



Press release

quantilope Raises \$28 Million in Series B to Further its Growth and to Disrupt the Consumer Insights Industry

NEW YORK, July 23, 2020 - Market research innovator quantilope today announced a \$28 million Series B fundraising round, bringing its total amount raised to \$40 million.

The Series B investment was led by Digital+ Partners with Silicon Valley Bank providing debt financing and participation from quantilope's existing investors at Dawn Capital, Senovo, and Surplus - a mark of continued trust and excitement in quantilope's technology. The funds will be used to further expand quantilope's offering in Europe and the US with a focus on growth in the American market. quantilope will also leverage the capital to further develop their technology through AI, automating additional research methodologies, and creating a greater emphasis on support, empowerment, and collaboration in the supplier/client relationship.

"The entire quantilope team is super excited to announce our Series B funding, a major step towards achieving and accelerating our mission to enable agile insights at a global scale," explained quantilope CEO Peter Aschmoneit. "Now more than ever, we see the need for fast and deep consumer insights for brands to stay closely connected to their consumers radically changing motivations, needs, and behaviors. The future of insights is about speed, efficiency, high-quality data, and collaboration among teams. quantilope is leading the way."

quantilope is an agile insights platform automating advanced consumer research methodologies on an end-to-end platform for holistic project management. quantilope's automated end-to-end platform delivers results 3x faster than traditional research agencies with an average turnaround time of 1 – 5 business days. This includes the questionnaire design, panel management, live reporting, in-depth analysis, and data visualizations.

"We believe that quantilope is exceptionally well positioned to modernize the market of market research by digitizing the workflow of consumer insights generation," stated Thomas Jetter, partner at Digital+ Partners. "Above all, the combination of an excellent team with strong technical competence and a mature technology platform convinced us. We are delighted to be on board and to further support quantilope on its way to becoming the leading international Agile Insights platform."

"quantilope's leading platform and its team continues to convince us of their strong future. We are very confident that they'll successfully scale and expand their business globally. We're pleased to be part of their growing success story and are here to continue to provide support, when they need it," said General Manager of Silicon Valley Bank's Germany Branch, Oscar Jazdowski.

quantilope was founded in Hamburg, Germany in 2014 and expanded into the US in 2019 following an initial Series A investment. quantilope has served over 200 clients world wide and in the past year their US-based client list has increased more than 450%. In 2020, quantilope earned a spot on the Deloitte Tech Fast 50 list in Germany and debuted on the GRIT report's Top 50 Most Innovative Companies List. The GRIT report is the most comprehensive and widely read analysis of the insights industry, ranking the leaders disrupting the market research space.



"quantilope has grown more than tenfold since Senovo's first investment - made possible by a new approach to agile and innovative market research. We are very impressed with the success of the team and look forward to supporting them in the future to contribute to innovative market research," explained Markus Grundmann, Partner of Senovo Capital.

"The current market research industry is valued at over \$47 billion globally with the largest markets in the US, followed by the UK and Germany," said Aschmoneit. "The massive industry illustrates the demand for consumer insights to drive informed decision making and fuel growth for brands and organizations across all sectors. A demand that quantilope is eager and ready to serve."

About quantilope

quantilope is an Agile Insights platform transforming the speed, complexity, and quality that hinders traditional market research. Our platform automates advanced research methodologies including Conjoint, MaxDiff, Implicit Association Tests, and more, offering tools and customization to answer questions from ideation through development, launch, and tracking of your products, ads, and concepts. quantilope is an end-to-end platform, mapping the entire market research process from the research question to the questionnaire design, professional panel management, in-depth analysis, and data visualization. With quantilope, you save time, money, and resources by never having to work with multiple vendors and software systems on a single research project again. Our clients are empowered to embrace agile workflows by improving the speed and substance of market research for their businesses. www.quantilope.com

About Digital+ Partners

Digital+ Partners is a leading technology growth equity investor focused on European and US technology companies with €350 million assets under management. Digital+ aims to support ambitious entrepreneurs build global technology leaders, providing them with strategic advice and long-term financial support to help them define and execute their growth plans. The fund focuses exclusively on B2B technology investments and leverages a deep corporate network to help portfolio companies access new markets and build new partnerships. For more information please visit: www.dplus.partners

About Silicon Valley Bank

For over 35 years, Silicon Valley Bank (SVB) has helped innovative businesses, enterprises and their investors move bold ideas forward, fast. Through its various locations in international innovation centres, SVB offers clients targeted financial services and expertise. No other bank in Germany focuses solely on the innovation economy. Europe's leading technology and life science businesses, in all stages of development, look to SVB's niche expertise, experience and unparalleled network, as they grow at home and tackle new markets abroad. www.svb.com

About Senovo

Senovo is an early-stage venture capital firm based in Munich and Berlin that partners with exceptional founders building global B2B SaaS category-leaders from Europe. As European first-mover, the fund invests since 2013 into a new generation of B2B software companies which enable the digitalization of medium and large enterprises. Their focus is primarily on supporting teams working in the areas of process optimization, industry 4.0 and data-enabled solutions. Senovo joins the journey after a company has first revenues in a late Seed or Series A round. www.senovo.vc



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<https://www.quantilope.com/en/blog/tag/company-news>

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