

## Press Release

**Martech start-up CI HUB closes seven-digit financing****High-Tech Gründerfonds (HTGF), Brandenburg Kapital, R.O.I. and the Business Angel Club Berlin-Brandenburg Bet jointly invest in the start-up for marketing automation CI HUB.**

**Potsdam, 10th February 2020** – The Potsdam-based start-up CI HUB has already convinced numerous partners and now also investors with its software platform. In the course of the first financing round the company secures the necessary means to further implement its strategy. Under the leadership of High-Tech Gründerfonds, Brandenburg Kapital GmbH, R.O.I. and the Business Angel Club Berlin-Brandenburg Bet invested in the start-up.

"CI HUB is a platform that will enable companies to create their marketing materials automatically in the future, saving them time and money. This is achieved by the possibility to integrate the product directly into all major marketing and office applications, making it extremely easy, fast and cost-efficient to use", says Andreas Michalski, co-founder and CEO of CI HUB.

The development of the marketing software product CI HUB, which in the future will also be based on AI elements, is very complex and resource-intensive. Therefore, a large part of the investment will be put into further product development and the expansion of the team. Frank Reinecke, Investment Manager of the HTGF says: "We invested in CI HUB because the solution addresses a challenge that affects the entire market. Furthermore, the team has exactly the experience needed to successfully develop CI HUB further and position it internationally."

"We consider the innovative concept of integrating marketing automation steps into existing Adobe applications and, in the future, also into those of Microsoft, to be forward-looking. Thanks to their shared history, the team has a great knowledge advantage and has the necessary network in this very special segment. We are therefore pleased to accompany this investment with Brandenburg Kapital's early-stage and growth fund," explains Katja Kühnel, investment manager at Brandenburg Kapital.

**Partnerships with Dropbox, Adobe Stock and Gettyimages**

Simultaneously with the development of the software, customers are already being supported and global partnerships are being established. With Dropbox, Adobe Stock and Gettyimages, well-known partners have already been acquired. "From the very beginning we were convinced that CI HUB will interest marketing decision makers. The product launch at the Adobe Max in November 2019 in Los Angeles confirmed this – many potential customers were enthusiastic about our platform", says Jörg Seidler, co-founder and COO of CI HUB.

Potsdam, 10.02.2020

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"CI HUB automates – in Germany alone – a 3 billion Euro market with a SAAS solution. This together with the industry and professional experience of the founders convinced me", says Sascha Schubert, R.O.I. Berlin.

"Our Business Angels are convinced of the future success of this start-up – the customer benefit is clear and the founders are professionals. In addition, CI HUB is accompanied by a Business Angel with industry experience", says Jesse Hartinger of the Business Angels Club Berlin-Brandenburg e.V.

### About CI HUB

CI HUB (<https://ci-hub.com>) is a software technology company based in Potsdam. Under the direction of the founders Andreas Michalski, Jörg Seidler and Jasper Ullrich, the team develops cloud-based MarTech software that enables high savings in marketing. Among the partners are companies such as Dropbox, Gettyimages, iStock, Bynder, Pixelboxx, Sitefusion, Picturepark, the PIM system myview and Adobe Stock.

### About High-Tech Gründerfonds (HTGF)

High-Tech Gründerfonds (HTGF) is a seed investor that finances high-potential, tech-driven start-ups. With around EUR 900 million in total investment volume across three funds and an international network of partners, HTGF has already helped forge almost 600 start-ups since 2005. Driven by their expertise, entrepreneurial spirit and passion, its team of experienced investment managers and startup experts help guide the development of young companies. HTGF's focus is on high-tech start-ups in the fields of digital business models, industrial technology, life sciences, chemistry and related business areas. To date, external investors have injected over EUR 2.4 billion into the HTGF portfolio via more than 1,500 follow-on financing rounds. HTGF has also successfully sold interests in more than 100 companies.

Investors in this public-private partnership include the Federal Ministry For Economic Affairs and Energy, KfW Capital, and Fraunhofer-Gesellschaft e.V., as well as the companies ALTANA, BASF, BAYER, B.Braun, Boehringer Ingelheim, Robert Bosch, BÜFA, CEWE, Deutsche Post DHL, Dräger, Drillisch AG, EVONIK, EWE AG, FOND OF, Haniel, Hettich, Knauf, Körber, LANXESS, media + more venture Beteiligungs GmbH & Co. KG, PHOENIX CONTACT, Postbank, QIAGEN, RWE Generation SE, SAP, Schufa, Schwarz Gruppe, STIHL, Thüga, Vector Informatik, WACKER and Wilh. Werhahn KG. [www.htgf.de/en](http://www.htgf.de/en)

### About Brandenburg Kapital GmbH/ Investitionsbank des Landes Brandenburg

The Investitionsbank des Landes Brandenburg (ILB) manages various investment funds that finance growth- and innovation-oriented companies based and/or operating in Brandenburg. The funds for the early-stage and growth fund of Brandenburg Kapital, which was set up on behalf of the Brandenburg Ministry of Economics, are currently provided from funds of the European Regional Development Fund and from the ILB's own funds. To date, ILB's investment activities have helped 215 companies grow by around EUR 235 million.

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Around 8,400 modern jobs have been created or secured. The funds managed by ILB cover the entire spectrum from venture capital financing in the start-up phase and early growth phase to mezzanine financing for established medium-sized companies. In addition, private investors have so far invested more than 450 million euros in the companies. Further information: [www.brandenburg-kapital.de](http://www.brandenburg-kapital.de)



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### **About R.O.I.**

R.O.I. GmbH has been investing in start-ups since 2017 and currently holds stakes in six start-ups and two start-up funds. R.O.I. invests in start-ups from a variety of industries, its regional focus is Eastern Germany including Berlin. The investment portfolio is expected to grow further by the end of the year. [www.roi-berlin.de](http://www.roi-berlin.de)

### **About BACB Bet**

BACB Bet is the investment company of business angels from Berlin and Brandenburg. It is an association of currently 16 experienced entrepreneurs and managers and supports innovative entrepreneurs with know-how, contacts and capital. [www.bacb.de](http://www.bacb.de)