



Givetastic secures pre-seed investment from APX by Axel Springer and Porsche amid launch of mobile Engagement Wallet App

- The early start-up secured a pre-seed funding by APX
- Givetastic is a smart engagement Wallet App to democratize CSR (Corporate Social Responsibility) that empowers employees to create positive social and environmental impact
- The Givetastic App launched on November 17, 2020 for Android and in January 2021 for iOS devices



Hannover, 1 February 2021

The start-up Givetastic allows companies to increase their CSR activity and reach sustainability goals, while simultaneously engaging their employees. Since November 17, the Givetastic App is available for download on Android devices with a launch on the App Store for iOS devices followed in January 2021. Companies can divide a defined donation amount among employees through the Givetastic App. Each employee receives a credit which they can donate to projects of their choice.

Givetastic secured its first funding round from one of Germany's premier VCs APX and looks forward to the successful launch of the App in the German market. The strong team of co-founders convinced the investor of an innovative business model in a growing sustainability market, coupled with a diverse and experienced team.

"This funding makes it possible for us to not only launch our product in Germany but also to set out on an exciting journey to scale the product and prepare for international market launch. The team is very happy and looks forward to reaching new milestones." - Vidya (CEO & Co-Founder Givetastic)



CEO & Co-Founder Vidya Munde-Müller (right) with CTO & Co-Founder Viji Villadathu (left)



Few members of Givetastic Team during COVID-19

For more information, please contact:

Philippa Solf

Head of Public Relations

E-Mail: press@givetastic.org