

Press Release

Düsseldorf/Münster, September 20, 2023

NRW.BANK invests in Companyon Analytics GmbH

Start-up from Düsseldorf offers controlling software for SMEs

NRW.BANK has become a shareholder in Companyon Analytics GmbH, Düsseldorf. The start-up, which was founded in 2020, offers small and medium-sized enterprises a controlling software that can be set up with just a few clicks and is intuitive to use. As part of a seed financing round, the promotional bank converted a convertible loan granted to Companyon Analytics GmbH into an equity investment.

“Small and medium-sized companies in particular often do not use systematic controlling, although this is a decisive success factor,” says Patrick Nessler from NRW.BANK’s Equity Finance business unit. “Companyon Analytics offers automated, graphically presented controlling in a simple application and therefore has great potential. We are happy to support the further development of this young company.”

“We are very pleased to have closed this round of financing and especially about the confidence NRW.BANK’s has placed in us. This encourages us to use the new funds to continue on our chosen path,” says Thorsten Havemann, founder and CEO of Companyon. “We will primarily invest the new funds in the further development of our product and the intensification of our customer relationships. The high level of automation of the system processes and standard tasks allows us to focus on the individual needs of our customers. We are happy about this, because successful customers are the basis for the future.”

Excellent business idea

Companyon Analytics’ software automatically generates key figures for companies and presents them graphically. It also provides business analysis and helps companies plan and manage liquidity. The software is primarily designed to meet the needs of small and medium-sized enterprises.

In 2022, Companyon Analytics won second place in the OUT OF THE BOX.NRW competition for digital start-ups from North Rhine-Westphalia.

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Start-ups benefit from convertible loans

During the COVID-19 pandemic, NRW.BANK supported Companyon Analytics with a convertible loan from the NRW.Start-up akut aid programme launched at the time. The convertible loans granted under this programme are subordinated and mature at the end of the term, and borrowers are not required to provide collateral. For this reason, the loans are considered to be near-equity financing. Another special feature of convertible loans: under certain conditions, the lender can convert the loan into a stake in the start-up, in which case the loan does not have to be repaid. After the end of the NRW.Start-up akut programme, NRW.BANK launched a very similar convertible loan as an early-stage promotional programme: NRW.SeedCon.

For more information on NRW.SeedCon, visit www.nrwbank.de/seedcon

If you would like to find out more about Companyon Analytics, please visit the company's website at www.companyon.de

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About NRW.BANK

NRW.BANK is the promotional bank of North Rhine-Westphalia (NRW). Its mission is to support its owner – the state of North Rhine-Westphalia – in the completion of its structural and economic policy tasks. In its three promotional fields “Economy”, “Housing” and “Infrastructure/Municipalities”, NRW.BANK uses a wide range of promotion tools – from low-interest promotion loans to equity financing to advisory services. It cooperates with all banks and savings banks based in NRW on a competition-neutral basis. NRW.BANK takes into account the existing offers by the Federal Government, the North Rhine-Westphalian government and the European Union in the arrangement of its promotion.

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