

**Contact**

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**About MRC**

Since 2015, MRC — an owner-managed management consultancy focused on growth and digitalization — has been investing in technology-based start-ups. The emphasis is on pre-seed and seed investments.

We believe that disruptive innovation is achieved almost exclusively in start-ups, and our investments keep us consistently at the cutting edge.

**Why MRC**

- Leveraging sales synergies and scaling potential through prospective customer relationships, partnerships, and exchanges with established companies
- Providing know-how on topics such as Sales & Marketing, pricing, ecosystem building, and business model innovation
- Dedicated point of contact (Venture Manager)
- Peer-to-peer exchange with tangible, hands-on value
- Initial ticket sizes between €50–200k, plus participation/support in follow-on rounds

**Portfolio****Active**

PIONIX

synctive

nyris

neocom

VENMATE

NIMMSTA

Vytal

Doctolib



VREEDA

**Exit**kitchen  
stories

lookthrough



the nu+company

| Aaron.ai |

**Topics**

Software Industrie



Neue Mobilität



Energie



Motorsprt



Versicherungen



Sales &amp; Service

**Investments: 20+****Focus:** DACH region  
Early Stage**Location:** Munich (DE)