

## PRESS RELEASE

Cologne Ed-Tech-Start-up DeepSkill further on growth course - ever more enterprises set on further training of their coworkers inside as basis for economic success.

- After the company founded by entrepreneurs Miriam Mertens and Peter Goeke in 2020 had already received seven-figure pre-seed financing last year, including from High-Tech Gründerfonds and Kienbaum, other well-known cooperation partners and investors are now coming on board.
- hubraum, the tech incubator of Deutsche Telekom, and the founder of the Heidelberg-based company tt-s, Hermann Ude, have pledged an investment in addition to strategic support.

**Cologne, February 15, 2023:** Today's working world is in a state of flux - increasing digitization, rising prices and an uncertain global situation are presenting new challenges to the economy. In the course of this, more and more decision-makers in the upper echelons of management are realizing that they need to invest in their own employees if they want to survive on the market sustainably in the long term.

Companies such as *DeepSkill*, a Cologne-based EdTech start-up developed in 2020 by Miriam Mertens and Peter Goeke, whose digital platform for holistic HR development addresses precisely this issue, are currently experiencing enormous growth. As early as 2022, *DeepSkill* had already received seven-figure pre-seed financing for this, including from *High-Tech Gründerfonds* and the consulting firm *Kienbaum*. Now, the tech incubator of Deutsche Telekom, *hubraum*, and the founder of the Heidelberg-based company *tt-s*, Hermann Ude, are joining the company as well-known investors and cooperation partners. Together with the founding team of *DeepSkill*, they are united by the conviction that the promotion of emotional abilities of managers and their teams is the basis of all economic success.

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In addition to providing the investment, the investors are also strategically involved in the further development of the start-up: *hubraum* plans to use DeepSkill's digital training services for *Deutsche Telekom* employees and to further optimize the design of the training services. *hubraum* is also supporting the Cologne-based start-up in the further implementation of its growth strategy and is striving for further strategic collaborations with experts from its own network.

Cezary Iwan, Investment Manager of *hubraum*, explains the cooperation as follows: *"DeepSkill's offering perfectly meets the trends in the leadership development market - especially with regard to the rapid digitization of content and interaction and the de-development of staff emotional skills, which are difficult to teach but essential for thriving in today's non-hierarchical, increasingly collaborative organizations."*

Hermann Ude, founder of the Heidelberg-based company *tt-s*, is also convinced by the business model of the Cologne-based entrepreneurs: *"Organizations are facing significant transformations: digital, sustainable and collaborative are just a few of the buzzwords - and managers are often the bottleneck in further development. DeepSkill has developed a superior concept that, thanks to pre-structured building blocks, enables the development of leaders faster, more effectively and more sustainably. I am very happy to be part of it!"*

The founding duo Mertens-Goeke is pleased about the active support of the new investors:

*"It is great to see hubraum and tt-s support to establish emotional capabilities on a large scale in business. We are glad to have such strong strategic investors on our side who believe in our business model and potential. We look forward to further scaling DeepSkill and expanding our market position,"* Mertens explains.

Goeke adds: *"The renewed investment shows that we offer our stakeholders long-term value that they recognize as economically important. With their commitment, the investors signal their belief in the success of our business model, show their trust in our team and contribute to actively implementing our vision of a more humane, productive and sustainable working world."*

With the increased financing and strategic support from *hubraum* and *tt-s*, the founding team now wants to enable the implementation of its growth plans and further strengthen the company's market position.

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### **About DeepSkill**

The Cologne-based EdTech start-up DeepSkill is a digital platform for holistic personnel development. It was founded in 2020 by entrepreneurs Miriam Mertens and Peter Goeke out of the conviction that emotional intelligence is the key to future professional success. Through personalized learning and coaching programs, which are partly conducted in live sessions and partly digitally and are accompanied by experienced coaches, it helps specialists and managers as well as employees to develop and transfer emotional abilities and deep skills such as empathy, cooperation and mental strength into everyday life. The aim is not only to strengthen individual people in their professional and personal development, but also to make entire organisations more humane, productive and sustainable. The aim: to establish a people-centred leadership culture in companies and to actively participate in shaping a more humane working environment.

Since being founded, the start-up has been on a growth path. The team now comprises 17 employees and consists of experienced coaches, personnel developers and digital experts. Customers include for example the companies *Mazars*, *Ströer* and *Mediq Deutschland*.

Further information at [www.deepskill.com](http://www.deepskill.com)

Press images you can [download here](#).

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**About hubraum**

hubraum is the tech incubator of Deutsche Telekom. By bringing together early-stage start-ups and the leading European telecommunications company, hubraum promotes innovation transfer and creates new business opportunities for both sides. Since 2012, hubraum has been working with the digital ecosystem from its locations in Berlin, Krakow and Tel Aviv.

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**About Hermann Ude and tt-s.com**

Hermann Ude is an active investor with focus on companies that drive digitalization. As Managing Partner of tt-s.com, he empowers and supports companies and their employees in the digital transformation with individually adapted software and e-learning solutions. He is also Chairman of Transporeon, Europe's leading digital logistics platform. Prior to that, he worked for seven years at McKinsey & Co. and 13 years in management positions at Deutsche Post DHL Group.