

Stratulat Albulescu advises Beez on a EUR 1.2 milion Seed Funding Round



The financing round was led by GapMinder Venture Partners (a Venture Capital Fund, targeting IT Software and Services start-ups in Romania and Central Eastern Europe), with the participation of ROCA X, a technology investment fund, and two other private investors. Beez will use the EUR 1.2 million to grow its business and move to the next stage of the startup, namely increasing the marketing budget, product development, increasing the number of transactions and diversifying sales channels by adding offline operations.

Beez is a Romanian startup founded in 2018 in Alba Iulia, operating on both Romanian and UK markets. With over 130,000 users, the startup addresses a global problem, the issue of saving to achieve financial independence. Beez creates healthy financial habits based on the principle "save more for tomorrow" and integrates a gamification experience that sustains these behaviours over time for outstanding results. More precisely, the platform offers the opportunity for customers to save money on online shopping, as they receive back part of the money paid when making a purchase, in the form of a commission. The saved money can be withdrawn from the account after the amount reaches a certain threshold, or can be used to buy "sweet deals".

The **Stratulat Albulescu** team included Managing Partner **Silviu Stratulat** and Managing Associate **Cristina Man**, as well as Associate **Roxana Ioncu**, all in the Tech M&A dedicated group.