



Successful seed round: Vyld secures seven-figure sum for Algaeverse with new regenerative financing model

- Vyld successfully raises on the Future Profit Partnership Agreement (FPPA), a customized innovative financing instrument
- Vyld additionally receives funding from German government and the EU
- After successful *Kelpon* consumer trial, the pilot phase of *Vyndel* has now started, a compostable diaper with algae core

Berlin 18.01.2024: Vyld not only develops regenerative products, but also an equally successful financing model: the **profit-for-purpose** company closes its seed round with a **seven-figure sum**. In addition to **funding from the German government** and the **EU**, the founders are relying on their self-developed sustainable financing instrument, the **Future Profit Partnership Agreement** (FPPA). The current financing round enables this year's market launch of the *Kelpon*, the world's first tampon made from seaweed, as well as the development of the *Algaeverse* portfolio for B2B and B2C.

Ecopreneurs **Ines Schiller** and **Melanie Schichan** want to pursue their vision of an *Algaeverse* with circular products made from seaweed in a self-determined way. As a **non-exit-oriented company**, Vyld is an alternative to the typical VC start-up: a company in **steward ownership** that focuses on long-term sustainability - including economical sustainability:

"Tackling questions of ownership, power and financing is crucial to me as an entrepreneur. Business models create realities and extractive models do not only threaten the environment and health, but also reproduce exploitative standards and anti-democratic tendencies. We want to counter this with a model that promotes creation instead of consumption, quality instead of quantity and triple top line instead of hypergrowth," explains **Vyld CEO Ines Schiller**.

She has therefore used her financial expertise as a renowned feature film producer to develop a **mezzanine financial instrument** that combines advantages of equity and debt capital and enables an **appropriate return for investors**, while at the same time **ensuring Vyld's independence**. Instead of a conventional equity round, they offer a profit share. The agreement ends as soon as the return is achieved. This ensures the principles of steward ownership, **self-determination** and **purpose orientation**: Vyld cannot become a speculative asset and voting rights are always held by people who are directly connected to the company and its mission. **Profits are a means to an end** and are reinvested, used to cover capital costs or donated. Another advantage of the FPPA is that new investments can also be raised outside of the typical round logic in equity, which gives Vyld additional financial independence.



With its model, VylD is particularly appealing to investors who want to **invest their money in a regenerative way** and critically question the maximum principle. **Investor Kai Viehof** explains: "VylD shows that neither shareholder value-driven venture capital nor unbridled growth is needed to successfully implement sustainable ideas that really make a difference for our planet and our society. However, change can only become possible on a broad scale if investors also rethink and provide the necessary capital fairly and with reasonable return expectations."

The investment will enable the further development of VylD's seaweed products: Following the **successful consumer trial of the *Kelpon*** with over 100 menstruators in fall 2023, the pilot phase of the ***Vyndel*** has just started. The ***Vyndel*** is part of the **Windelwald** ('diaper forest') cooperation with **Goldeimer**: a compostable diaper with an algae core, without plastic and superabsorbents. In the pilot project with 50 households, the radically sustainable diaper is being tested for its suitability in everyday life and as a humus fertilizer. The used diapers are composted under controlled conditions and a small forest is planted from the fertilizer - the diaper forest.

Download the case study

VylD is making the knowledge about its financing model available as an open-source [case study](#).

About VylD

[VylD](#) develops radically sustainable, ocean-friendly and healthy absorbent products made from seaweed. Their first products are a tampon made from seaweed (*Kelpon*), launched in 2024, and a compostable diaper (*Vyndel*), piloted in 2024.

VylD was founded in 2021 in Berlin as a *profit-for-purpose* company by Ines Schiller. After a successful [crowdfunding](#) campaign, VylD closed its seven-figure seed round in 2023. VylD is financed by investments based on Future Profit Partnership Agreements (FPPA) from Purpose Ventures, The Case for Her, Impact Shakers, Viva con Agua, Georg Bruch, Rosalie Declercq, Wilfried Gillrath, Sofie-Anne Heyse, Sebastian Klein, Jessica Könnecke, Nils Langemann, Naomi Ryland, Frank Sippel, Johanna Wiese, Kai Viehof as well as funding from the German government (BMBF) and the EU (BlueInvest).

VylD's vision is an '*Algaeverse*' of healthy products that mainstreams algae in the non-food sector as a sustainable raw material and actively contributes to the regeneration of the oceans. Thereby VylD helps to accelerate the development of sustainable marine permaculture and demonstrably contributes to at least 8 of the 17 UN Sustainable Development Goals.