

# BMW Group

## U.S. Press Information

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**Contact:** Phil Dilanni  
BMW of North America, LLC  
[phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

### **BMW i Ventures Invests in GreenSpark Software to Digitize Metal Recycling.**

**Mountain View, CA – February 7, 2025...** BMW i Ventures announced today an investment in [GreenSpark Software](#), a New York City-based company building modern operating software for the metal recycling industry. Existing investors Zero Infinity Partners and Third Prime also participated in the investment round. This investment positions GreenSpark to fast-track its product roadmap, expand into larger enterprise segments, and drive innovation in an industry that has long been underserved by technology.

Despite being a crucial part of the recycling ecosystem, the \$120bn+ recycled materials industry has lacked intuitive, modern software to streamline operations, finance, logistics, and commercial functions. GreenSpark's platform leverages the latest technology to provide solutions for all segments of the recycled metals value chain, accelerating the circular economy and boosting operators' profitability.

This investment echoes BMW i Ventures's commitment to driving towards a circular economy.

"At BMW i Ventures, we're always on the lookout for companies that not only innovate but also transform industries," said Baris Guzel, Partner at BMW i Ventures. "GreenSpark is doing just that for the metal recycling sector with its cutting-edge, end-to-end digital solutions. We're thrilled to back a team that's streamlining operations, saving time, and significantly reducing costs, all while pushing for sustainability. This is the kind of investment where technology meets real-world impact, and we're excited to see where GreenSpark takes it from here."

GreenSpark has more than tripled its customer base over the last twelve months and offers industry-leading AI solutions that can revolutionize how recycling operations conduct business. Today, it actively serves customers across the metals recycling and automotive industry.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201)307-4095

Internet  
[bmwusa.com](http://bmwusa.com)

“We’re thrilled by this endorsement from BMW i Ventures as a key investor who is like-minded in creating a circular supply chain for metal recycling,” said Gordon Driscoll, Co-Founder and CEO of GreenSpark. “As we pursue this next phase of growth, one principle that will remain constant at GreenSpark is the obsession with providing our customers the best software experience in the industry. We’ve been laser-focused on providing our customers with more efficient ways to run their business and grow revenue and look forward to delivering our customers value with this incremental investment.”

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**About BMW i Ventures.**

BMW i Ventures is the independent venture capital firm of BMW Group. From offices in Silicon Valley and Munich, BMW i Ventures invests in early to growth-stage companies defining the future of automotive, sustainability, manufacturing, and supply chain. Since starting in 2011, the firm has \$800M under management and has invested in over 75 startups, including Bcomp, Boston Metal, CelLink, ChargePoint, GaN Systems, Motorway, Tekion, and Xometry.

For more information: <https://www.bmwiventures.com>

**About GreenSpark.**

GreenSpark provides end-to-end, web-based software solutions to help metal recyclers create stronger relationships with their customers, grow revenue more quickly, and increase profit margins. GreenSpark has raised ~\$25 million in venture financing from BMW i Ventures, Zero Infinity Partners, Third Prime, Bienville Capital, Tiger Global, and more. For more information, visit [www.greensparksoftware.com](http://www.greensparksoftware.com).

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