

## Keadyn leads 400K investment round in Daalder

Venture-building firm Keadyn has acquired a stake in Daalder, the Amsterdam-based mobile payment service. With the investment from Keadyn, Daalder wants to say goodbye to paper and plastic.

Daalder is a successful Dutch fintech startup, founded in 2013 by Renz Millenaar (CEO), Romke de Vries (CTO) and Reinhard Spronk (shareholder). Daalder has developed a new payment system that lets companies receive - and make - mobile payments cheaply, quickly and securely. Payments are made through the Daalder app, which hosts an e-wallet that can be filled with digital Euros. Daalder cuts out the banks so that businesses will not be charged high transaction fees and will receive payments more quickly. Consumers can pay quickly and easily via the Daalder smartphone app. Daalder is already used by merchants and consumers all over the Netherlands.

## Venture builders

Keadyn combines cash with the best available expert support.

Keadyn is a venture-building firm that contributes to the acceleration of young companies through entrepreneurship. According to Keadyn owner Martijn Don, the collaboration with Daalder suits the vision of his company perfectly. "Daalder has shown great growth potential. The time has now come to accelerate the company's growth in the Netherlands and beyond. Keadyn is happy to be making a contribution to this process by not only investing but also providing hands-on operational involvement in Daalder".

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— Martijn Don, Keadyn co-founder

Renz Millenaar, CEO of Daalder agrees, commenting that "online payments made using mobile devices continues to rise globally. With Keadyn we can accelerate more quickly in a

market where speed is the key factor to success.”



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— Renz Millenaar

With the help of Keadyn, Daalder wants to put their name firmly on the map as the leading independent mobile payment service in the Netherlands. Millenaar says, “Daalder works independently of banking channels or telecommunication companies and is available for everybody with a smartphone. We want to further accelerate this unique position.’

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— Renz Millenaar, CEO of Daalder

Together with Keadyn, Daalder will also actively search for companies to partner with.

Apart from Keadyn, Vince Blondeel (CCO and Partner) completed the second-round venture finding for Daalder with a management buy-in in Daalder. In the second round Daalder raised a total of €400,000.

The Angel investor of Daalder is Chris Zanders, risk and treasury advisor and founder of Zanders Treasury&Finance Solutions.

*“We have high expectations of the rise of e-wallets. Twenty percent of all transactions at the American branches of Starbucks are already mobile payments. Together with the Daalder team, Keadyn will boost Daalder to become the Dutch leading e-wallet,,*

— Ohad Gilad, co-founder Keadyn

## **About Daalder**

Daalder was set up in 2013 by Renz Millenaar, Reinhard Spronk and Romke de Vries. As CEO Renz Millenaar puts it, Daalder meets a twofold social need: consumers' need on the one hand for a quick and easy way to pay, and on the other hand businesses' need for lower transaction fees and quicker receipt of payment.

## **About Keadyn**

Keadyn is a Dutch-based seed/early stage venture investment company that provides hands-on operational involvement via its network of functional experts. Keadyn invests solely in tech-based startups. The Keadyn circle consists of experienced and successful entrepreneurs that bring along a large international network.

## **Daalder founding team**





## Keadyn team

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