

Press release

Klara Secures £8.5 Million Investment to Revolutionize Frontline Workers' Training, Led by Endeit Capital



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Klara, the frontrunner in frontline employee skills management and workplace-based training solutions, today announce a £8.5 million funding round led by European growth capital investor Endeit Capital.

This strategic milestone comes as Klara recorded an impressive 175% growth in 2024, demonstrating the relevance and impact of its solution. In the same time, this investment marks Endeit's first venture into the French market. Existing investors Side Capital and Ankaa Ventures also participated in this third funding round for Klara. With the new funding, Klara is forecasting to continue its strong growth in the coming years, strengthening its position as an innovative leader in skills management.

Addressing a Critical Market Need

The investment comes at a time when global spending on training and skills development reached \$401 billion in 2024. Klara's platform enables businesses to structure and scale skills development initiatives with measurable results, particularly focusing on frontline workers who represent 80% of the global workforce but are often overlooked in corporate training programs and dedicated spend. However, this approach is not limited to frontline teams. It also includes managers and C-level executives, placing them at the heart of the employee development process.

With Klara's solution, companies can standardize the learning experience across their organization, ensuring consistent skill development that aligns with overall performance objectives.

Martijn Hamann, General Partner at Endeit: "We are excited to support Klara with its ambitious growth plans to become the specialized skills platform software solution for deskless workforces. Global industrial enterprises in manufacturing, construction and retail use Klara's digital-first platform across various use cases to increase operational skills and safety for their frontline workforce, and realising overall higher productivity and insights."

Martijn adds: "The investment in Klara supports our Future of Work thesis around empowering deskless workforces in their development with innovative productivity tools for their daily workflow. They represent 3bn people of the global workforce yet receive only 1% of enterprise technology spend. We have strong conviction in the two founders, who bring the right combination of vision and ambition, balanced by a pragmatic ROI mentality. Their approach has already proven its impact, cutting in half the onboarding time of frontline workers—from 6 to 3 months—for their 60+ enterprise clients. Their ability to solidly onboard new and retain/upsell large enterprises with their engaging frontline worker intuitive product is rather unique in the market".

A Comprehensive Approach to Workforce Development

Klara's platform creates an ecosystem where frontline employees can drive their own professional growth while giving managers and executives the tools they need to guide this development effectively. This collaborative approach ensures rapid skills improvement. "Klara addresses a crucial need for businesses: giving frontline workers the same growth opportunities as office-based workers. We want to create an environment where everyone can continuously develop their skills, with a measurable impact on overall business performance", explains Nazim Chibane, CEO and co-founder of Klara.

Accelerating European Expansion

Having established relationships with major enterprise clients, including Safran, Carrefour, Saint-Gobain and OTIS, and following the opening of a London office in 2024, Klara is actively expanding across European markets with advanced discussions already underway with several key players.

"This funding round gives us the resources to accelerate our deployment and strengthen our teams and offerings, particularly by integrating new functionalities", adds Roman Etay, CRO and co-founder.

A Market in Full Transformation

There is a growing awareness of the critical role frontline workers play in overall business performance. By aligning individual success with collective performance, Klara directly contributes to achieving companies' strategic objectives.

"We are convinced that Klara can become the market standard for frontline worker development. By bridging engagement, tracking, and impact, we are building a skills management model that aligns with businesses' growth needs," concludes Nazim Chibane.

About Klara

Klara, a French tech scale-up, revolutionizes skills management in businesses by placing every employee—whether in the field or in an office—at the centre of their own professional development. Our digital solution enables companies to structure and industrialize skills development at scale, ensuring rapid and measurable upskilling. It also provides managers with tools to better support and empower their teams.

About Endeit Capital

Endeit Capital is a European growth capital firm fueling internationalization and innovation of European tech scale-ups since 2006. With AI as the overall denominator, Endeit focuses on 5 segments: Future of Work, Fintech, Sales Enablement, Supply Chain & Procurement, and Climate Tech. Out of the three home markets, Germany, The Netherlands, and Sweden, they invest with their current €300M+ fund in multiple European countries. Some investments are for example NomuPay (IE), Sastrify (DE), Parcellab (DE), Stravito (SE), Happeo (FI), IPRally (FI), Infraspeak (PT), Roamler (NL) and Floryn (NL).

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