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AI That Saves Energy: etalytics Raises €8M from Microsoft's M12



Darmstadt, Germany (ots) -

etalytics, a German deep-tech company developing AI and digital twin software for industrial energy optimization, today announced the successful closing of an **€8 million Series A extension**, bringing its total Series A funding to **€16 million**. The extension is led by **M12, Microsoft's Venture Fund**, and includes continued support from existing investors **Alstin Capital (Carsten Maschmeyer)**, **ebm-papst**, and **BM H**.

The funding will fuel etalytics' strategic expansion into North America, scale delivery capabilities across Europe and Asia, and further enhance its flagship platform **etaONE®**, which provides **real-time, AI-driven energy optimization** for critical infrastructure in data centers, chemical and pharmaceutical production facilities, automotive manufacturing, and other energy-intensive industries. Customers including Volkswagen, Equinix, Digital Realty, and Merck have achieved up to **50% reductions** in energy consumption for cooling, heating, and ventilation.

The new funding will be used to:

- **Launch North American operations**, including a dedicated team in the Bay Area, California
- **Roll out new installations** in the U.S., Europe, and Singapore to meet rising international demand
- **Support team growth** to more than 120 employees over the next two years
- **Advance AI capabilities** for industrial energy systems across data centers, pharma, automotive, and manufacturing

"etalytics is transforming how some of the world's most energy-intensive industries operate," said **Michael Stewart**, Managing Partner at **M12**, Microsoft's Venture Fund. "Their AI-driven platform addresses a critical global challenge: optimizing industrial energy use at scale while driving measurable sustainability impact. [...] This partnership reflects our belief in the power of AI and systems infrastructure to solve complex, real-world problems."

Full details: [etalytics Raises Series A to €16M with Microsoft M12 Investment](#)

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Medieninhalte



*etalytics founders: Björn König, Dr. Niklas Panten & Dr. Thomas Weber (from left)
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