

Gretel Closes a \$700,000 Funding Round Led by Inveready

- Gretel, the real-time anomaly detection software for digital marketing, has secured a \$700,000 funding round led by Inveready, Extension Fund, and Enzo Ventures.
- The startup, recently selected by the Lanzadera accelerator, will use the funding to launch its tool internationally.

Barcelona, April 13, 2023

Gretel, the Barcelona-based startup specializing in real-time anomaly detection software for marketing teams, has closed a \$700,000 funding round to support the international launch of the first version of its product.

The round was led by venture capital funds Inveready, Extension Fund, and Enzo Ventures, with participation from prominent business angels such as Lanai Partners, Dídac Lee, and Kintxo Cortés.

Aniol Brosa, Partner at Inveready, commented: "We are excited to support Gretel in this funding round and contribute to the successful international launch of its first software version. This milestone will allow the company to expand its customer base globally and provide digital marketing teams with a powerful tool to enhance the efficiency and effectiveness of their campaigns. We look forward to seeing the impact of this innovative product on the market and are eager to continue supporting Gretel's future growth and success".

The company, headquartered in Barcelona, spent 2022 validating its business idea with over 100 marketing professionals. Founders Martí Gou and Alex Hughes identified the need for a platform that simplifies internal data management for businesses. Over the past year, they have developed an initial prototype that, with the help of AI, detects critical insights from essential marketing applications such as Google Analytics, Google Ads, and Meta Ads, proactively delivering relevant information to users in real time.

Gretel has used the funding to expand its team to seven professionals and develop its first prototype, which is set to launch in 2023.

About Gretel

Founded in 2022 by Martí Gou and Alex Hughes, Gretel is a real-time anomaly detection platform. The company currently has seven employees and is preparing to launch its first product version in 2023. Headquartered in Barcelona, Gretel is part of the Lanzadera startup accelerator program.