

07 March 2018

Travel planning in the Instagram age: Luther advises Mapify on financing

Beautiful beaches, hip bars and spectacular viewpoints - the Berlin-based company Mapify has developed an app that allows users to plan individual trips and at the same time draw on the experience of others. The young Berlin-based company relied on the expertise of Luther Rechtsanwaltsgesellschaft for its first round of financing.

The founders of Mapify have already succeeded in starting the adventure trip: With Gunnar Froh, they won a former Airbnb manager as business angel, who supports the entrepreneurs financially and with know-how in the advisory committee. Luther accompanied the start-up on the first meters of his journey and advised the founders on the financing of the company founded at the end of 2016. The contracts were signed on 7 March.

In addition to private investors from Sweden, Hong Kong and Germany, Mapify is financially supported by the Massachusetts Institute of Technology (MIT) in the USA. A total of US\$ 330,000 is thus available to the start-up company for the expansion of the travel network.

About Mapify:

The company was founded in December 2016 and is based in Berlin. Mapify is a social travel network for people who want to plan trips and share their experiences. The company's website and app have been online since November 2017. With the help of the network, users can already exchange travel experiences in more than 160 countries.

For Mapify:

Luther, Mergers and Acquisitions: Philipp Glock (Lead), Dr. Eberhard Kalbfleisch (Partner), Ema Buric (Associate), Dominique Kurtz (Transaction Support, all Frankfurt am Main)

Luther, IP/IT: Dr. Wulf-Axel Schmidt (Partner), Clemens Wieder (Associate, both Frankfurt am Main)

Brief Profile Luther

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs more than 350 lawyers and tax advisors and is represented at 10 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai, Singapore and Yangon. Our clients are medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions worldwide. On the Continent, Luther is part of a group of independent leading law firms who have worked together for many years on joint cross-border projects.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit.

Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Further information is available at: www.luther-lawfirm.com

Press contact

Luther Rechtsanwaltsgesellschaft mbH
Anna-Schneider-Steig 22
50678 Cologne | Germany
sebastian.lorenz@luther-lawfirm.com

Dr. Sebastian Lorenz
Press Officer
Phone +49 221 9937 25036
Mobile +49 1520 16 25036