



ysura Secures €5.4M from Marondo Capital for Growth

ysura GmbH, a SaaS company operating in the life science industry, announced that it has secured a €5.4M investment from Marondo Capital to further enhance product offerings and grow its footprint in Europe.

Now more than ever, success in pharma depends on effective digital communication and the ability to empower sales reps with best-in-class tools to be productive in face-to-face, virtual, and hybrid environments.

Even before the COVID-19 pandemic began, ysurā anticipated an uptake in remote engagements. Its proprietary Customer Interaction Platform was purpose-built with omnichannel methodology while ensuring that all users have an optimal experience in each engagement. "The user-centric platform enables sales reps to provide the right information at the right time through the right channel to each individual HCP," said Philip Debbas, CEO of ysurā.

The platform includes a CRM offering, accelerators which provide enhanced functionality that can be added on to external systems and the yRoom, an augmented video technology solution. "Developed in-house, with usability as the top priority, our products are highly intuitive and not limited to or constrained by a third-party backbone, therefore offering unmatched functionality and flexibility," said Debbas.

Marondo, the equity investor, was asked what made ysurā stand out. Dr. Stefan Elsser (partner and co-founder of Marondo Capital), responded: "The clear focus on the pharma industry while addressing actual needs and continuously innovating is evident in the functionality and ergonomics of ysurā's products. We were immediately impressed by their cloud-based offerings, the multi-tier architecture, and the business logic."

"ysurā is reimagining how pharma sales reps can deliver more value to HCPs" added Marko Maschek (partner and co-founder of Marondo Capital). "We look forward to seeing its continued success as it becomes the partner of choice across Europe in a quickly changing ecosystem of pharma sales and marketing."

When asked about what having Marondo on board means for ysurā, Debbas answered: "It's assuring to have veteran technology investors from Marondo recognise the value of our platform, and we are thrilled to benefit from their advice and experience as we help more companies in pharma form meaningful relationships with their HCPs to ultimately provide better healthcare. ysurā is committed to enhance virtual engagement, increase sales rep performance, and allow HCPs to engage with promotional content compliantly and securely."

ysurā plans to use the capital to increase the company headcount by 50% over the next twelve months at their Munich headquarters and their office in Spain. Additionally, the newly secured funding will help support product enhancements, including consulting services to help pharma companies make the transition to an omnichannel organisation.



About ysura GmbH

ysura headquartered in Munich is a software company operating solely in the pharma industry. The company was founded by Philip Debbas when a consulting project to conduct due diligence on existing CRM products for a Top 10 pharmaceutical company resulted in the request to build a bespoke solution to address the gaps in the market. ysura is an agile partner driving success for organisations across the ecosystem — niche businesses, medium companies, and large global enterprises. Its cloud-based solutions fulfil compliance and regulatory requirements with flexible processes that meet both global requirements and local needs. The company prides itself on maintaining an openness to experimentation that can lead to breakthrough strategies and long-term relationships with partners who are also passionate about building transformative solutions anchored in technology. For more information, please visit <http://www.ysura.com>

About Marondo Capital

Marondo, with offices in Munich and Stuttgart, is an investment company for fast-growing, technology-focused companies of the next generation of SMEs in Germany and DACH. The fund invests in companies in the German engineering sectors within the framework of majority and minority transactions. This includes software & IT, Industry 4.0, environmental technologies, new materials as well as health- & medical technologies. In addition to substantial expansion capital, Marondo offers liquidity solutions for existing shareholders. The partnership is run by four partners with over 80 years of industry experience, 90 financed companies and several hundred transactions in the last two decades. For more information, please visit <http://www.marondo.com>