

## Stratulat Albulescu advises GapMinder Venture Partners on its investment in Cartloop, an innovative eCommerce startup



The financing round was led by GapMinder Venture Partners (a Venture Capital Fund, targeting IT Software and Services start-ups in Romania and Central Eastern Europe) also included the angel investor Cristian Tamas, the co-founder of TypingDNA. The financing round totaling EUR 300,000 will be used to upgrade the solution, as the founders are looking to increase the number of customers and to expand globally.

**Cartloop** is a conversational marketing platform that has a 3-5x higher efficiency than its competitors in helping online merchants persuade customers to return to the site and buy products from the "cart" if they left without completing the order. The Cartloop platform is currently available as an application for merchants who have online stores created on the Shopify e-commerce platform, but it will be also integrated in the near future with other international e-commerce platforms such as Presta Shop or Magento.

GapMinder is a Venture Capital Fund intended to provide capital for start-up companies and for the development of technology in Small and Medium Enterprises (SMEs) that are expanding both locally and internationally. The investment fund focuses on technology and services, field diversity and also on its product oriented objectives. GapMinder usually invests in companies in the first phase of investment (series A), seed and pre-seed (acceleration).

The **Stratulat Albulescu** was coordinated by *Managing Associate Cristina Man*, with significant experience in the venture capital market and also in the Technology sector, and included *Senior Associate Elena Stan* who handled the Intellectual Property related matters.