
PRESS RELEASE

BEITEN BURKHARDT Advises Frankfurt-Based Start-up Meet5 on Financing Round

Frankfurt am Main, 9 October 2019 – The international law firm BEITEN BURKHARDT has once again provided advice to the Frankfurt start-up Go Crush on the now second financing round. Parallel to a capital increase consisting of a mid-six figure sum, invested by a business angel from the Rhine-Main-area, the name of the app is being changed from Go Crush to Meet5. Already last year Dr Jost Schwaner, Germany's dating guru and one of the most experienced personalities in the German dating industry - who is also the former CEO of the online dating business Elitepartner and COO of Parship - became shareholder of the Frankfurt-based start-up Meet5.

Since having received the previous investment sum in March 2018, the company's business model has changed considerably from partner commissions to a freemium model. The basic concept has remained the same, though: Meet5 brings people in the app together at virtual tables; however, users get to know each other in the real world, usually in groups of six. The new name reflects the focus of the company even better: Dating has been a large element for a long time, while it is now meeting as a group which defines the app. Growing numbers of users support the concept.

The fresh funds will be a mostly used for scaling and winning users in the Rhine-Main-area. New marketing campaigns are already in place and bring in 300 to 500 new users every day.

Go Crush GmbH was founded in Frankfurt in 2017. Now the app is used by around 50,000 users, both in German and English. With Meet5 it is possible to meet new people in a relaxed round already in Frankfurt, Berlin, Hamburg, Munich and Cologne.

Advisors to Go Crush GmbH:

BEITEN BURKHARDT: Dr Gesine von der Groeben (head, Frankfurt am Main), Christian Philipp Kalusa, Caroline Frohnwieser (both Munich, all Startups/Venture Capital).

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