

## Europe's top VC and impact angels back Finnish Fintech fighting climate change

*Europe's top investors join Cooler Future, an early-age startup that is on a mission to create a better way to invest for the climate-conscious generation*

HELSINKI, October 2020 – [Cooler Future](#), a Finnish fintech startup, recently closed a successful funding round of €1.4M to continue developing what will be Europe's first climate impact investing app. The startup, with offices in Helsinki and Berlin, boasts a list of top-tier investors from the tech space that include Lifeline Ventures, Nordic Makers, Gary Lin (Purple Orange Ventures) and Patrick Schmidt (CEO at Global Fashion Group).

The funding, coupled with the trust and support from these prominent figures, allows Cooler Future to launch a new way of investing to fight climate change. With a carefully designed mobile app, users will be able to invest in a climate-friendly portfolio of assets and track the CO2e impact of their investments alongside their financial returns. By developing a unique, impact-first investment approach, Cooler Future will offer a globally diversified Fund that invests exclusively in sustainable companies and projects committed to cutting down emissions. The Fund will seek to add further value by utilising both traditional fundamental, as well as modern quantitative, analysis in the investment decision-making process.

*"Cooler Future is an exciting company for investors and climate activists alike, with significant potential for growth and a clear opportunity to drive positive change", said Juha Lindfors, Partner at Lifeline Ventures.*

Cooler Future was founded in 2019 and brings a highly-experienced team of finance, sustainability, technology, marketing, and hyper-growth experts from Credit Suisse to DKB and Rocket Internet. The idea itself stemmed from Moaffak Ahmed and Matti Rönkkö, seasoned entrepreneurs and angel investors well-known within the Nordic's tech and investing ecosystem.

*"Redirecting investor attention to companies that actively reduce carbon emissions is a conversation changer for climate change, however there is no widespread public awareness about that yet. Our mission is to introduce and standardize the climate impact metric in the investment industry as the third metric next to traditional risk & return. We want to challenge the status quo by showing people the real power their investments can have in fighting climate change", says Rönkkö.*

Such a step is a significant change in the dynamics of the impact investing ecosystem, where many retail investors currently find themselves excluded from investing in climate-friendly businesses. With the pre-launch waiting list currently open, now anyone can become a climate activist capitalist.

**About Cooler Future:**

Cooler Future is a fintech startup developing transparent and effective impact investment solutions for the climate-conscious generation. With Cooler Future's intuitive, easy-to-use mobile app, anyone can track the impact of each euro invested while generating financial returns at the same time.

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