**F4e, the Performance Platform Startup Receives $1M Investment in a Round Led by Arya GSYF, Maxis Ventures, and Boğaziçi Ventures to Align Companies for Excellence**

**The performance management software startup F4e, offering a brand-new AI-powered formula for improving employee performance, has secured a $1M investment in its seed-stage funding round. The startup, named after the concept "Feedback for Excellence," accelerates the development of organizations across all industries and scales.**

ISTANBUL, August 20, 2024 /XXX News/ — F4e (Feedback for Excellence) today announced that it has received a $1M new investment as part of its seed-stage funding. This new investment will be used to expand F4e's AI-based Talent and Performance Management Platform from Turkey to global markets. Differentiating itself from competitors with consulting services that support its software solution, F4e offers end-to-end services to company executives for improving employee performance. The company works directly with the stakeholders and top management teams of companies with up to 1,000 employees and collaborates closely with HR teams in addition to management teams in larger organizations with over 1,000 employees. F4e serves over 100 customers across 13 countries in 12 languages, including leading, visionary organizations in various sectors such as Getir, Hepsiburada, Insider, Kibar Holding, Kastamonu Entegre, Flo, Karaca, İyzico, and Protel.

F4e’s investment round was led by Arya VC, Turkey’s first and only women-focused venture capital investment fund, with corporate investors Maxis Ventures and Boğaziçi Ventures, and angel investors including Scaling-Focused Serial Technology Entrepreneur and Investor Nurettin Şendoğan, along with experts Mehmet Aksu and Fatih Canca, who have over 20 years of experience in implementing large-scale corporate technologies like SAP.

F4e has set its expansion path first to Turkey, followed by the EU, the Middle East, and the USA. The company’s Co-Founder and CEO, İrem Yelkenci, stated, "Our mission is to enable any level of company manager to focus their team on excellence. There are certain codes to this; some are learnable individual skills, while others extend to processes like incentive systems. We first transferred these learnings to a software platform, and then, by focusing on ease of implementation, we succeeded in taking employee engagement to much higher levels with user-friendly designs and AI support.” She added, "Today, we can tailor a solution suitable for any company that applies the OKR or KPI method in performance management, regardless of industry, and we can integrate our platform into the entire organization in just 3 hours."

F4e’s Co-Founder and CTO, Özgür Alkaner, also added: "We are a team that closely follows global innovations in the HR field and produces solutions for the global market. On the other hand, we are always aware that what is right for one company may not suit another. What makes our platform both flexible and innovative is its ability to adapt the most cutting-edge technologies in our sector to each company’s unique conditions with high speed and effectiveness. You will soon see many more innovations supported by AI. Stay tuned."

Özlem Tümer Eke and Sanem Tatlıdil Özal, partners and executives at Arya GSYF who led the investment round, shared their thoughts: "F4e is a company led by founders who have a strong command of their field and international careers. Their expertise in performance management, which is not yet widespread in our country, is a process that every corporately managed company should implement at all levels. We believe there is a significant opportunity in the category F4e is pioneering."

Maxis Coordinator Selami Düz added, "The joint investment by Arya GSYF and Maxis Ventures GSYF within Maxis is a great example of the synergy created between the Maxis funds. We believe that with this investment, F4e’s experienced founders and team will write a successful growth story."

Kenan Çolpan, Managing Partner at Boğaziçi Ventures, said about the investment, "F4e, as an AI-based HR startup, has completed its first investment round of $1M. We are delighted to be part of this process with our BV Growth fund. We are pleased to be by F4e’s side in their global scaling and successful journey with not only financial support but also experience sharing, networking, and mentorship."

Nurettin Şendoğan, who exited the global HRTech startup beqom.com with a valuation of over $300M in 2022 and has been an F4e Advisory Board Member since May 2023, strengthened his close support for the initiative by participating in the investment round, further confirming the platform's international potential. Nurettin Şendoğan stated, "The HR world is constantly changing and evolving globally, and the ability to innovate continuously to support this is one of the most sought-after qualities in this field. F4e is on the path to becoming a global startup that will bring many innovations to HR with its AI-centered product roadmap."

**About F4e (Feedback for Excellence)**  
F4e®, the solution partner for top-level company executives, is an innovative and effective talent platform that aligns all teams in a company towards excellence, enabling them to achieve their goals in line with company strategies. F4e’s AI-Based Platform transforms talent management into a competitive advantage for companies.

For more information: [f4e.app](https://f4e.app/)