sector are



outdated and do not reflect the current state of the art. Therefore, Electronic Fellows develops software solutions to digitize and better connect the electronics value chain. More information can be found here.

Advisors Luminovo:

Dr. Benjamin Ullrich (Co-Lead), Partner
Dr. Malte Bergmann (Tax), Partner
Ann-Kristin Lochmann (Tax), Senior Associate
Emma Peters (Co-Lead), Senior 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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