



# Press Release

## ***audvice* brings audio boom to companies - Cusp Capital leads 1.9 million funding round**

- [audvice](#) enables companies to share information more effectively through structured voice messaging - in teams, with partners or customers
- The startup, led by founder Sophie Bolzer counts Red Bull and ADAC among its customers
- [Cusp Capital](#), whose partners have already invested in companies such as Zalando, Klarna and Delivery Hero, leads *audvice*'s first financing round
- [Sophie Bolzer](#), founder of *audvice*: "Audio is popular because it works on-the-go. Voice conveys emotion and context. Especially in times of flexible working, companies need to create and maintain proximity - to their employees, partners and customers. Audio has great potential to achieve this, which companies have yet to exploit."

**Salzburg / Berlin, Dec. 20 2021.** *audvice* has closed its first VC financing round with Cusp Capital, [CapitalT](#) and [TinyVC](#) raising 1.9 million euros. With the startup's software, every employee in a company - from CEO to trainee - can easily record voice messages, structure them in playlists and share them with colleagues, customers, or partners. *audvice*'s customers include Red Bull and ADAC. The funding round is led by Cusp Capital, a European VC fund that combines analysis of technical and social developments with more than ten years of investment experience to identify and fund the next generation of European technology champions at an early stage. Co-investors include CapitalT, TinyVC and the founders of Austrian EdTech Unicorn [GoStudent](#), Felix Ohswald and Gregor Müller.

"Audio communication is booming and *audvice* serves this trend perfectly. Via audio, the latest and most relevant information can be easily recorded, shared and listened to, for example on the way to work" says Jan Sessenhausen, General Partner of Cusp Capital. Sophie Bolzer, Founder of *audvice* adds, " *audvice* gives voice messages a structure to share information easily and effectively across organizations. Speaking is the oldest form of human communication. Especially in times of flexible working, companies need to create and maintain proximity - to their employees, partners or customers. Audio has great potential to achieve this, which companies have yet to exploit."

As an audio platform for companies, *audvice* enables enormous efficiency gains. Playlists are used to present extensive information in easily digestible portions and in a structured manner. At the same time, each playlist can be edited, added to or recompiled easily with new voice messages. Anyone who shares content with *audvice* always remains in control of what is shared with whom – whether it be within their own team or with external partners. There is a diverse amount of use cases companies can facilitate with *audvice*. They range from internal briefings to sales training, from onboarding new employees to advertising open positions via audio. Existing playlists can be integrated with *audvice* into other systems and platforms.



The investment of this financing round is meant to fuel *audvice's* growth. In particular, the capital will be used to greatly expand the team. In doing so, *audvice* is committed to a remote-first strategy, offering flexible models to work from different locations.

### ***audvice* benefits from ongoing audio boom**

[More than 85 percent](#) of the population consumes up to three hours of audio content daily. [More than 60 percent](#) of all workers regularly use voice messages, and nearly 80 percent of workers under age 34 do so. The rising trend of the audio boom was further fueled by the Corona pandemic. "Since the average screen time increased to around ten hours a day, the demand for alternative formats was rising and people turned to audio," says founder Sophie Bolzer. Moreover, in times of hybrid working, it has become even more important for companies to find corporate communication formats that can convey context and emotion to avoid misunderstandings and strengthen bonds with employees - a potential that voice offers, but that companies have hardly used so far.

### **With *audvice*, a female tech startup takes off**

*audvice* is an example of the positive trend toward more female founded startups in the previously male-dominated tech scene. With [CapitalT](#), a female-led venture capital fund from Amsterdam, who invested alongside Cusp Capital the company has also brought female support on board. "Diversity brings more perspectives and leads to better results. That's why we do not only want to see this in our team, but also among our investors," says the founder.

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## About audvice

*audvice* unlocks the power of voice messages for companies to share information more effectively across their teams, partners or customers. Founded in 2018 by Sophie Bolzer, *audvice's* app makes it easy to record voice messages, structure them into playlists and share them in *audvice* or on other platforms. The startup first received international attention after winning the Red Bull Basement Finals in 2019. Especially in times of flexible working, *audvice* enables companies to create context and closeness through the power of voice.

Further information at: [audvice.com](https://audvice.com)

## About Cusp Capital

Cusp Capital is a venture capital fund that combines an analysis of technological and social developments with over ten years of investment experience. On this thesis, Cusp Capital invests in early-stage technology companies that are leading the current decade of reshaping nearly every industry through the megatrends of software and sustainability. The Cusp Capital team has been part of the German and European venture capital ecosystem for many years and has been responsible for investments in companies such as Zalando, Delivery Hero, Global Fashion Group, brands4friends, Klarna, Scalable Capital, Westwing or dataArtisans in the past.

Further information at: [cuspcapital.com](https://cuspcapital.com)

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