



## **GreenPocket successfully completes Series A financing round**

**Cologne, Sep. 8, 2010 – GreenPocket GmbH, a software specialist in the area of smart metering, has successfully completed its Series A financing round. Rheinland Venture Capital (RVC), the ERP Startup-Fund of KfW Bankengruppe and Schwetje Digital are jointly investing an amount in the single digit millions.**

GreenPocket is the leading provider of software solutions for the interpretation and visualization of smart metering energy consumption data. Conceived in 2009 by Schwetje Digital, an independent initiator and investor focused on digital business concepts, the Cologne-based startup was spun off as an independent company in the same year.

Like the second seed investor, GreenPocket CEO Dr. Thomas Goette, Schwetje Digital is continuing its investments now also in the Series A financing round. Together with Rheinland Venture Capital (RVC) as lead investor and the ERP Startup-Fund of the KfW banking group, Schwetje Digital is investing in the fast growing software company to the tune of single digit millions. Within a single year, GreenPocket has been able to attract a double-digit number of utilities as customers, including Vattenfall, Stadtwerke München and ELE - Emscher Lippe Energie.

GreenPocket plans to use the new investments to realize further growth plans. The company will focus in particular on the advancement of its software technology, as well as addressing new customer segments and the ongoing further development of its innovative product portfolio.

Citing the reasons for the investment by RVC in GreenPocket, Dr. Andreas Tietmann of Rheinland Venture Capital (RVC) highlights in particular the experience of the management team as well as the extensive technical expertise, in addition to the persuasive product portfolio: “GreenPocket stands for consumer-oriented innovations in a viable market. Both the apps for the Apple iPhone and iPod Touch as well as the web portals and newsletter illustrate the potential and added values arising from smart metering for energy consumers. Together with the management and the GreenPocket team we aim to continue to effectively open up this potential and the related market “.



Dr. Lars-Rüdiger Fink, Managing Partner of Schwetje Digital, commented: “One reason for our investment is the flexible and high performance technology of the solutions provided by GreenPocket. The impressive ongoing development of this unique selling proposition has reinforced our decision to once again invest in GreenPocket.”

Dr. Thomas Goette, CEO of GreenPocket, is also very pleased with the completion of the Series A financing round: “We are delighted with the new investors and their confidence in the competence of the GreenPocket team. Combined with the attractive growth prospects for the market, the investments provide a terrific basis to resolutely strengthen the company’s position in the near future”.

#### **About Rheinland Venture Capital**

Rheinland Venture Capital GmbH & Co KG (RVC) is a seed fund initiated by local saving banks (Kreissparkasse Köln, Sparkasse KölnBonn), NRW.Bank, Georgieff Capital and private investors located in the Rhineland area. RVC’s investment focus are early stage companies in the Rhineland area from various industries, such as lifescience and medtech companies or firms active in electronics, communication technology, new materials or micro- and nanotechnologies. The typical investment magnitude for RVC is up to 500.000 €. RVC was established in December 2006 with a fund size of 10 Mio. € and is managed by Dr. Andreas Tietmann and Wilfried Frohnhofen.

For further information on Rheinland Venture Capital please visit: [www.ivc.de](http://www.ivc.de)

#### **About the ERP Startup-Fund of the KfW banking group**

KfW finances and supports, among other things, business start-ups, small and medium-sized enterprises (SME) as well as investments in economic growth and employment projects in Germany.

The ERP Startup-Fund, administered and co-financed by KfW, offers equity financing for innovative, technology-based enterprises with excellent growth prospects. The fund finances research and product development as well as the launching of new products, procedures and services. KfW always cooperates with a lead investor and exclusively adopts market conditions. Since 2004; the 470 Mio. Euro ERP Startup-Fund has so far allocated 300 Mio. Euro to emerging technology-based companies.

For further information on the ERP Startup-Fund of the KfW banking group please visit: [www.kfw.de](http://www.kfw.de)

#### **About Schwetje Digital**

Schwetje Digital is an independent initiator and incubator specializing in digital business models. The company’s core business is focused on the creation of internet startups, to jointly with other investors develop these businesses into sustained successful companies, and the medium-term profitable sale to strategic or financial investors.



Unlike traditional venture capitalists and early stage investors, Schwetje Digital generally develops its own business concepts. Schwetje Digital looks for experienced managers with entrepreneurial spirit as directors and co-owners for its startups. Fellow campaigners fascinated by the internet, who – with the support of Schwetje Digital – turn a business concept into success with passion, commitment and entrepreneurial tenacity.

Schwetje Digital was established in 2008 by Dr. Lars-Rüdiger Fink, Dennis Kämker and Michael W. Schwetje. All three have previous experience as entrepreneurs, company directors and managers, which resulted in well-known internet companies still active successfully in the market today.

For further information on Schwetje Digital please visit: [www.schwetje-digital.de](http://www.schwetje-digital.de)

### **About GreenPocket**

GreenPocket is a software provider offering utility companies and trade customers intelligent solutions for the interpretation and visualization of smart metering energy consumption data.

The centerpiece of the GreenPocket technology is the Energy Expert Engine (EEE), which uses algorithmic and heuristic processes to enable the intelligent interpretation of energy and water consumption data. Energy monitoring tools enable this data to be visualized via web portals, wall-mounted devices or iPhone applications in a consumer-friendly and trendsetting way.

Dr. Thomas Goette is the Commercial Director (CEO) of GreenPocket. He spent more than 13 years as a Partner at Roland Berger, DiamondCluster and Oliver Wyman, advising clients from the telecommunications and internet sector on strategic and technological issues. He subsequently established and built up a social media startup.

Alexander Hintermeier is the Technical Director (CTO) of GreenPocket. A graduate in Geoinformatics, he spent nine years as Head of Technology at New Voice, an Internet/ IT subsidiary of the energy and telecommunications group EWE. Prior to EWE, he was a Principal Consultant at the IT consultancy firm Capgemini sd&m.

For further information on GreenPocket please visit: [www.greenpocket.de](http://www.greenpocket.de)

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