

## SENSORFACT

- **Sensorfact** (SF) is a Dutch start-up company that focusses on realising energy savings for industrial companies by combining real-time energy data and intelligent software
- Sensorfact helps industrial companies to reduce their energy expenses by combining non-intrusive sensors and an in-house developed Energy Management System into data driven energy savings advice
- The proposition of Sensorfact combines compliance to regulations with clear-cut energy savings opportunities, resulting in an average energy reduction of 10%
- Sensorfact is run by an agile and effective professional team and is ready for further (international) growth



- **FORWARD.one** is a venture capital firm designed to address the unique needs of early-stage startups at the intersection of hardware and software.

- FORWARD.one provided growth financing through an equity stake in Sensorfact
- Funds will be used to accelerate the international expansion, professionalization of the company and improvement of the product and business development
- JBR assisted with the drafting of a company profile, reviewing the financial model, identifying of and marketing to potential investors as well as advising Sensorfact and its shareholders during negotiations, deal structuring and on the term sheet



In July 2019, Forward.One participated in Sensorfact...



...by providing equity to accelerate the (international) growth



Sectors: Energy / Digital Transformation & IT



*JBR Corporate Finance acted as advisor to Sensorfact and its shareholders*



# ...and was advised by a JBR team

PRESS RELEASE

## Utrechtse leverancier van energiemeters trekt investeerder aan

July 29, 2019 | by FD |

Sensorfact, een leverancier van energiemeters voor industrieel gebruik, heeft een nieuwe investeerder aangetrokken. Durfkapitalist Forward.one steekt €1,25 mln in het Utrechtse techbedrijf in ruil voor een belang van 35%.

'Met die kapitaalsinbreng kunnen we snel doorgroeien in Europa', verklaart mede-oprichter Pieter Broekema van Sensorfact in een telefonische toelichting.

[Link to news article](#)



- Harold Brummelhuis
- T: +31 6 15 90 48 24
- E: h.brummelhuis@jbr.nl



- Stijn Dijksterhuis
- T: +31 (0) 6 159 064 95
- E: s.dijksterhuis@jbr.nl

*JBR is an independent internationally operating management consulting firm with over 30 years experience in strategy, corporate finance and restructuring*



**JBR Strategy, Corporate Finance & Restructuring**

Het Rond 6a  
3701 HS Zeist  
+ 31 (0)30 6 999 000  
www.jbr.nl