

## Plan A raises \$3M to empower enterprises with B2B carbon emission and ESG management software

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- Plan A, a first-mover for software-based carbon management solutions focusing on data automation and carbon reduction, has received \$3M in funding.
- Carbon emission management has become a key challenge for today's businesses, driven by fast-changing regulations such as the Green Deal and EU Taxonomy as well as rising customer and investor demands.
- With the investment round from Demeter, Coparion and Softbank, Plan A is enhancing its carbon emission and ESG management software for enterprise customers in Europe and setting the scene for international expansion.

Plan A, founded in 2017, assists companies affected by carbon emission regulations, predominantly banking, financial and international corporations. Plan A's end-to-end B2B platform lets companies measure, monitor, reduce and report their environmental footprint while improving their ESG performance. With increased regulatory and legislative pressure on businesses, the market for emission management solutions is growing rapidly - from \$10 to \$26 Billion in the next five years.

Focusing on ease of use, automation of data collection and reduction planning, Plan A has secured a leading position in the emission management software market. The customer base has increased tenfold over the past months and includes companies like Société Générale, GANNI, AlbionVC, BMW Foundation, BCG Digital Ventures and football club Werder Bremen. The funds raised in the round are dedicated to further accelerating organisational growth and expanding the company's competitive advantage in data automation, emission reduction, and ESG offering.

**Lubomila Jordanova, co-founder and CEO** of Plan A: "Plan A's technology has transformed companies and enabled them to turn sustainability into a competitive advantage. We have been working for multiple years on developing the best in class technology, and this investment will allow us to further tailor our carbon and ESG management platform to the needs of enterprises worldwide."

**Nathan Bonnisseau, co-founder and CMO** of Plan A: "Our customers vary in size and industry, but all have in common the desire to innovate towards sustainability in an accessible and scalable way, and that is what Plan A provides. Now with greater means to achieve these ends, we are delighted to receive the trust and backing of our investors."

As a major investor in ecological transition, French VC Demeter is co-leading the round with one of the largest German VC Investors coparion. Both investors will strengthen Plan A's leading position in two core European sustainability markets, Germany and France, while Softbank is joining the round as a strategic investor aiming for long-term international growth.

**Olivier Bordelanne, Partner** at Demeter: "There is a high demand for B2B monitoring services and platforms providing data-based insights on companies' sustainability indicators or climate risk exposures. Among the many companies offering carbon footprint measurements that we have studied recently, Plan A and its team stood out by positioning themselves as the one stop shop to help businesses calculate, monitor, and reduce their carbon footprint via mitigation and offsetting actions. We are very pleased to support Plan A with our "smart-city" seed fund and this new investment is fully in line with Demeter's role, being a leader at promoting the United Nations Sustainable Development Goals and ESG values (environmental, social and governance) through our investment strategy, and through the implementation of innovative impact measurements for our funds."

**Alexander Lüttge, Partner** at coparion: "Carbon emission management is at the top of business leaders' minds these days. In a market that is experiencing strong momentum due to increasing pressure from regulators, capital markets and consumers, it is our great pleasure to partner with Plan A and their remarkable team as one of the most promising players in this segment. Plan A offers companies an easy-to-integrate and easy-to-use SaaS solution for carbon footprint transparency, mitigation and offsetting. In our view, their solution is not only the most versatile product for automated emissions data collection in the market, it also creates transparency in emission and cost structures, as well as significant value-add for companies through the introduction of automated business process optimization."

[Find the press package, visuals and assets here.](#)

## About Plan A

Founded in 2017 and based in Berlin, Plan A combines its expertise in ESG, carbon accounting and reduction with cutting-edge technology solutions to empower organisations of all sizes to build a more sustainable world. Plan A provides a software to support companies to comply with environmental regulations with science-based targets and implement ambitious sustainability and carbon reduction plans.

Plan A has been awarded numerous prizes, most recently the Digital Top 50 and BCG DV Social Impact, and shaped the market of sustainability at the BMWi Digital Gipfel 2020, in which [Ursula von der Leyen](#) opened her remarks with Plan A. The company and its founder Lubomila Jordanova have been covered by TechCrunch, Forbes, BBC, Focus, Sifted and more.

To learn more about Plan A, go to <https://plana.earth/>

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## About DEMETER

Demeter is a major European private equity player for the energy and ecological transition. Its funds invest between €1 and €30 million to support companies in the sector at all stages of their development: innovative start-ups, fast-growing SMEs and midcaps and infrastructure projects. The Demeter team has 37 people based in Paris, Lyon, Bordeaux, Grenoble, Metz, Madrid and Düsseldorf, manages 1 billion euros and has made 170 investments since 2005.

The Demeter 6 Seed Fund, investor in Plan A, is dedicated to seed financing of innovative technology companies. This €46 million fund was raised with the support of the Fonds National d'Amorçage (FNA) managed by Bpifrance Investissement within the framework of the Programme d'Investissement d'Avenir (PIA).

To learn more about Demeter, go to <https://www.demeter-im.com>

## About coparion

coparion, based in Cologne and Berlin, provides venture capital to accelerate momentum and growth. With a current active fund of EUR 275 million coparion has the means to do so. coparion supports entrepreneurial vision with know-how, but without intervening in daily business operations. Thanks to in-depth experience in venture capital and in building companies, the coparion team discerns potentials and opens up new perspectives. The fund invests up to EUR 15m per company, usually in several financing rounds of EUR 0.5 - 8m each. Investment focus is on German companies in the start-up and early growth phase.

To learn more about coparion, go to <https://www.coparion.vc/>