



Geoblink raises \$6 million to enable companies to make the best location-based decisions

...Elaia Partners leads the round together with existing investor Nauta Capital...

London, UK - 10th April, 2018. Location intelligence SaaS company, Geoblink, has today announced that it has secured a \$6 million boost from Elaia Partners and existing investor Nauta Capital. Founded in 2015 and recently named “one of the most promising startups in the world” by Bloomberg, Geoblink will use the funding to fuel its sales force growth across Spain, France and the UK.

With a strong focus on retail, FMCG and real estate, Geoblink functions as the backbone for companies in which location matters when it comes to making key decisions regarding their businesses. Customers rely on Geoblink to improve the performance of their store network, forecast their sales, improve their expansion decisions, optimize their distribution strategy and maximize the success of their marketing actions. Geoblink achieves this by gathering public and private data and coupling this with advanced algorithms, machine learning techniques, and a team of experienced data scientists to cross analyze and model this information into an easy to use and visual interface.

Following this recent investment round, CEO and Founder Jaime Sánchez-Laulhé says: “We want to make Geoblink the absolute leader in location intelligence and really help businesses of all sizes to use data to improve their bottom line and gain competitive advantage. In addition to the further support from Nauta Capital who has been an investor since 2016, we’re excited to have received funding from Elaia Partners who are a leading and active venture capital firm in the digital space. Their confidence in our technology and growth potential will enable us to really accelerate our presence.”

Samantha Jérusalmy, Partner at Elaia added: “Throughout the investment process, we’ve had the opportunity to talk to a number of Geoblink customers and have been really impressed with their feedback in terms of ROI and the quality of the location intelligence provided by the company. Elaia has been investigating the Spanish ecosystem for a long time now and have made multiple investments in deep B2B

technologies. As the first to be announced from our last fund, we are delighted to back the amazing Geoblink team!"

This latest funding round also includes grants from the Government of Madrid and Neotec CDTI, a public organization for technology development in Spain. Previous financing for Geoblink has come from business angels (such as Iñaki Berenguer, founder of CoverWallet, and McKinsey partners where the Founder used to work before Geoblink), family and friends, Nauta Capital and the Spanish accelerator Lanzadera (on the initiative of Juan Roig, founder of Mercadona, the largest supermarket chain in Spain).

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About Geoblink

As a startup with a laser focus on Europe, location intelligence provider Geoblink has developed an advanced SaaS solution with an intuitive map interface. It enables companies to capitalize on qualitative data from public, private and business-specific sources to quickly and easily perform precise location-based analysis and strengthen their strategic decision-making. Geoblink is targeting different market segments — from SMEs to large accounts — including retail, real estate and consumer goods.

For more information, visit: www.geoblink.com

About Elaia Partners

Created in 2002, Elaia Partners is an independent Venture Capital firm, focused on the digital economy and deep-tech. Elaia Partners has more than €250m under management and invests in high potential disruptive startups from the first financing rounds to the emergence of global leaders. With more than 60 years of accumulated experience in both venture capital and digital industries, the investment team offers a close, proactive and relevant support to its entrepreneurs. In September 2017, Elaia Partners launched a new line of activities dedicated to pre-seed and tech-transfer vehicles. The first initiative is the structuring of PSL Innovation Fund, together with Paris Sciences & Lettres research university. Elaia Partners was an early investor in companies such as Sigfox, Mirakl, Criteo, Teads, Adomik, Talent.io, Agriconomie, EasyRECrue, Shift Technology, Tinyclues, Orchestra Networks, Agnitio, etc.

For more information, visit: www.elaia.com

About Nauta Capital

Nauta Capital is a pan-European Venture Capital firm investing in early-stage technology companies. Nauta has a presence in London, Barcelona and Boston. Main areas of interest include B2B Software propositions, disruptive Digital Media companies, and enabling technologies for Mobile and the Internet. Nauta has \$300+ million under management and invests in Western Europe and the USA. Nauta has led investments in 30+ companies including Brandwatch, Fizzback, Nextail, GreatCall, Marfeel, MishiPay, Force Manager, Onna, ScytI, Getapp, BeMyEye, Geoblink, Aba English, Privalia and Social Point.

For more information, visit: www.nautacapital.com

Press Contact

Rachel Kreis
Communication Manager
press@geoblink.com
+34 910 599 784