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Jonas Andrulis launches new AI startup – Roland Berger joins as investor

- New company develops collaborative AI to integrates human domain expertise into AI-driven processes
- Management consultancy Roland Berger invests and plays an active role in building and scaling the venture
- Goal is to develop a new category of agent-based AI applications

Munich, 12. February 2026 – Serial entrepreneur Jonas Andrulis has launched a new AI startup. The company is developing a novel technology to address a fundamental challenge in industrial AI applications: the lack of integration of human experience and expert judgment into complex, AI-driven organizational processes.

“Many companies are deploying AI today without achieving the productivity gains they expected,” said Jonas Andrulis, founder and CEO of the new startup. “In many cases, the issue is not the technology itself, but the fact that AI solutions are insufficiently connected to real-world business operations and are deployed without being embedded in decision-making processes. We are developing a new kind of collaborative AI that systematically integrates human expertise and is specifically built for use in complex enterprise environments.”

Roland Berger as a strategic build-and-scale partner

Roland Berger is the sole investor in the new venture. The global management consultancy will also play an active operational role in developing and scaling the company. As part of this, Stefan Schaible, Global Managing Partner of Roland Berger, will additionally assume the role of Chief Operating Officer (COO) of the startup, where he will be responsible for

building the organization and commercializing the emerging AI technology.

“Our role in this setup goes beyond that of a traditional investor,” said Stefan Schaible. “Industrial AI rarely fails because of models or compute power, but because it does not understand the realities on the client side – industry specifics, processes, decision logics and responsibilities. This understanding is the core asset that we contribute as Roland Berger.”

Independent company with a technology-agnostic approach

The startup will operate independently in the market. Its AI innovation is deliberately designed to be technology-agnostic and can be deployed independently of clients’ existing technology stacks or system environments. The new collaborative AI approach places humans at the center of decision logic, going well beyond a traditional ‘human-in-the-loop’ model.

The company is currently in its build-up phase. Initial priorities include the development of the proprietary AI technology and pilot applications with first customers. Rapid growth will be supported by strong funding and a focused recruiting strategy aimed at attracting top-tier talent in technology and artificial intelligence.

Further details on the company’s brand, market positioning and commercial offering will be announced at a later stage.

Roland Berger is one of the world's leading strategy consultancies with a wide-ranging service portfolio for all relevant industries and business functions. Founded in 1967, Roland Berger is headquartered in Munich. Renowned for its expertise in transformation, innovation across all industries and performance improvement, the consultancy has set itself the goal of embedding sustainability in all its projects. Roland Berger generated revenues of around 1 billion euros in 2024.

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