



Press release

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**UNU,  
NEW GENERATION E-SCOOTER,  
RAISES 7.5 M€ FROM QUALIFIED INVESTORS AND IRIS CAPITAL**

**The Berlin mobility start-up unu has received a second significant round of funding in the amount of 7.5 M€ from well-known investors Capnamic Ventures, Iris Capital, NRW.Bank und Silicon Valley investor Founder.org. With the injection of fresh capital the firm has brought to market an update of its electric scooter and is investing in the development of new product lines. It was in 2013 that unu was founded by three students, Elias Atahi, Pascal Blum and Mathieu Caudal. Since then the company has been honoured with many awards, including one from Forbes Magazine. Since 2017 the Berlin start-up has successfully expanded operations in Europe and notably France.**

The automotive industry is undergoing radical change and, in the battle to shape the future of urban mobility, is pitted against 'new economy' giants like Google, Uber and Tesla. Four years ago the unu founders, Elias Atahi (CXO), Pascal Blum (CEO) and Mathieu Caudal, launched their first product – and made electro-mobility suddenly an affordable proposition. Their smart unu Scooter comes with portable batteries that can be charged anywhere and is marketed via the internet directly to the consumer, bypassing any middleman. Instead of costing around 4,000€ or even more, the unu electric scooter can be offered from 1,799€ in Germany (prices differ per country).

Following the successful launch in 2013 and the swift advance to market leader in Germany, unu has now concluded a significant second round of financing: Capnamic Ventures, the French VC fund Iris Capital, the NRW.Bank, the Silicon Valley VC Founder.org, as well as Andy Goldstein and further private investors from the Automotive and Consumer Electronics sectors have provided a total of 7.5 M€.

With this funding the firm is in a position to invest in three areas: the launch of a completely updated version of the unu Scooter, expansion of operations in two of the biggest European scooter markets - France and The Netherlands - and the development of new products. The young company sees the internationalisation as a driver of continued growth and dynamic expansion with the long-term goal of improving urban mobility globally.

The unu concept was born in 2012 when Elias Atahi and Pascal Blum were students in Asia. Their conviction was that everyone should be able to experience the full potential of their city. Together with Mathieu Caudal, who had previously worked for MAN and Volvo, it took the team only ten months after the founding to put on the road an affordable and safety-certified electric scooter with styling evoking that of the Vespa, with a range of fifty kilometres and portable batteries.

A further innovation was the fundamental break with traditional sales and distribution models. As is the case with Tesla, the unu Scooter is marketed without intermediaries although there are unu 'Pioneers' – brand ambassadors who can organize no-cost test drives for prospective buyers. The scooters are configured on demand online and delivered from the factory directly to the purchaser's front door. The unu concept was seen by Forbes Magazine as entitling the unu founders to inclusion in the '30 under 30' list of most promising young European entrepreneurs.



Building on a first product generation making electro-mobility widely available, the founders see a second generation of networked vehicles - unu Scooters at the centre of a 'Mobility-as-a-service' proposition.

**Matthieu Caudal, unu Co-Founder und VP Growth, declared:** *"Thanks to the injection of fresh capital nothing now stands in the way of replicating the success we have had in Germany in some of our favourite European cities like Paris and Amsterdam. In Germany we have grown to be the leading electric scooter brand with many thousand buyers and over two hundred Bosch Service Partners located in major cities. Now we'll be present in thirty cities in France and Holland. We look forward to responding to urban mobility issues with our updated unu Scooter with Bosch motor, lengthened seat and many other new features. And meanwhile in the background we're working on ambitious new concepts which will change the mobility business for ever!"*

**Julien-David Nitlech, Iris Capital Partner in charge of Early-Stage investments, added:** *"Urban mobility is one of the core topics of e-transformation that will transform our city landscape and transportations in the years to come. As everyone knows, France is very concerned by it, as demonstrated by its current policy of subsidizing electric vehicles (bikes, scooters and cars). We believe that Pascal, Elias and Mathieu's expertise in building light, efficient, modern and accessible e-scooters (that can be easily ordered online) will allow them to contribute massively to this transformation and bring it forward in the same way they already have in Germany, Switzerland and Austria."*

#### **ABOUT IRIS CAPITAL**

*Iris Capital is a European venture capital fund manager specializing in the digital economy. It supports entrepreneurs at various stages of maturity, from early-stage to growth equity. With its deep sector specialization and extensive experience acquired over 30+ years, as well as the backing of its corporate sponsors, Iris Capital provides active support to its portfolio companies, through its presence in Paris, Berlin, San Francisco, Tel Aviv, Dubai and Tokyo.*

*Iris Capital's recent investments include, among others, companies such as Adjust, Careem, Kyriba, Marco Vasco, Mister Auto, Netatmo, ReBuy, Searchmetrics, Scality, Talend, etc.*

*For more information, please visit: [www.iriscapital.com](http://www.iriscapital.com)*

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