



PRESS KIT

Hive Technologies

ANNOUNCING OUR SEED ROUND

**Hive Technologies raises €6.6M
from Earlybird, Amplifier and
existing investors to
democratize D2C operations.**



Hive Technologies secures €6.6M in seed funding

Berlin: April 14, 2021

Hive Technologies provides operations services and software out of one hand to help direct-to-consumer (D2C) brands manage their operations from sourcing to final delivery. The start-up has now raised €6.6M in seed funding from Earlybird, Amplifier and existing investors, to expand their product and service offering.

Hive is a 11-month young Berlin-based start-up set to revolutionize D2C operations. By developing a tailored solution specifically for the fast-growing D2C market, Hive increases customer satisfaction, enables growth and drives quality along the entire operations value-chain. The focus here is in particular on the storage of products in the company's own fulfillment center, the processing of orders as well as the transportation via shipping partners.

To do so, Hive relies on an integrated solution with operations and software out of one hand and an outstanding team with experience from large logistics companies such as Amazon, e-commerce players such as Zalando, tech start-ups such as N26 and Uber, as well as strategic consultancies such as McKinsey.

"With their integrated solutions and outstanding team, Hive addresses D2C ecommerce fulfilment operations in a unique and fully integrated way. We are thrilled to support their journey and contribute our broad experience in digitally transforming the logistics industry" — **Fabian Heilemann, Partner at Earlybird**

Now, Hive has closed its seed financing round in the amount of **6.6 million euros**. **Earlybird VC** (investor in N26, Sennder and UiPath) is leading this seed round, with support from **Amplifier**, industry-experienced Business Angels, such as **Christopher North**, formerly head of Amazon UK and CEO of Shutterfly, and Hive's existing investors (Picus, Flixbus Founders, Forto Founders).

"The founders and team at Hive have achieved exceptional speed of growth and innovation in the product stack, two elements rarely found simultaneously in logistics tech at such an early stage. We should all be very excited for what will come next." — **Henry Palmer, Amplifier**

The raised funds will be used for further expansion of Hive's product portfolio to deliver even more control, transparency and flexibility to their customers. This is how Hive addresses the need for scalable D2C processes and operations. In addition, Hive focuses on sustainability by, for example, bearing the additional cost of CO₂-neutral delivery when using Hive's delivery partnerships, such as DHL or DPD. With this funding, Hive will expand their software integrations beyond fulfillment with service providers in the areas of freight forwarding, merchandise pre-financing and insurance, so that new and smaller companies have an even better chance of competing in the e-commerce market against established merchants with superior cost structures.

"With Hive we want to democratise D2C operations." — **Oskar Ziegler**

Beyond that, Hive will continue to grow and expand geographically in the future to meet the strong demand while maintaining their strong focus on quality as well as high levels of customer satisfaction.

"We are grateful for the trust of our customers who grow with us together, and we are proud of every single member of the team making this possible." — **Franz Purucker**

The Hive



The Founders



→ from left to right: Franz Purucker, Oskar Ziegler, Leo von Kleist

Oskar Ziegler

Managing Director

Oskar previously built up the operations for Foodpanda in Hong Kong and then spent 4 years consulting market leaders from the entire logistics value-chain at McKinsey. Driven by his experience, strategic vision and passion for e-commerce logistics, he decided to start Hive to democratize high-quality and cost-efficient logistics for e-commerce brands through technology.

Franz Purucker

Managing Director

Franz founded a social venture in Indonesia producing and selling organic dried fruits 5 years ago, and became painfully familiar with the operational challenges of order processing and international shipping as part of a crowdfunding campaign. He then had the opportunity to analyze both established companies and logistics startups at JP Morgan and McKinsey before taking on the challenge of building a company that would allow other founders and startups to scale with ease.

Leonard von Kleist

Tech Lead

Leo studied Computer Science at ETH Zurich, where he conducted research for AI applications in climate science and developed a risk management platform for banks at Deloitte. Today, he is driven by the desire to provide small business owners with the means to avoid unnecessary operational headaches, focus on their core business and succeed in the market through world-class software.

The Product

How e-commerce brands run their operations

Hive's technology enables D2C brands to run their operations on auto-pilot.

Hive Technologies provides operations services and software out of one hand to help D2C brands manage operations from sourcing to final delivery. Starting from fulfillment, Hive is building a full suite of operations software for the entire value-chain.

The app enables real-time sync of inventory and order data and enriches information for e-commerce brands with valuable logistics insights. The product will grow to feature smart insights and suggestions for optimization to evolve into the operations cockpit for D2C brands. Additional software integrations will allow handling of more complex parts of the supply chain such as procurement or freight.

Hive is also building a proprietary warehouse software to ensure fast and reliable fulfillment operations, and to satisfy the requirements and needs of modern D2C brands.

