

Deniz Asset Management Oxttech VCMF invests in Blueit for sustainable water management

Deniz Asset Management's sustainable technology-focused fund, Oxttech Sustainable Technology Investments Venture Capital Mutual Funds (VCMF), has invested in Blueit, an innovative startup that develops solutions for monitoring and optimizing water and wastewater processes in a digital environment.

Aiming to increase the environmental and operational impact of Blueit's data-driven and traceable water management solutions for industrial enterprises, the investment represents an important step in Deniz Asset Management's sustainability-focused investment approach, which centers on the efficient use of natural resources.

"We support initiatives that aim to reduce water stress."

Deniz Asset Management General Manager Haldun Alperat made a remark on the subject: "At the heart of our venture capital funds' growth strategy lies our support for solutions that increase resource efficiency, sustainable technologies, and innovative ventures. Within this framework, we also find Blueit's contribution to the ecosystem extremely valuable, as it develops solutions that optimize resource management by digitally monitoring water and wastewater processes. We are delighted to make this investment, which will strengthen Blueit's technological infrastructure that increases efficiency and traceability in water management and contribute to advancing its operational capacity."

"We invest in solutions that create sustainable impact"

Siret Ünsal, Managing Partner at Oxttech Ventures expressed that: "At Oxttech Ventures, we place importance on supporting technologies that increase resource efficiency. Blueit's solution and value proposition have impressed us from day one. Solutions that generate sustainable impact have strong value creation potential both in Türkiye and in international markets. We believe this investment will contribute to further strengthening Blueit's technology infrastructure and expanding its scalable model; we are proud to be part of this transformation."

"We have taken an important step towards making water usage more efficient"

Blueit's Founder Hülya Tomak said: "At Blueit, we consider water to be our planet's most strategic and valuable resource. Increasing water stress and rapidly declining available resources make it imperative to manage water effectively, both environmentally and economically. With this awareness, we shape our work in the water sector based on data, science, and technological intelligence. With the financial and strategic support of Deniz Asset Management Oxttech Sustainable Technology Investments VCMF, we are entering a new era in our journey to make water more efficient, traceable, and sustainable through artificial intelligence and digital technologies."

About Deniz Asset Management:

Deniz Portföy Yönetimi A.Ş. provided a wide range of mutual funds and asset management services to investors. The range of funds include money market funds, variable funds, stocks, participation (no interest) funds, borrowing instruments, precious metals, fund basket, hedge funds and alternative funds. Furthermore, the company develops customized solutions addressing investors' needs, such as individual portfolio management or private fund establishment.

About Oxtch Sustainable Technology Investments Venture Capital Mutual Fund (VCMF):

Oxtch VCMF is a venture capital investment fund focusing on sustainable technology investments. Deniz Portföy Yönetimi A.Ş. Oxtch Sustainable Technology Investments VCMF (DOT) supports potential startups that it may invest in through the accelerator program TRUK, run by Oxentia in the United Kingdom and NEOHUB in Türkiye, and includes them in the investment process.

About Blueit:

Blueit is an innovative startup developing a technology-based management platform focused on digitally monitoring and optimizing water and wastewater processes. Enabling industrial businesses to manage their water usage, losses, and treatment processes more efficiently and sustainably, Blueit offers data-driven solutions that support the effective use of water resources. The company's vision is to be among the leading brands that are referenced nationally and internationally in the field of water technologies and drive the transformation of the sector.