



*Press release*

## **PLAN3T closes €750,000 pre-seed financing and becomes a fintech**

**Hamburg, 08. November 2021** - Hamburg-based startup PLAN3T announces that it has raised €750,000 from renowned investors in its pre-seed funding round. PLAN3T is the first reward system for sustainable consumption. With the free app, environmentally conscious consumers can track their ecological footprint, reduce it in a simple way and are rewarded with exclusive perks from over 50 sustainable partner brands. In the upcoming months the app will be expanded by an open banking integration, which positions the startup in the fintech space.

### **PLAN3T rewards sustainability in everyday life**

Current market research shows that over 60% of European consumers want to buy sustainable products, but only 26% actually follow this intention in everyday life. One of the main reasons for this is that environmentally friendly alternatives are usually more expensive than conventional products, which puts many groups of buyers at a disadvantage when it comes to making a choice. PLAN3T is the first app worldwide that rewards environmentally conscious consumers for sustainable purchasing decisions. With its solution, the startup wants to make sustainable consumption easy and accessible for all groups of consumers.

With the help of the free app, users can track their personal ecological footprint and receive so-called Planet Coins through personalized sustainability tips, successfully completed challenges and CO2 offsets. The Planet Coins can be redeemed at over 50 sustainable partner companies or donated to climate protection projects. The startup has rapidly expanded its partner network in recent months - it now includes well-known brands such as Enpal, tibber, SodaStream, refurbished, planted, WeShare and TIER.

The team of 8 around the three founders Lukas Wehrhahn, Kaspar Wehrhahn and Christian Gärtner launched their beta version in the German app stores this spring. The 6000 registered users have already avoided and compensated for over 250 tons of CO2.

### **750,000 € for the impact startup from Hamburg**

Participants in the pre-seed financing round included renowned Berlin-based early-stage investor APX, Hamburgische Investitions- und Förderbank (IFB), and well-known business angels from the German digital and advertising industries, including Marc Sasserath, Guido Syré, and Mutabor founders Heinrich Paravicini and Johannes Plass.

APX Managing Director Jörg Rheinboldt: "we were one of the first investors to believe in PLAN3T's idea - because climate change can only be decelerated if everyone also does something about it. PLAN3T creates the perfect digital solution to honor sustainable commitment."

With the investment, the founders plan to gradually automate their app in the coming months with the help of an open banking integration (on the PSD-2 standard). It is already possible to sign up for this in the app.

Founder and CEO Lukas Wehrhahn says: "By linking the personal bank account, every transaction can be provided with a CO2 equivalent. On this basis, we can suggest environmentally friendly alternatives to our users and automatically reward them with cashback for purchases from our partner companies."



Currently, the app is only available in Germany. In the coming year, the startup plans to expand into other European countries.

### Press Material



Press images for download [here](#)

Download app [here](#)

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### About PLAN3T

PLAN3T is a digital platform that rewards environmentally conscious consumers for sustainable purchasing decisions and climate protection in everyday life. In this context, PLAN3T cooperates with sustainable brands and NGOs and offers their products and services as environmentally friendly alternatives in an app. PLAN3T was founded in 2020 by Lukas Wehrhahn, Christian Gärtner and Kaspar Wehrhahn and is based in Hamburg.