

## PRESS RELEASE

Hamburg, 25 July 2024

# GÖRG advises ERASON on the next financing round for AI platform

**GÖRG, led by Hamburg partner Dr Jan-Henric M. Punte, has advised ERASON GmbH on the second financing round for further growth of the AI platform Allon. ERASON has again received an investment from NBank Capital Beteiligungsgesellschaft and selected angel investors. The parties have agreed not to disclose the exact details of the financing round.**

ERASON GmbH is a science spin-off of the Leuphana University of Lüneburg. The successful AI start-up based in Lüneburg was founded in spring 2018 and was awarded the prize for the start-up idea of the year in the same year. Funded by the EU and the Federal Ministry of Economics as a driver of key technologies, ERASON now has around 20 employees and advises numerous well-known companies, particularly from the automotive, FMCG, retail, fashion, banking and insurance sectors, as well as creative and media agencies.

With Allon, ERASON GmbH has developed an artificial intelligence-based platform for algorithmic market and consumer research that supports national and international companies, regardless of size and industry, in identifying hidden sales potential, selecting marketing channels tailored to target groups and analysing the personalities of customers and target groups.

The start-up intends to use the financing primarily to expand its business activities in the market and to invest in product and technology development. ERASON has already been able to convince well-known customers such as Jung von Matt, PIA Group, VHV Versicherung, several Volksbanken and Mercedes of Allon's capabilities.

*'The second financing round is an important step for us. It enables us to further develop the AI-based platform, expand the range of services and significantly strengthen marketing and sales at the same time. In this way, we want to establish ourselves on the market even faster,' says Niklas Mrutzek, co-founder and Managing Director of ERASON. 'With NBank Capital, we have a strong and reliable partner at our side who will support us in realising our vision.'*

GÖRG has been advising Erason GmbH on all legal matters for several years.

### Advisors Erason GmbH

#### **GÖRG Partnerschaft von Rechtsanwälten mbB**

Dr Jan-Henric M. Punte, LL.M. (Partner, M&A / Corporate Law, Hamburg)

Rolf-Alexander Markgraf (Counsel, Labour and Employment Law, Hamburg)

Dr Nicolai Müller (Associate, M&A / Corporate Law, Munich)

### Your contact at GÖRG

Dr Jan-Henric M. Punte

Phone +49 40 500 360 405, E-Mail: [jpunte@goerg.de](mailto:jpunte@goerg.de)

## Communications & Marketing

Christine Ström

Phone +49 40 500360 145, E-Mail: [cstroem@goerg.de](mailto:cstroem@goerg.de)

## About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With around 350 lawyers and tax advisors in Berlin, Cologne, Frankfurt am Main, Hamburg and Munich, we advise well-known domestic and foreign businesses from all areas of industry, banking, real estate, trade, media and services on all core areas of business law.

## Our Offices

GÖRG Partnerschaft von Rechtsanwälten mbB

### BERLIN

Kantstr. 164,  
10623 Berlin  
Phone +49 30 884503-0  
Fax +49 30 882715-0

### HAMBURG

Alter Wall 20 - 22,  
20457 Hamburg  
Phone +49 40 500360-0  
Fax +49 40 500360-99

### FRANKFURT AM MAIN

Ulmenstr. 30,  
60325 Frankfurt am Main  
Phone +49 69 170000-17  
Fax +49 69 170000-27

### COLOGNE

Kennedyplatz 2,  
50679 Köln  
Phone +49 221 33660-0  
Fax +49 221 33660-80

### MUNICH

Prinzregentenstr. 22,  
80538 München  
Phone +49 89 3090667-0  
Fax +49 89 3090667-90