

Press Release

payever makes commerce easier for everyone and closed a seed round with the leading early stage venture capital firm in Germany

Hamburg, July 2, 2015. Over 3.000 businesses of all types and sizes use payever solutions to run and grow - in online shops, websites, facebook or local stores. Huge banks and payment service provider like PayPal, Stripe or Santander Consumer Bank cooperate with payever. After two years the team closed their first investment round with High-Tech Gruenderfonds.

Europe's small commerce businesses miss access to tools big businesses have in order to maximise their revenue. Especially payment is a critical factor. While merchants in the United States simply implement PayPal and Credit Card to satisfy their customers - European businesses spend thousands of Euros for integration and maintenance of many payment APIs - to keep customers from leaving their checkout.

“And that's just the tip of the iceberg for running and growing your business today. We are on a mission to change the unfair advantage of big retailers over our community. Our businesses will get access to the same world class tools Amazon or Zalando have”, says Artur Schlaht, CEO of payever GmbH.

payever's technology is modular and looks like a box full of commerce solutions. Everything works without coding: Businesses select payment options and selling channels per mouse tip and get started in minutes. In 2014 payever simplified installment payments in cooperation with Santander Consumer Bank. Today the company offers all payment options and enables merchants to get paid via mail, invoice, website, online shop, in their local retail store and even through facebook. Every month a new solution will be added.

Michael Wieser, Investment Manager at HTGF: „The team created high-end technology and matches a real demand. payever has a great chance to become a relevant international player in the booming ecommerce market.

payever is not a blind spot on the startup map. The team joined two accelerator programs, including Berlin based Microsoft Ventures Accelerator and won several awards.

Remarkably, payever was self-financed for 2 years. “We monitor payever since they got started. The team established a loyal community of businesses and we are happy to go on an exciting journey with them.” says Michael Wieser.

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About payever

payever was founded in December 2013 by Artur Schlaht and Viktor Butsch to make commerce easier for businesses of all types and sizes. The company provides a modular SaaS solution to sell everywhere and accept all payments. The innovative technology works without coding, hosting or maintenance. payever enables businesses to accept PayPal, Sofort, Direct debit, Installment, Pay after delivery or Bitcoin payments in different channels like online shop, website, facebook, via invoice, mail or a local pos app. payever is a Microsoft Ventures Accelerator alumni and headquartered in Hamburg.

About High-Tech Gründerfonds

High-Tech Gruenderfonds invests in young, high potential high-tech start-ups. The seed financing provided is designed to enable start-ups to take an idea through prototyping and to market launch. Typically, High-Tech Gruenderfonds invests EUR 500,000 in the seed stage, with the potential for up to a total of EUR 2 million per portfolio company in follow-on financing. Investors in this public/private partnership include the Federal Ministry of Economics and Energy, the KfW Banking Group, as well as strategic corporate investors including ALTANA, BASF, Bayer, B. Braun, Robert Bosch, CEWE, Daimler, Deutsche Post DHL, Deutsche Telekom, Evonik, Lanxess, media + more venture Beteiligungs GmbH & Co. KG, METRO, Qiagen, RWE Innogy, SAP, Tengelmann and Carl Zeiss. High-Tech Gruenderfonds has about EUR 576 million under management in two funds (EUR 272 million HTGF I, EUR 304 million HTGF II).