

Press Release

instagrid: Mobile power can also be simple and clean

“Software defined Battery” technology from instagrid offers the opportunity to structure mobile power in a way that is simple, flexible and emission-free. With its portable battery storage, the start-up from Stuttgart makes work easier for users, freeing electricity from time and place. The High-Tech Gründerfonds (HTGF) is financing the innovative infrastructure solution with a seven-figure investment together with two Family Offices.

Stuttgart / 30.01.2019 – instagrid GmbH, a provider of mobile power infrastructure, receives funding in the millions to bring its product development to fruition. The lead investor High-Tech Gründerfonds (HTGF) from Bonn as well as the Family Offices Segnalita Ventures GmbH from Austria and the Swiss Martin Global AG are behind the new investment. Founded on January 1, 2018 by Dr. Sebastian Berning and Dr. Andreas Sedlmayr, instagrid specialises in the development of portable battery storages. The start-up thus offers users a mobile power supply for working at temporary locations. “With our innovative infrastructure solution, we want to help companies from different sectors achieve greater productivity and efficiency,” Managing Director Berning explains.

To reduce the size and weight of the energy source, instagrid has developed a “Software defined Battery” technology with a modular design. The result is a 90 percent reduction in space and weight required for voltage transformation by comparison to the current state of the art. By using cost-effective Commercial off-the-Shelf (COTS) components, such as are used in smartphone chargers, instagrid can lower its product costs. Compared with petrol-driven generators and combustion engines, the new battery storage is light and compact and has 40 percent lower operating costs. The weatherproof solution avoids noise and fumes. “Instagrid is bringing a technology to the market at the right time which is clearly distinct from its current competitors,” Peter Koch, CEO of Martin Global, says. According to him, the initial feedback from OEMs is impressive.

Sedlmayr is aware of the huge potential: “The global market for portable power generators with an output of less than 15 kilowatts currently amounts to more than 10 billion US dollars. This figure doesn’t even include applications in enclosed spaces.” In many industries, service providers and craftsmen are dependent on a reliable and, above all, quick and simple power supply. “High-performance battery storage is a product with great future potential across numerous segments,” emphasises Bernhard Letzner, Managing Director at Segnalita Ventures. Initially, instagrid will focus on the construction industry, followed by event technology, professional landscaping, garden and tree care and public sectors such as fire brigades and humanitarian organisations.

“Through our investment and our network, we want to support instagrid in turning its vision of emission-free energy for all mobile machinery into a reality,” says Lucille Bonnet, Investment

Manager at HTGF. “We believe the team is very well set up to take the product to mass production and unleash its great market potential – both in a professional environment and among consumers.” All three investors value the high level of expertise of the ambitious start-up and are looking forward to a good working relationship.

As a first step, the company will sell its battery storage as white label products marketed through its brand partners’ existing distribution channels. “Then we will step up our market entry under our own brand through direct sales online. Specifically, this means leasing our solution at a usage-based price. This will be based on data collected by an integrated IoT connection,” Berning explains. Instagrid plans the widespread market launch for major European brand partners in Germany, Austria, Switzerland and Scandinavia for the first half of 2020.

About instagrid GmbH

instagrid is a provider of portable battery storage to simply create mobile power infrastructures. Compact and lightweight design, low operating costs and emission-free use facilitate the supply of power, making it easier to work at temporary locations. The reduction of size and weight of the energy source is achieved by a “Software defined Battery” technology with a modular design developed in-house. Usage-based pricing and innovative distribution solutions with brand partners help users in areas such as construction industry, event technology, professional landscaping, garden and tree care and public sectors to achieve greater productivity and efficiency.

In 2018, Dr. Sebastian Berning and Dr. Andreas Sedlmayr founded instagrid. Today they are both CEOs of the company. At the end of 2018, the start-up based in Stuttgart successfully raised seed funding in the seven-digit range. Besides the lead investor High-Tech Gründerfonds (HTGF) from Bonn, the Family Offices Segnalita Ventures GmbH from Austria and the Swiss Martin Global AG have also joined the investment. Further information can be found at instagrid.co.

Press contact:

Maisberger GmbH

Maike Schwickert

Lena Obermaier

Claudius-Keller-Str. 3c

81669 München

T: +49 89 / 41 95 99 -31 oder -50

instagrid@maisberger.com

instagrid.co

About High-Tech Gründerfonds

High-Tech Gründerfonds (HTGF) is a seed investor that finances high-potential, tech-driven startups. With EUR 892.5 million in total investment volume across three funds and an international network of partners, HTGF has already helped forge more than 500 startups 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 startups in a range of sectors, including software, media, internet, hardware, automation, health care, chemicals and life sciences.

To date, external investors have injected over EUR 2 billion into the HTGF portfolio via about 1,400 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, the KfW Banking Group, 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, 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.

Contact:

High-Tech Gründerfonds Management GmbH

Lucille Bonnet

Schlegelstraße 2

53113 Bonn

T: +49 228 82300 134

l.bonnet@htgf.de

www.htgf.de/en

About Martin Global AG

The Swiss Martin Global AG focuses on B2B business models in the areas of industry and medtech, investing in ambitious companies where a motivated team has developed solutions characterised by their customer-centric USPs and their simplicity. These conditions were impressively met by instagrid. Martin Global will contribute its international network and special experience of instagrid's market segment, working with the team to successfully establish its position in the market.

About Segnalita Ventures GmbH

Segnalita Ventures GmbH is an active early-stage investor concentrating on digital B2B business models with the aim of creating enduring entrepreneurial values. Segnalita sees itself as a long-term companion and partner.