

nello



Unlocking a more convenient future

About nello

nello is a software and hardware solution that was created to improve the efficiency of city living. With the ability to unlock doors remotely, without the need for a key, nello sets these residents free. The nello app gives people more time and freedom to go about their daily business. It means that deliveries are delivered first time, service providers are given easy access to buildings and that city life becomes much greener and more efficient, all at the same time.

Mission

nello was created to fill a gap within the convenience economy, which actually wasn't all that convenient. If people had to be at home in order to receive a service, then was it really a convenient service? nello unlocks a more convenient future, giving people the freedom to leave their homes while still allowing access to others.



How we got there

History

LOCUMI LABS GmbH was created in May 2014 in Munich. The name stemmed from 'locum' which means 'representative' in Latin, as it was the company's goal to help people free up time by giving them a representative at home that does everything for them. The first product that LOCUMI LABS GmbH created was the LOCUMI parcel bag, which allowed people to send and receive packages from their apartment doorstep. It was at this point that the company realized that keyless access would be a crucial part of this process, in fact it was essential in order for the parcel bag to work at all. With this realization, the parcel bag company was sold to make room for this keyless access solution to take priority. The parcel bag business was sold in September 2015 to Burg-Wächter, who are now working under the parcellock brand.

Development

nello began its journey on Kickstarter, where the company could validate product market fit. Known as Monkey at this time, nello soon became one of Germany's top ten technology projects on Kickstarter. Monkey was a great name back then because the company initially considered hiring an actual monkey do the job, getting them to sit in your apartment all day. That plan was soon deemed too expensive, given the banana consumption and uncanny nature of monkeys, and therefore the monkey idea was soon replaced with technology. The rebrand to 'nello' was chosen with the thought being "the new hello for the convenience economy". nello soon caught the eye of others, raising a total over EUR 2.5m from leading investors, among others KPN Ventures, SOSV, BMW, HBT and KfW.



“nello’s first mission was to make apartment living more convenient for everyone, its next mission is to share this convenience with every major city in the world.”