

CELUS Fact Sheet

CELUS offers automation software for faster electronics development transforming the industry.

Initial Idea: The story of CELUS started several years ago at the Automotive Chair of the Technical University of Munich. CELUS' CEO Tobias Pohl was surprised by the manual process of electronics development and started to look for a more convenient solution with his brother Alexander Pohl. Everyone told them: "This doesn't exist, because it is impossible!". Together with the third co-founder André Alcalde, they proved them wrong and founded CELUS in 2018.

Mission: We want to fundamentally change the process of electronics engineering by supporting humans with the power of machines. This enables electronics engineers to focus on true innovation and high quality.

Product: The CELUS Engineering Platform consists of two parts: CELUS Orbit and CELUS Supernova. The cloud-based tool doesn't require any additional installation and provides decisive advantages:

- CELUS Orbit is the basis, offering a central library with components in a digital format.
- CELUS Supernova expands Orbit and chooses the fitting components to automatically provide PCB-Floorplanning, Bill of Material and schematics ready to be finalized in the chosen CAD tool.

Founders: Tobias Pohl (CEO), Alexander Pohl (CTO), André Alcalde (Product Director)

Management: Matthijs von Witte (Commercial Director), Rui Calsaverini (Engineering Director), Esmira Alieva (Head of HR), Bettina Giemsa (Head of Marketing)

Employees: < 50 (August 2022)

Finances:

18 months of research in university- and government-funded projects

250 k€ Pre-Seed investment (Dec 2018)

1.7 m€ Seed investment (Dec 2019)

25 m€ Series A investment round (July 2022)

Total funding by July 2022: 31.8 m€

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