

IMPACT INVESTING



Maciej Galkiewicz
Partner



Mariusz Pietrzyk
Partner



Grzegorz Kolodziejczyk
Partner



Kasia Zalewska
Partner



fund@ragnarson.com

[RAGNARSON.COM](https://ragnarson.com)

Our story

Ragnarson was founded in 2006 as a small development studio helping German startups in building their software products. In 2019, the company had around 30 people, dozens of delivered projects and enough capital for further investment as a business angel. The need for positive impact is deeply ingrained in our intrinsic motivation and is the main driver behind our strategy.

Our focus

We invest in early-stage, impact-driven startups. Our goal is to help them to scale up their operations and provide them with the capital and knowledge necessary to develop their software products.

Our areas of focus:

- Climate change
- Sustainability
- Inequalities in our socio-economic systems

Impact and financial returns

On a scale from impact-only to profit-only our fund is in the middle. The organizations that we want to support need to be financially sustainable in the long run and have a large potential for growth. On the other hand, profit and growth are not the only top metrics and need to be balanced with positive impact to which startups commit themselves as well.

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What we provide

- Up to €50.000 cash investment
- Up to €50.000 worth of software development services
- Day-to-day assistance in creating a transparent, purpose-driven organization

Who are we looking for

Startups

- Early-stage with an MVP or pre-product
- Software is an important part of their solution
- Positive impact on a world is as important as becoming a profitable organization
- Europe-based

Partners

- Co-investors and industry experts