



# KOBAJ attracts funding from HeartCore Capital, Morten Strunge and Preben Damgaard



John Emil Lyngfeldt Svenson  
Partner



Kenni Svanholm Jensen  
Partner

DLA Piper assists KOBAJ in their first seed round valuing the fast growing wine platform at + DKK 100 mio.

The wine platform was established by Alexander Kidd 1.5 year ago, has already facilitated more than 25,000 wine purchases, has onboarded more than 500 wine producers in 12 countries and is currently expanding into the German market.

As part of the seed round KOBAJ has attracted high profile venture capital investors as e.g. HeartCore Capital, Morten Strunge and Preben Damgaard alongside the existing investor team comprising business profiles as e.g. Mikkel Bülow-Lehnsby (founder of NREP), and Peter Beske Nielsen (former managing director at BlackRock and currently a partner at EQT).

Read the Børsen article [here](#) (in Danish).

KOBAJ and its founder is advised by John Svenson and Kenni Svanholm Jensen.

