Helpling raises EUR 43M in funding

25 MARCH 2015

SUMMARY

Helpling, the leading global platform for on-demand home services, has secured EUR 43M in Series B funding. The investment was led by Lakestar, Kite Ventures, Mangrove Capital Partners, Lukasz Gadowski and Rocket Internet. With the EUR 13,5M Series A funding in 2014, Helpling has now raised a total of EUR 56,5M in less than one year after launch.

Helpling enables customers to book a vetted and insured cleaning professional online at a competitive price. This reduces the lengthy search through agencies, classified listings or recommendations on the black market to a simple 60 seconds process.

“Home services represent a fantastic global opportunity and we are expanding rapidly in this category. This investment is a great vote of confidence in our vision to become the natural choice for anybody seeking professional help for their home”, said Benedikt Franke, Co-founder of Helpling. “We will use this funding to increase our leadership in customer experience and regional availability in our markets.”

Henrik Persson, Partner at Lakestar, said: "Lakestar has a great experience in investing in leading market places around the world. We are very impressed by Helplings team and rapid growth, already being present on three continents and leading all its markets. The home service market is a huge market that will benefit massively from the increased transparency and comfort that Helplings platform offers.”

The funding follows the company’s rapid expansion throughout Europe and beyond. Helpling first started its service in Berlin in March 2014. Today, less than one year after launch, Helpling is available in more than 200 cities globally.

Philip Huffmann, Co-founder of Helpling: “Our outstanding product and operational expertise enabled us to build an international platform from the beginning. We have convinced more than 50.000 households to book a cleaner on Helpling in less than one year. The funding will allow us to expand our globally leading user experience and accelerate our path of sustainable growth.”

About Helpling

The Berlin based startup Helpling is the leading global online platform for on-demand home

services. On the website or the mobile app, customers can book a vetted and insured cleaner in a couple of clicks. The innovative online service gives people more time to enjoy the nice things in life: family, friends and free time.

Helpling was founded by Benedikt Franke, Philip Huffmann and Rocket Internet in January 2014. The company currently has more than 250 employees and offers its service in more than 200 cities globally. This makes Helpling the most widely available online marketplace for on-demand home services in the world.

SPOKESPERSON

Andreas Winiarski

Senior Vice President Global Communications, Corporate Spokesman

andreas.winiarski@rocket-internet.de

andreas.winiarski

winiarski

ABOUT ROCKET INTERNET

Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on proven online business models that satisfy basic consumer needs across three sectors: eCommerce, marketplaces and financial technology. Rocket was founded in 2007 and now has more than 25,000 employees across its network of companies, which operate in more than 100 countries on five continents.

Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating

payments.

Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

Our Platform

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.

ROCKETINTERNET

Rocket Internetpressroom

Contact information

Rocket Internet
Rocket Internet AG

Johannisstraße 20
10117 Berlin
Deutschland

T. +49 30 300 13 18-00
F. +49 30 300 13 18-99
E. info@rocket-internet.de
USt-IdNr.: DE256469659

Management Board: Oliver Samwer (CEO), Peter Kimpel, Alexander Kudlich
Chairman of the Supervisory Board: Lorenzo Grabau
Registration Court: Amtsgericht Charlottenburg, Registration No.: HRB 159634

Main website

Spokesperson

Andreas Winiarski

Senior Vice President Global Communications, Corporate Spokesman

andreas.winiarski@rocket-internet.de

andreas.winiarski

winiarski

Nils Seger

Head of Communications Africa Internet Group

nils.seger@rocket-internet.de

n.seger

nilsseger

Lisa Teicher

Head of Branding

lisa.teicher@rocket-internet.de

lisa.teicher-rocket

lisa_teicher

David Zahn

Senior Communications Manager

david.zahn@rocket-internet.de

davidzahn-rocket

da_zahn

Karolin Hewelt

Senior Communications Manager

karolin.hewelt@rocket-internet.de

karolin_hewelt

K_Welten

Simon Ueberheide

Communications Manager

simon.ueberheide@rocket-internet.de

simon.ueberheide.rocket

SimonUee

David Baumgarten

Communications Manager

david.baumgarten@rocket-internet.de

david.p.baumgarten

Markus Oettig

Communications Manager

markus.oettig@rocket-internet.com

markus_oettig

MOettig

Alexander Klepel

Senior Communications Manager

alexander.klepel@rocket-internet.com

alex.klepel

Aline Vedder

COMMUNICATIONS MANAGER

aline.vedder@rocket-internet.de

aline_vedder

Latest Tweets

RECEIVE UPDATES

FOLLOW PRESSROOM