



## Edenred Capital Partners supports Emblem's Seed venture capital fund to gain exposure to the Nordics tech scene

- Emblem announced a €50m first close of their €75m seed fund to back early-stage founders in Copenhagen, Stockholm and Paris, and support them actively throughout their critical first 2 years.
- The fund will be managed by Bénédicte de Raphélis Soissan, 35, former Tech Entrepreneur (CEO and Founder of Clustree), and Guillaume Durao, 44, venture capitalist (previously at IdInvest Partners).
- As an investor in the fund, Edenred Capital Partners will gain exposure and knowledge from the Nordic innovative tech scene.

**Edenred Capital Partners (ECP) supports Emblem's Seed venture capital fund, backing early-stage founders in Copenhagen, Stockholm and Paris, strengthening ECP's ties in the Nordics, by accessing new investment & networking opportunities, as well as identifying market trends in ECP's core investment themes.**

Emblem will leverage its seed stage focus to build a differentiated VC brand, strengthen in-house expertise, and bring together a community around the fund (for example founders, experts & investors). The sector-agnostic fund is focused on three cities only: Copenhagen, Stockholm and Paris. The locations were selected as they are underserved for seed investments, as well as attractive hubs where the founders have a network, track record and credibility. Emblem aims to support entrepreneurs actively throughout their critical first two years, for example: the first ten hires, fundraising, finding product-market fit & 'founder specific' coaching.

Emblem was founded by Bénédicte de Raphélis Soissan and Guillaume Durao in 2023 to serve entrepreneurs via a model of shared success. Bénédicte founded an HR Tech startup and successfully sold the business in 2020. Guillaume has 20+ years of experience in M&A and venture capital and was involved in three landmark exits and four unicorns in the making. As such, the founders have a strong network & credibility in the start-up ecosystem.

Despite being a generalist fund, Emblem will tend to focus its investments on B2B SaaS companies within the Future of Work, Fintech & Marketplaces themes.

As outlined in Edenred's Beyond 22-25 strategy, the firm is committed to being at the forefront of innovation across its business lines: Employee Benefits, Fleet & Mobility and Complementary Solutions. Edenred has set up an investment continuum to fuel innovation, where Edenred Capital Partners plays a key role by investing in innovative start-ups with high growth potential in areas close to the Group's businesses.

Emblem will provide Edenred Capital Partners with access to new investment & networking opportunities, as well as identifying market trends, in locations where Edenred Capital Partners does not have a strong geographic presence yet.

**Philippe Dufour, Managing Partner at Edenred Capital Partners**, quotes: *"we are thrilled to be supporting Emblem, for innovative seed stage companies in Copenhagen, Stockholm and Paris. We're excited to meet a new cohort of founders which will provide further learnings for the Edenred Group."*

As an investor in the fund, Edenred Capital Partners will be able to draw on market intelligence from Emblem in the Nordics, an auspicious geography for innovation, and especially B2B SaaS startups.

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### About Edenred Capital Partners

Edenred Capital Partners supports technology entrepreneurs with long-term capital and scale-up expertise. Our investment scope covers Fintech, Commerce Tech, Future of Work and Professional Mobility. We provide our portfolio companies with pragmatic recommendations and helpful introductions to support them as they grow. Edenred Capital Partners is the corporate venture arm of Edenred SE (listed on the CAC 40 ESG Index) and maintains an independent Venture Capital governance. <https://www.edenredcapital.com>

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### About Emblem

Emblem is a venture capital firm based in Paris, focusing on early-stage startups in France and the Nordics. It was founded in 2023 by Bénédicte de Raphélis Soissan and Guillaume Durao. Its first fund, which closes in 2023, is earmarked for investment in the most promising tech startups in these regions, providing founders with key support during the critical first two years of growth.

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## CONTACTS

### Communications Department

Emmanuelle Châtelain  
+33 (0)1 86 67 24 36  
[emmanuelle.chatelain@edenred.com](mailto:emmanuelle.chatelain@edenred.com)

### Media Relations

Matthieu Santalucia  
+33 (0)1 86 67 22 63  
[matthieu.santalucia@edenred.com](mailto:matthieu.santalucia@edenred.com)

### Investor Relations

Cédric Appert  
+33 (0)1 86 67 24 99  
[cedric.appert@edenred.com](mailto:cedric.appert@edenred.com)

Baptiste Fournier  
+33 (0)1 86 67 20 73  
[baptiste.fournier@edenred.com](mailto:baptiste.fournier@edenred.com)