

Company Overview

CELUS at a Glance

The CELUS Design Platform addresses the labor-intensive nature of traditional hardware design. Engineers often struggle to find the best solution among millions of components, leading to hours of reading data sheets and application notes. Thanks to CELUS, this is no longer a problem. We help engineers make suitable component choices. From thought to circuits in minutes!



Founded in 2018



Headquartered in Munich, Germany & office in Porto, Portugal



Currently 70 employees (July 2023)



Raised a €25 million Series A round (July 6, 2022)

- Plug & Play
- Earlybird Venture Capital
- Di Capital
- Speedinvest
- 2xN Venture

“With the right mindset, the right technology, and hard work we can pursue our goals of disrupting engineering processes in electronics.”

- Tobias Pohl, Founder and CEO

Our Purpose

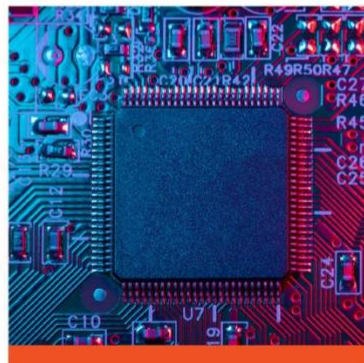
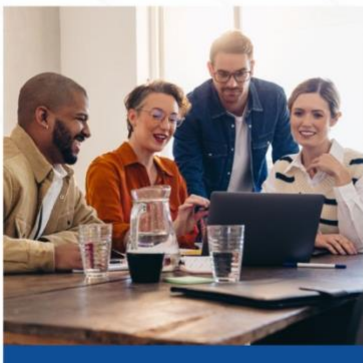
Vision

The CELUS Design Platform addresses the labor-intensive nature of traditional hardware design. Engineers often struggle to find the best solution among millions of components, leading to hours of reading data sheets and application notes. Thanks to CELUS, this is no longer a problem. We help engineers make suitable component choices. From thought to circuits in minutes!

Mission

At CELUS, we aim to revolutionize the electronics design process by leveraging AI to enhance efficiency and reduce time to design. Our platform eliminates barriers and complexities, enabling engineers to bring their ideas to life within minutes instead of hours or days. With an intuitive interface and powerful AI algorithms, we empower engineers to complete circuits faster than ever before.

Our mission is to revolutionize the way electronics engineers work, fostering a culture of limitless possibilities and propelling the industry toward a future of efficient and impactful electronic design.



Our Founding Story

CELUS was born out of an electric vehicle research project at the Automotive Chair of the Technical University of Munich in 2016. Frustration arose when the team realized the significant advancement of modern software development processes compared to hardware engineering. They identified the lack of abstraction layers as the core hindrance. Inspired by this realization, they envisioned a functionality-based solution to transform the electronics engineering landscape.

The first mention of the company, initially named Contunity, as a concrete idea took place in the TUM Business Plan Seminar in October 2016. In 2017, the project received public funding through the EXIST scholarship program for entrepreneurs, sustaining the team from late 2017 until the end of 2018.

2018 Contunity GmbH was established as a legal entity and secured a **Pre-Seed funding round of 250k EUR**, allowing for growth and improvement of prototypes. The team achieved a groundbreaking moment by sending the world's possibly first fully automated circuit board directly into production, eliminating the need for manual intervention.

2019 The startup secured a **Seed funding** round of **1.7m EUR led by Speedinvest**. This marked a pivotal moment for the company, coinciding with its rebranding as **CELUS GmbH**.

2022 In July, CELUS closed a **25m EUR Series A funding round led by Earlybird Venture Capital**, fueling further growth and development.

2023 With rapid growth, CELUS now has a **team of 70+** talented individuals, opening an **office in Porto**. After extensive development and refinement, CELUS is on the verge of launching its public platform, bringing its AI-supported revolution to the fingertips of electronics engineers worldwide.

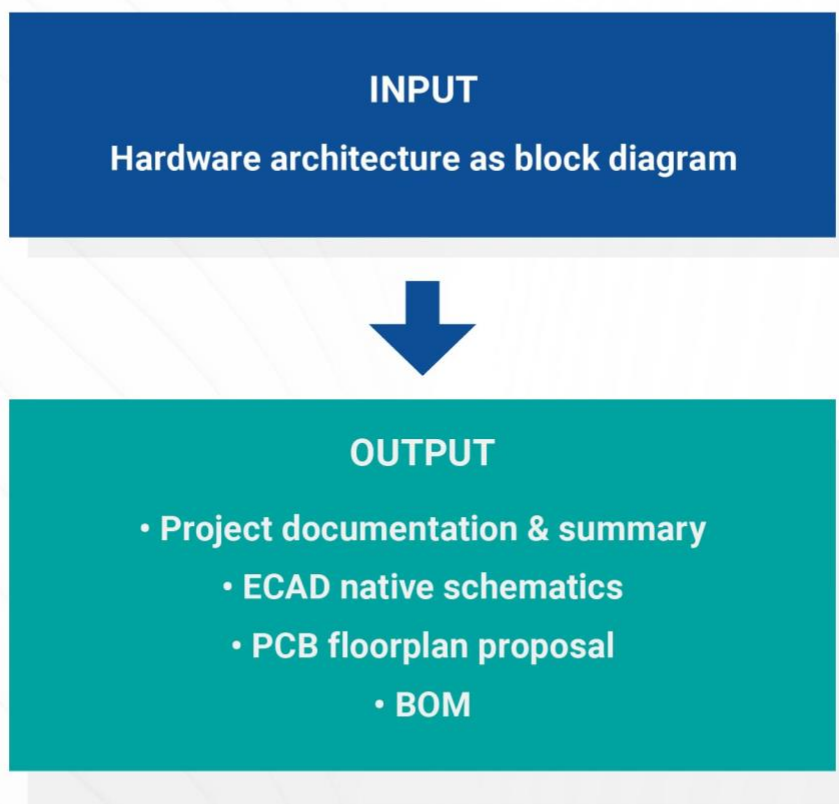
The Technology

The AI-powered CELUS Design Platform generates schematics and bill of materials (BoM) compatible with the industry's EDA tools at the touch of a button.

It offers a collection of digital reference designs, allowing engineers to work directly on high-level functionalities and effortlessly capture their hardware architecture. Simply capture your functional requirements and specifications through dynamic block diagrams.

Leveraging AI technology, the platform then utilizes CUBOs, which are pre-existing digital datasets, to find the best-fitting solutions. CUBOs act as digital twins of component applications, connecting high-level functional descriptions with low-level electronic components and connections, facilitating design automation.

Say goodbye to tedious manual work and welcome a streamlined design workflow.



[Play to watch demo video](#)

The CELUS Platform

As a platform, CELUS facilitates valuable transactions between several user groups. By revolutionizing the hardware design process, simplifying design automation, and fostering collaboration between engineers and manufacturers, it enhances efficiencies for both engineers and industry stakeholders. The following explains the benefits CELUS enables for the two core user groups.

CELUS for Component Manufacturers

The platform establishes a direct link between the global community of electronic engineers and component manufacturers, providing market insights and feedback on component usage. CELUS helps you to understand what components are most interesting for your customers and supports you in analyzing application needs as well as the most popular use cases.

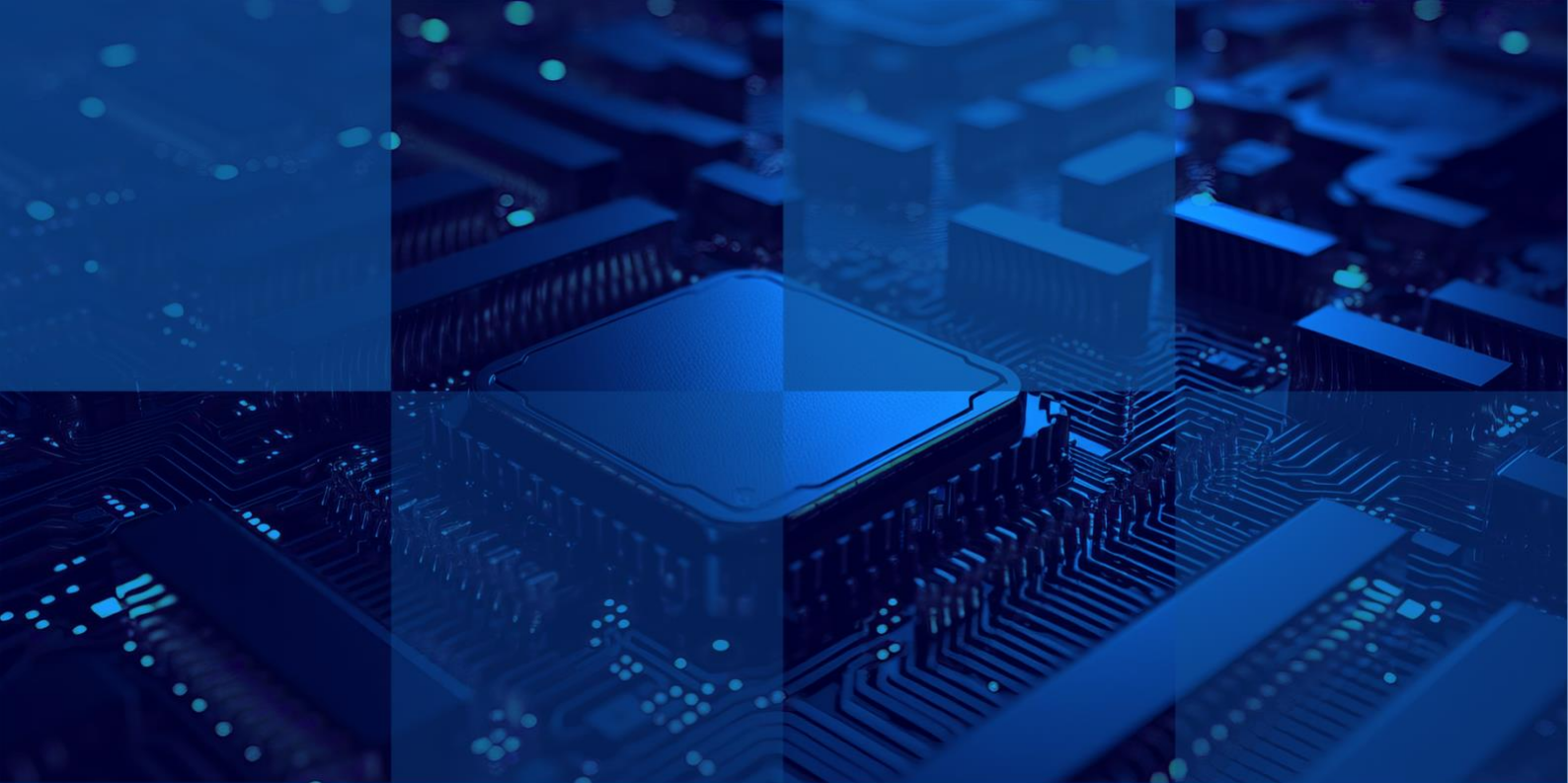
Manufacturers and suppliers can populate design blocks on the platform with their own CUBOs, leveraging the platform as a marketing tool and data aggregator.

CELUS for Electronics Engineers

Professionals, industry experts, students, or anyone with an interest in electronics engineering have the opportunity to freely sign up and become part of the CELUS community.

By joining, they gain access to a vast library of designs shared online by both component manufacturers and fellow community members. This allows them to engage in experimentation and exploration within the realm of electronics engineering.

- Find relevant reference projects
- Capture their functional requirements intuitively
- Find fitting components without the hassle of reading datasheets



Join the platform!



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