

# Molntjänst för restaurangbeställningar tar in 35 MSEK för global expansion

**Future Ordering tar in 35 MSEK från Brightly Ventures och Bonnier Ventures. Även existerande investerare Fort Knox Förvaring och Partnerinvest Norr deltar i rundan. Bolaget har utvecklat en molntjänst för beställningar via webb, mobil och beställningskiosk för större restaurangkedjor och siktar nu på att expandera utanför Europa och dubbla antalet anställda.**

Future Orderings plattform möjliggör Kiosk-, App- och Onlinebeställningar direkt mot en restaurangs kassasystem. Sedan starten har bolaget haft en god tillväxt och Future Ordering har lockat till sig restaurangkedjor som Max Burgers, Circle K och Egon restauranger. Bolaget som grundades 2016 har ledning, sälj- och data scientists baserat i Stockholm och produktutveckling i Luleå. Bolaget är idag 40 personer, men räknar med att dubbla teamet inom två år och öppna kontor på marknader utanför Europa.

Future Ordering har i nära samarbete med sina kunder haft möjlighet att leda innovation och transformation av restaurangbranschen.

*"Våra kunder räknas som världsledande kring digitalisering på den globala restaurangmarknaden".* Andreas Stormvinge, VD, Future Ordering

Pandemin har inneburit en kraftig tillväxt för bolaget när restaurangkedjor tvingats tidigarelägga sina digitaliseringsplaner. Future Ordering har möjliggjort för kunder att kunna fortsätta hålla öppet under den globala krisen.

*"Vi ser ett djupt passionerat team med en robust, skalbar plattform som för kunder inom restaurangbranschen möjliggör ökade intäkter, snabbare betjäning och nya sätt att sälja och leverera sin produkt. Digitala beställningskanaler och snabb anpassning till konsumenters önskemål och beteenden kommer vara en förutsättning för en restaurangkedja att konkurrera och växa i framtiden",* säger Kerstin Cooley, Managing Partner, Brightly Ventures.

Kapitalet ska förutom att möjliggöra en global närvaro på de stora marknaderna även gå till det fortsatta arbetet med datadrivna tjänster. Future Ordering har länge arbetat med att omvandla data till värde för sina kunder i form av nästa generations rekommendationsmotor, smart marknadsföring och effektivare driftsorganisation.

Stockholm den 11 januari 2021

*"Framtidens restaurang drivs av data. Det är här vi ser att vi kan tillföra både kapital och kompetens från vår bakgrund i mediabranschen som tidigt blev datadriven"* säger Matti Zemack, CTO på Bonnier Ventures.

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**Future Ordering**

is a digital ordering platform for global restaurant brands. Based in Stockholm, Sweden, Future Ordering is working to disrupt the industry. The company is today powering some of the most profitable and innovative restaurant chains and are deployed across 10 countries running millions of transactions per month. The customer base includes companies such as Circle K, Europe and Max Burgers.

**Brightly Ventures**

is a Stockholm-based early stage Nordic venture firm supporting entrepreneurs with bright ideas and bold ambitions. We are a group of founders and company builders with extensive experience in helping entrepreneurs achieve their full potential. Our passion lies in finding and supporting those exceptional teams and game changers that transform industries through technology, and push the world forward.

**Bonnier Ventures**

is the venture capital arm of Bonnier Group, and targets significant minority shareholdings in technology businesses in the early stages of scaling up, typically making initial investments around SEK 15-60 million (USD 2-6 million). Bonnier Ventures works closely with their portfolio companies and provides active support as they scale up. The portfolio currently includes 16 companies such as Acast, Natural Cycles and Doktor.se.

## **Restaurant ordering platform raise 3.5 MEUR for global expansion**

**Brightly Ventures and Bonnier Ventures invests 3.5 MEUR in Future Ordering. Also existing investors Fort Knox Förvaring and Partnerinvest Norr is also participating in the round. The company has developed a cloud-based platform for online ordering, via app and self-ordering kiosks for larger restaurant brands. The funding will allow for global expansion and to double the team.**

The Future Ordering platform enables ordering online, via app and self-ordering kiosks seamlessly integrated with the restaurants Point of Sale system. Founded in Sweden 2016, the company has grown consistently and attracted restaurant brands such as Max Burgers and Circle K. Future Ordering employ a team of 40 and expect to double in size within two years with offices also outside of the European markets.

Future Ordering have in collaboration with its highly innovative customers positioned itself in the forefront of innovation and digital transformation of Food and Beverage.

*"Our customers are considered world-leading within digitalization of the restaurant industry. ", says Andreas Stormvinge, CEO, Future Ordering*

The pandemic has forced restaurant brands to fast-forward their digitalization plans and Future Ordering have made it possible for its customers to remain open during the global crisis.

*"We see a deeply passionate team with a highly scalable platform that enables restaurants to increase revenue, throughput, efficiency and to offer new ordering channels as a response to new customer behaviours. Adopting digital ordering and serve customers faster and better by keeping up with their changing expectations and desires will be key to survive and thrive in the global restaurant industry," says Kerstin Cooley, Managing Partner, Brightly Ventures.*

The funding will be used for global expansion as well as continued R&D around data/AI. Future Ordering will use data to enable contextual food recommendations, relevant marketing, and more efficient restaurant operations.

*"The restaurant of the future is powered by data. This is where we can add both capital and know-how from our background within the media industry that became data-driven at an early stage." says Matti Zemack, CTO at Bonnier Ventures.*

Stockholm den 11 januari 2021

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