



Go4Venture Advisers

European Venture & Growth Equity Market Monthly Bulletin | May 2015

Technology / Media / Telecoms / Internet / Healthcare / Cleantech / Materials

About Go4Venture Advisers

Providing innovative, fast-growing companies and their investors with independent corporate finance advice to help them evaluate, develop and execute growth strategies

www.go4venture.com

Equity Capital Markets (ECM)

- Equity private placements
- Growth equity financings and secondaries
- Pre-IPO advisory

Mergers & Acquisitions (M&A)

- Sellside
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- Valuation services

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About this Bulletin

The Go4Venture Advisers' European Venture & Growth Equity Market Monthly Bulletin provides a summary of the most prominent private investment transactions among emerging European TMT companies.

Investment activity is measured using **Go4Venture's European Tech Headline Transaction Index (HTI)**, which is based on the number and value of transactions reported in professional publications. The HTI captures transactions at all stages of investment, from seed to pre-IPO, and is an early indicator of the progression of the private market cycle.

The Bulletin provides analysis of Venture Capital (VC) and Private Equity (PE) financings, including growth equity and financing rounds with single secondaries components (recapitalisations), of a value greater than or equal to our **Large Transaction threshold (£5mn / €7.5mn / \$10mn)**. Transactions below the threshold are captured in the HTI, but not profiled in the Bulletin.

Europe is defined as Western, Central and Eastern Europe, excluding Israel.

For more details, please refer to the [Methodology Note](#) available on our website.

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This Month in Brief

Dear Clients and Friends,

Welcome to the latest edition of the Go4Venture Monthly European Venture & Growth Equity Bulletin, featuring our proprietary Headline Transaction Index (HTI) of investment activity.

The Definition of a Bubble



"It's a little bit of a self-fulfilling prophecy: the only way to be part of the meteoric growth part of the curve is to be in the private market," Dylan Smith, co-founder of Box, quoted in The Financial Times, June 28, 2015

Another month, another record? Not quite. **The rise in European growth and venture seems to be slowing down** – with activity levels comparable to last year for the past three months in terms of value.

Difficult to tell if it is the beginning of wisdom with a soft market landing or a red herring before the return to accelerated growth next month. One thing is sure – **the market has become more difficult to read**, with:

- Uber transactions (no pun intended) scrambling statistics (e.g. Rocket Internet's investment in Delivery Hero for close to €0.5bn in February this year)
- All sorts of investors coming to the market – "When ginormous institutions do a little dabbling in a small asset class, they have a large price impact," Max Wolff, chief economist at Manhattan Venture Partners

Bubble - What Bubble?

The consensus is building that we are in a bubble. The counterargument is that public markets are nothing as toppish as they were in the late 1990s – in fact the IPO markets are very quiet. This is, however, looking at the market the wrong way since all the action is actually happening in the market for private companies. In fact, we are in **an inverted market where private companies have become more valuable than their publicly-listed brethren.** As merchant bank [Manhattan Venture Partners](#) puts it: "Inexpensive money sloshed out of low and negative returns has flooded real estate, venture, estate art, and so forth".

This market inversion flies in the face of common sense since **private companies should be trading at a discount due to:**

- Lack of liquidity – which, if anything, has become worse as companies opt to remain private for much longer
- Lack of transparency – with private companies obviously not subject to the same level of disclosure or analyst examinations – or short sellers for that matter
- Unreliable valuation – with “headline” valuations marked as read when they are subject to hidden “make good” clauses (liquidation preferences, ratchets, etc.) which make their valuations simply not comparable with M&A or public market values

The trouble with bubbles is that they are self-sustaining and carry on until the last second before the crash, when a [butterfly event](#) (usually an outside factor – Euro, China, etc. will do) triggers a panic reaction from market participants. It is therefore very difficult to call the market as hedge fund Odey Asset Management found to its expense in April when its flagship fund lost nearly a fifth of its value by betting on a market correction which didn't come. In a letter to its investors, Odey wrote: “[Once a bubble forms it has an internal logic of its own and it will grow until it has outgrown all of its surroundings](#)” adding that “This bubble will end badly, but not yet. It only began at the beginning of this year.”

CHANGES ARE COMING - Read On (Part II)!

Go4Venture Advisers becomes Silverpeak

SILVERPEAK
technology
investment banking

Over the years, our advisory work has become diversified, with **50% of our work now M&A**. And most of the financing transactions we work on for growth companies are in excess of €10 million. So we are strengthening our advisory activities and rebranding:

- We are **joining forces** with Centerboard Partners. **This makes for a superior advisory team**, with stronger M&A credentials, a larger team, and of course the same utter client dedication and execution excellence grounded in deep technology sector expertise
- **A new name**, “[Silverpeak](#)” (technology investment banking)

Silverpeak provides advisory services to growth and venture companies, their financial sponsors, and tech corporates seeking to grow their business via investment or acquisitions. See www.silverpeakib.com.

The Go4Venture HUB

Go4Venture is about to become the home of the HUB, the place where investors, corporates, non-executives and service providers connect with **Hot, Up** and coming **Businesses** – curated by a dedicated team. This is **strictly for VC-grade companies** (revenues of more than €1 million or having raised more than €1 million):

- **For COMPANIES, this is a tool to rise above the noise level**, a place where they can update the ecosystem about their progress. HUB members will be able to FOLLOW companies, and companies will be able to SEND UPDATES to those who have shown interest in the company
- **For TECH INVESTORS & MARKET ONLOOKERS, this is a great way to track carefully curated up and coming companies**, with REDACTED PROFILES allowing them quickly to decide whether they want to GET INTRODUCTIONS to these companies



Among the companies, HUB members will find all those European tech companies which have raised more than \$10 million, as well as companies which we find of interest – because we feel these companies have a good chance of making it (and we'll tell you why and what we see as their challenges).

Go4Venture will be run independently as a separate company, sponsored by Silverpeak. In Fall 2015 Go4Venture HUB will be set up as a separate company with dedicated investors. See www.go4venture.com from September on.

Bear with us as we put all these changes in place during summer. We will make a formal launch in September once things have bedded down. In the meantime feel free to contact us at info@go4venture.com if you would like to get involved in Go4Venture's HUB.

May in European Growth & Venture

In the meantime, in the European growth and venture market, everything seems hunky dory.

The Headline Transactions Index (HTI), while ending **roughly at the same level as May last year**, showed the same pattern as the month before, i.e. **a well-spread out level of activity except for the high concentration in internet and software**. Stage-wise, the balancing act between late-stage on one hand, and ambitious Series A rounds on the other, is continuing. From a geography standpoint, UK is still leading the chart, with no other country scoring more than one Large HTI transaction (more than \$10 million / €7.5 million / £5 million) except this month Denmark.

What was really surprising in May was the rush of fund announcements, at all stages of the venture funding cycle:

- [Oxford Sciences Innovation](#) has a first closing at \$330 million in its way to a \$475 million fund to better finance innovation coming out of Oxford University
- [Passion Capital](#), a London-based seed and early-stage fund, closed their second fund at £45 million
- Paris-based [Idinvest](#) announced their 2nd digital (internet and software) fund at €140 million
- [Carlyle](#) closed their 3rd TMT European fund with €656 million

Worth mentioning also:

- Tier 1 US fund NEA (which [recently closed its 15th fund on \\$2.8 billion](#)), unveiled [a collaboration with Austria-based early-stage fund Speedinvest](#), investing \$5 million in their second fund and reserving another \$50 million for follow-on investment in Speedinvest portfolio companies
- The continuing reorganising of the venture sector with Paris-based [XAnge](#) and [I-Source](#), two early-stage funds, joining larger investment platforms, Siparex and Sofimac respectively

As the European market progresses and US investors get more involved, local players have to raise their game – a great time to be a European entrepreneur.

Enjoy the reading. Please direct any questions or comments to g4vBulletin@go4venture.com. If you do not wish to receive future HTI updates from us, please send an email with the title "unsubscribe" to g4vBulletin@go4venture.com.

The Go4Venture Team

The New Go4Venture Monthly Bulletin

1. This is the **last issue you will receive as an attachment** and in the old format. Going forward, the Bulletin will be available **as a download from the web site** (in the new colour!) for registered members only (registration is free).
2. On the new Go4Venture web site you will find:
 - a. **Redacted 1-page profiles for up and coming European tech companies**, including:
 - i. Larger HTI companies (raised at least one round of \$10 million or more) and
 - ii. Companies rated by Go4Venture as promising companies
 - b. You will also have **access to European venture data (for financing rounds >\$10 million) and their investors for FREE**
3. **The new Go4Venture web site is being prepared** – bear with us as we load the 2015 data which you will have access to for FREE during summer 2015.

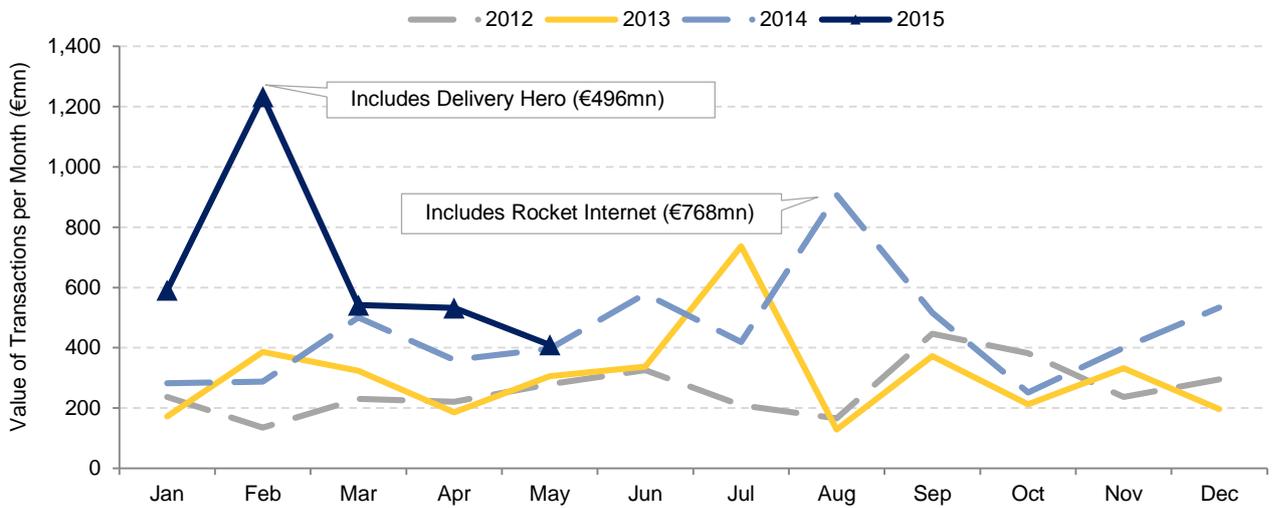
Where to Meet the Go4Venture Advisers Team in July 2015 – see www.go4venture.com/contact

- **June 30/July 1 – Lausanne, Switzerland** – [Tech Tour Healthtech Summit](#)
- **July 9 – London, UK** – [Prince's Trust](#) Lunch, with Stephen Kelly, Sage's CEO

For more details about the Headline Transactions Index (HTI), please visit our [website](#).

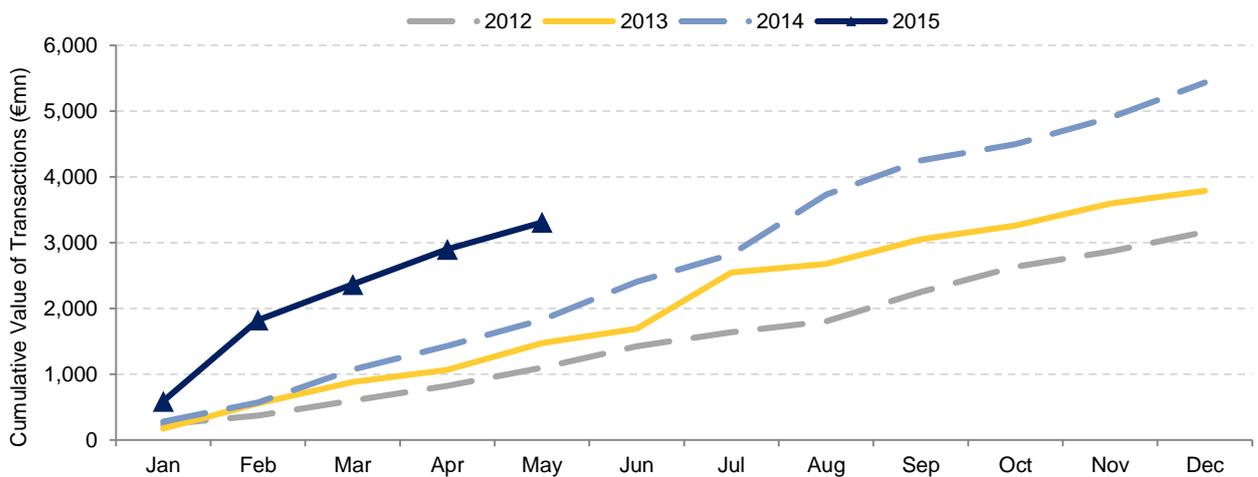
Headline Transaction Index (HTI)

Go4Venture HTI Index by Deal Value



Source: Go4Venture Advisers HTI Database

Go4Venture HTI Index by Cumulative Deal Value



Source: Go4Venture Advisers HTI Database

May		2014	2015	Var.
Large Transactions	#	14	13	(7%)
	€mn	328	299	(9%)
Other Transactions	#	24	37	54%
	€mn	68	111	63%
All Headline Transactions	#	38	50	32%
	€mn	396	410	3%
Of Which:				
Landmark Transactions	#	4	6	50%
	€mn	215	213	(1%)
Mega Transactions	#	1	-	(100%)
	€mn	109	-	(100%)

Year-to-Date		2014	2015	Var.
Large Transactions	#	71	79	11%
	€mn	1,545	2,824	83%
Other Transactions	#	88	194	120%
	€mn	281	484	72%
All Headline Transactions	#	159	273	72%
	€mn	1,826	3,308	81%
Of Which:				
Landmark Transactions	#	22	39	77%
	€mn	983	2,225	126%
Mega Transactions	#	1	5	400%
	€mn	109	1,349	1,138%

Definitions

Mega Transactions: subset of Large Transactions ≥ €100mn

Landmark Transactions: subset of Large Transactions ≥ €20mn

Large Transactions: ≥ £5mn / €7.5mn / \$10mn

Other Transactions: < £5mn / €7.5mn / \$10mn

Large Transactions Summary

(≥ £5mn / €7.5mn / \$10mn)

Ranked by Round Size (€mn, including estimates) in Descending Order, then Alphabetically

#	Company	Sector	Round	€mn	Description	Investors
1	Trustpilot (Denmark) www.trustpilot.com	Internet Services	Late Stage	67.0	Operator of review platform for e-tailers	DFJ Esprit, Index Ventures, Northzone, SEED Capital, Vitruvian Partners
2	Wahanda (UK) www.wahanda.com	Internet Services	Late Stage	42.6	Provider of an online booking platform for health centres, salons and spas	Recruit Holdings
3	Lifelike (UK) www.onefinestay.com	Internet Services	C ¹	37.1 ^E	Marketplace linking travellers with those wishing to rent out their upscale homes	Hyatt Hotels
4	Jobandtalent (Spain) www.jobandtalent.com	Internet Services	C	23.0	Online recruitment platform	FJME, Individual Investor, Kibo Ventures, Percacer , Qualitas Equity Partners
5	Omada (Denmark) www.omada.net	Software	Late Stage	24.0	Provider of Identity and Access Governance (IAG) software for enterprises	C5 Capital
6	Lendico (Germany) www.lendico.com	Internet Services	A	20.0	Peer-to-Peer (P2P) lending platform	Access Industries, Arrowgrass Capital, Holtzbrinck Ventures, Rocket Internet
7	Cubic Telecom (Ireland) www.cubictelecom.com	Telecom Services	Late Stage	18.0	Provider of a cloud-based M2M connectivity platform to facilitate the Internet of Things (IoT)	Audi Electronics Venture, Qualcomm
8	Feedzai (Portugal) www.feedzai.com	Software	B	16.2	Provider of big data / machine learning based fraud-prevention software	Espírito Santo Ventures, Oak Investment Partners , Sapphire Ventures
9	Kano (UK) www.kano.me	Hardware	A	13.4	Provider of simple build-it-yourself computer kits for children	Breyer Capital , Collaborative Fund, Individual Investors, JamJar Investments
10	Kantox (UK) www.Kantox.com	Internet Services	B*	10.0	Operator of a Peer-to-Peer (P2P) Foreign Exchange (FX) platform for Small-to-Medium Enterprises (SMEs)	Cabiedes & Partners, Idinvest Partners , Partech Ventures
11	Twenga (France) www.twenga.com	Software	B	10.0	Operator of an online shopping search engine	Idinvest Partners
12	DocPlanner (Poland) www.docplanner.com	Internet Services	B	9.3	Provider of an appointment booking and review platform for doctors	European Bank for Reconstruction and Development , Individual Investors, Piton Capital, Point Nine Capital, RTAventures
13	Pipedrive (Estonia) www.pipedrive.com	Software	A	8.0	Provider of cloud-based Customer Relationship Management (CRM) software	AngelPad, Bessemer Venture Partners , Pava Ventures, Rembrandt Venture Partners

Source: Go4Venture Advisers HTI Database

Key

Bold indicates lead investor(s)

*: Internal round

¹: Round occurred in December 2014 but announced this month

^E: Estimated

Trustpilot

Denmark | www.trustpilot.com



#	Sector	Round	€mn	Description	Investors
1	Internet Services	Late Stage	67.0	Operator of review platform for e-tailers	DFJ Esprit, Index Ventures, SEED Capital, Northzone, Vitruvian Partners

Trustpilot (Denmark), an operator of a review platform for e-tailers, raised **€67.0mn** in a **Late Stage** round led by new investor **Vitruvian Partners**, with participation from existing investors **DFJ Esprit, Index Ventures, Northzone** and **SEED Capital**. The funds will facilitate general execution and expansion in the US ([in an interview](#), CEO Peter Muhlmann admitted “If it had been an investment of five or ten million, then it should go to some new office in Berlin, a new feature or a new product line, but when we are in that range, it is about more of everything...now we can think long term, and then the focus is USA, USA, USA.”).

Founded in 2007, Trustpilot aims to become the leading review solution for e-tailers. Reviews are obtained in two ways: (i) having registered with Trustpilot, any user can directly submit reviews to this Trustpilot’s website; and (ii) e-tailers can invite their customers to review their e-commerce services by using Trustpilot’s white-label solution, installed as a widget on their website (and customised to look like the rest of the website). The latter is how the company generates revenues: fees scale with the number of domains (1 to 5+) the e-tailer has, the monthly number of orders reviewed by customers and whether the e-tailer wants additional features (e.g. integration with Facebook, technical support). Trustpilot currently offers four pricing plans, ranging from free to per-case enterprise pricing.

Despite fierce competition – such as eBay’s Epinions.com, ReviewMatters, Reevo (which has raised €15mn from the likes of Banexi Ventures Partners, Eden Ventures, MMC Ventures and Talis Capital) and Trusted Shops – Trustpilot claims to be Europe’s **largest** review site. Active in 65 countries, it now has 100,000 clients – including well-known companies such as booking.com, Glasses Direct and Phones 4u – which have attracted more than 13mn reviews to date (more than double what we last reported). It also claims to register c.10,000 new users per day. Indeed, one of the key drivers of Trustpilot’s success is its licensing agreement with Google, which lets it display its ratings on Google Shopping (a service that enables shoppers to find and buy products across online and brick-and-mortar retailers) and Google’s Seller Rating scheme. From an e-tailer perspective, using a service like Trustpilot is beneficial to increasing scaling sales (according to Google, ads with Seller Ratings get a 17% higher Click Through Rate (CTR) than the same ads without ratings) since customers increasingly consider reviews before making buying decisions online.

Investors

The company has raised more than €107mn to date, with this being by far its largest round. We have reported on it twice in the past, first a €10mn Series B round in [December 2012](#) from Index Ventures, Northzone and SEED Capital to expand globally, primarily in the US, and then a €18mn round in [January 2014](#) where DFJ and DFJ Esprit joined.

Lead investor [Vitruvian Partners](#) (€1.5bn (2013); AUM €2.9bn) is a private equity firm that specialises in buyouts and growth capital investments in the UK and Northern Europe in companies operating in information technology, media, financial and business services, healthcare and leisure. It typically invests between €30mn and €150mn in companies with enterprise value between €50mn and €500mn.

Trustpilot’s other global investors include London-based venture capital firm [DFJ Esprit](#) (€100mn (2010); AUM €500mn) an autonomous firm under the [DFJ Global Network](#) umbrella focusing on IT-related investments in Europe. Global venture capital firm [Index Ventures](#) (€350mn (2012); AUM €1.5bn) has been highly prolific this year, with three Large HTI deals excluding this one (Navabi and Deliveroo in [January](#) and Drivy in [April](#))

More local investors include [Northzone](#) (€300mn (2014); AUM €700mn), best-known for having led streaming music service provider [Spotify](#)’s \$21.6mn (€16.2mn) first round in September 2008. Despite its four European offices (in Copenhagen, London, Oslo and Stockholm) and its Nordic heritage, Northzone has invested in seven American companies, a Russian advertising website ([Avito.ru](#)) and a Chinese private social network [P1](#). Since the firm was set up in 1996, it has backed over 75 companies. [SEED Capital](#) (€91mn (2011); AUM €240mn) is Denmark’s largest early-stage fund. Backed by public as well as private investors, it can pursue opportunities more aggressively (than a typical seed investor), providing up to €9mn per company over the lifetime of a deal.

Wahanda

UK | www.wahanda.com



#	Sector	Round	€mn	Description	Investors
2	Internet Services	Late Stage	42.6	Provider of an online booking platform for health centres, salons and spas	Recruit Holdings

Hotspring Ventures Limited (trading as Wahanda) (UK), a provider of an online booking platform for health centres, salons and spas, raised **€42.6mn** in a **Late Stage** round from existing investor **Recruit Holdings**. The funding will be used to expand Wahanda's presence across Europe, with the company's CEO stating he expects the company to [have operations in 50 cities within the next six months](#) (it currently operates in 28 cities). Furthermore, as part of this deal Recruit also [acquired a majority stake \(80%\) in the company for \\$211mn \(€187mn\)](#), buying out all existing investors. This gave Wahanda a post-valuation of \$188mn (€167mn).

Wahanda's marketplace connects consumers with health centres, salons and spas. The company partners with local businesses, allowing them to list their services on its website for free. Consumers are then able to browse and book these services via Wahanda's unified platform. The company also offers consumers with advice and information on the various treatments and services available, and provides a review-based rating system to promote the most popular businesses. To monetise, Wahanda charges businesses a commission on bookings through its portal – in the UK, it takes a 20% cut and in the rest of Europe a 15% cut. [According to The Telegraph](#), the company is expected to generate 2015 revenues of £40m (€56mn). Wahanda currently has c. 12,000 businesses registered on its website across 28 cities. Founded in 2008, the company has c. 230 employees and is headquartered in London, UK.

As with other B2C service providers such as Amazon, Groupon, Just-Eat and OpenTable, Wahanda is tapping into the opportunity to provide a single, aggregated platform which offers consumer-facing IT services to small businesses which would otherwise have trouble investing in them. The company's CEO has stated that he estimates [95% of the hair and beauty salons in Europe are single-owner operated](#), which leads to the "very fragmented and local market" which Wahanda serves.

As detailed below, Wahanda has acquired three of its European competitors since October 2014 (Salonmeister, Treatwell and Zensoon). Globally, other health and beauty marketplace providers include US-based [Lifebooker](#) and [Style Seat](#), which raised \$1mn (€0.9mn) and \$10.2mn (€9.1mn) Series A rounds in Jan 2014 and Feb 2015, respectively. A further noteworthy player is Japan-based [HotPepperBeauty](#), which is owned by this round's investor – Recruit Holdings.

Investors

Wahanda last featured in our [October 2014](#) issue for its €20.5mn Series C round from Fidelity Growth Partners Europe, Lepe Partners and RGIP (Recruit Holdings' [corporate venture capital arm](#)). It was to use the funding for European expansion, specifically the [acquisition of German competitor Salonmeister](#) for an undisclosed amount. Recently, the company has continued to expand in Europe via acquisitions. In June of this year Wahanda announced the acquisitions of its Dutch and French competitors Treatwell – for \$38mn (€34mn) and Zensoon – for an undisclosed amount, respectively. Wahanda has raised \$118mn (€105mn) to date.

[Recruit Holdings](#) (TSE:6098) is a Japan-based human resources and information services company. It provides its services across [10 business lines](#): Automobiles, Beauty, Bridal, Dining and Life, Education, Housing, Human Resources, IT & Trends Media, Local Info and Travel. The company currently operates [67 different companies across 16 countries](#).

Recruit has made six acquisitions in 2015, two of which were of European companies including the acquisition of Wahanda as well as its \$218mn (€193mn) March 2015 acquisition of Quandoo – the Berlin-based provider of an online restaurant booking service.

With a market cap of \$17.6bn (€15.7bn), Recruit reported LTM revenues (as of March 2015) of \$10.5bn (€9.4bn; 9% year-on-year growth) and EBITDA of \$1.6bn (€1.4bn; c. 15% margin). Founded in 1960, the company has c.32,000 employees, is headquartered in Tokyo, Japan and is listed on the Tokyo Stock Exchange.

Lifealike

UK | www.onefinestay.com



#	Sector	Round	€mn	Description	Investors
3	Internet Services	C	37.1 ^E	Marketplace linking travellers with those wishing to rent out their upscale homes	Hyatt Hotels

^E: Estimated – round size not disclosed by onefinestay. “\$40mn” quoted by “person familiar with the matter” according to [Global Corporate Venturing](#), [PitchBook](#) and [WSJ](#).

Lifealike (trading as onefinestay) (**UK**), provider of a marketplace linking travellers with those wishing to rent out their upscale homes, raised an estimated **€37.1mn** in a **Series C** round from **Hyatt Hotels**. Notably, this deal was closed in December 2014 but was only announced this month.

Lifealike’s marketplace offers travellers an alternative to hotels in the form of luxury apartments / houses ([average market price of c. \\$2mn](#) (€1.8mn)). It partners with the owners of upscale residences in major cities and rents out their homes when they are out of town. Importantly, it offers these owners a managed service, meaning that when they are out of town, it will manage the entire hospitality aspect of renting out of their homes with no input required from them. Via the company’s [web portal](#), travellers are then able to browse and book these residences.

The company provides its offering via [four portfolios](#): “Explorer” – residences with easy access to tourist attractions, “Family” – family-friendly residences with features such as playrooms and children’s bedrooms, “Prestige” – Lifealike’s finest residences in upscale neighbourhoods, and “Work” – residences with easy access to transport systems and large workspaces. In addition to providing its rental service, Lifealike also offers supplementary hospitality services. These include: a 24/7 support-hotline service, house cleaning, an iPhone for data and local calls, local restaurant / attraction recommendations, and a turn-down service. Lifealike currently manages a portfolio of more than 2,500 properties worth a combined value of more than \$5bn (€3.5bn).

In summarising its offering, the company states travellers enjoy “living like a local” while owners benefit by “earning income from a house or apartment that would otherwise sit vacant”. Founded in 2008, Lifealike first launched its service (in London) in 2010. With c. 270 employees, the company is headquartered in London.

Other notable Peer-to-Peer (P2P) house and apartment rental service providers include US-based AirBnB and HomeAway, as well as Germany-based 9flats and Wimdu. AirbnB raised \$520mn (€458mn) in an April 2014 Series D round from investors including Sequoia Capital and TPG Growth, giving it a pre-money valuation of more than \$10bn (€8.8bn). [According to Bloomberg](#), AirbnB is currently raising a c. \$1bn (€0.9bn) funding round which will value it at more than \$20bn (€18bn). AirbnB has raised more than \$700mn (€617mn) to date. [According to the company](#), it has rentals in more than 34,000 cities across 190 countries. HomeAway listed on the NASDAQ in June 2011 raising \$261mn (€235mn) giving the company a market cap of \$2.2bn. 9Flats featured in our [May 2011](#) issue for its \$10m (€8.8mn) Series A round from eVenture Capital Partners, Redpoint Venture and Wimdu in our [June 2011](#) issue for its €63mn Series A round from Kinnevik and Rocket Internet.

Investors

Lifealike last featured in our [June 2012](#) issue for its €9.4mn Series B round from Canaan Partners, Index Ventures and PROfounders Capital. At that time the company was using the funding to support its launch in New York and other cities. Today the company offers its services for London, New York, Los Angeles and Paris.

Notably, the company’s co-founder and CEO (Greg Marsh) has said onefinestay “has had more than one round of funding that it hasn’t publicized”. Based on the rounds announced, the company has raised \$89.3 (€78.5mn) to date.

US-based [Hyatt Hotels](#) (NYSE:H) is an owner, manager and franchiser of hotels, resorts, senior housing and vacation ownership properties globally. Founded in 1957, the company has a market cap of \$8.5bn (€7.5bn), reported LTM revenues (as of March 2015) of \$4.4bn (€3.9bn) and has c. 45,000 employees. As of December 2014, the company’s worldwide portfolio consisted of [c. 600 properties](#).

In November 2009 the company floated on the NYSE with a total offering amount of \$1.1bn (€1.0bn), giving it a \$4.3bn (€3.8bn) valuation. Prior to this, it received \$1.0bn (€0.9bn) in development capital in August 2007 from Abu Dhabi Investments, Goldman Sachs Capital Partners and Madrone Capital Partners.

Jobandtalent

Spain | www.jobandtalent.com



#	Sector	Round	€mn	Description	Investors
4	Internet Services	C	23.0	Online recruitment platform	FJME, Individual Investor, Kibo Ventures, Percacer , Qualitas Equity Partners

Jobandtalent (Spain), an online recruitment platform, raised **\$25mn (€23.0mn)** in a **Series C** round led by **Percacer** with support from existing investors **FJME**, **Kibo Ventures** and **Qualitas Equity Partners**, as well as an **individual investor**. The money will be used to strengthen its position in its strongest demographics, Mexico, Spain and the UK, as well as pursuing expansion into the US market.

Founded in 2009 in Madrid, Spain, Jobandtalent featured in our Bulletin as recently as [July 2014](#) when it raised a €10.4mn Series B round. The company's platform uses natural language processing algorithms to identify patterns within the structure and phrasing of job adverts and CVs, convert them into data points and subsequently match candidates to suitable jobs. Its algorithms interact with a Learning to Rank (LTR) function and utilise machine learning techniques to fine tune the matches. Jobandtalent measures the effectiveness of its technology with a self-created performance metric known as Application Through Rate (ATR), which measures the rate of applications that the algorithm generates per job view. Ultimately the platform allows job seekers and recruiters to do less active searching themselves, as the platform notifies them when it believes it has found a suitable vacancy or candidate. Similarly to conventional recruitment platforms, the company generates revenue by charging recruiters to list advertisements on its platform.

The company claims it is generating more than 200mn data points per month, including job views, applications and discards, which are then analysed to try to improve the platform's ATR and thus the accuracy of its matches. At present, Jobandtalent processes more than 1.7mn job applications per month and has more than 3.7mn active users per month. Further, the company's user base is growing at a rate of 450,000 per month. Over 6,000 companies advertised vacancies through Jobandtalent in April 2015 alone, and the company reports it is delivering candidates to job interviews at a rate of more than 4,000 per day. In terms of competition, Jobandtalent competes against more traditional job boards, like [Monster](#) or [Infojobs](#), aggregation platforms such as [Indeed](#), as well as similar technology-driven suppliers such as apps [Jobr](#) and [Switch](#), as well as professional networking platforms such as [LinkedIn](#).

Going forward it intends to launch its platform in the US, having previously sought to do so earlier this year but choosing instead to postpone the launch pending greater resources. In addition, the funds from this round will be used to recruit into its engineering and data science team in order to accelerate the development of the platform's data visualisation features. Jobandtalent is headquartered in Madrid, Spain and employs more than 90 staff.

Investors

Lead investor in this round, Percacer is a Spain-based holding company that manages assets belonging to the family of [Pelayo Cortina Koplowitz](#), the founder of oil company Inversiones Petroleras Iberoamericanas and member of one of the richest families in Spain.

[FJME](#) is a Spanish foundation seeking to foster economic development in Spain by providing financing to innovative and entrepreneurial endeavours. It typically invests in seed and early-stage companies, but is sector agnostic. Notably, it also sources opportunities for a Spanish venture capital firm, FIDES3 SCR, which is focused exclusively on the technology sector. This investment however has been reported as a direct investment from FJME.

[Kibo Ventures](#) (AUM €58mn) is an early-stage venture firm targeting internet and mobile companies. Based in Madrid, the firm typically invests between €250k and €5mn per company and seeks to acquire equity stakes of up to 20%. The vast majority of its investments have historically been in Spain, with a couple in the US. Notably, the firm counts the Spanish state as one of its limited partners.

[Qualitas Equity Partners](#) (€108mn (2006); AUM €96mn) is a fund manager specialising in alternative investments. Its private equity arm specialises in sustainable businesses with revenues of more than €20mn and, ideally, the potential to be leveraged. Founded in 2003, the firm typically invests between €10mn and €30mn per company.

The individual investor in this round is Spanish business angel and founder of [Multiasistencia](#), [Nicolas Luca de Tena](#), a professional investor capable of offering between €500k and €2mn for seed rounds to companies in the technology sector.

Omada

Denmark | www.omada.net



#	Sector	Round	€mn	Description	Investors
5	Software	Late Stage	24.0	Provider of Identity and Access Governance (IAG) software for enterprises	C5 Capital

Omada (Denmark), provider of Identity and Access Governance (IAG) software for enterprises, raised **€24.0mn** in a **Late Stage** round from **C5 Capital**. The proceeds will be used to fuel Omada's continued expansion beyond Continental Europe, into the UK and the US. It will also be used to drive sales and marketing activity and enhance the company's R&D capabilities.

Omada provides software for IAG, an element of cybersecurity infrastructure. IAG allows administrators to tightly control who gets access to what data, which helps inhibit security breaches which can lead to data or more critically, intellectual property loss. Omada's software is used to determine and manage the access rights of employees within an organisation, as well as tracking their access. Furthermore, it provides a compliance and governance framework for reporting.

IAG was initially deployed in highly regulated sectors such as financial services and healthcare. Data access control and protection is now being more widely applied in other industries such as retail, automotive, manufacturing and the public sector, with the segment experiencing growth of c. 10% per annum.

25% of Omada's customers are within banking, securities and insurance, and 20% is in healthcare. The remaining 55% of its customers are evenly split across the remaining verticals mentioned above. The majority of its customers manage between 1,600 to 100,000 identities (the average is 35,000) with automated provisioning of between one and 250 targets. Omada's customers are typically blue chip organisations in Europe and the US including BMW, Bayer, Group, Maersk, HVB Unicredit, DekaBank and ECCO. Omada currently employs 120 people across offices in Denmark, Germany, the UK and the US.

Since 2004, Omada has been experiencing an average growth of 60% and has consistently received the Triple 'A' credit ranking. The company recently announced that it doubled its profits in both 2013 and 2014, growing revenues at an annual rate of over 30%.

As stated above, identity management is a hot and growing space. However, it tends to be dominated by large IT houses that sell into enterprises via complementary verticals. According to [Gartner](#), the top players in the space are all American; Courion, EMC, IBM, SailPoint and Oracle. Of these, only SailPoint is considered a 'pure-play' IAG provider.

Across the space, the main European players are Atos, Beta Systems, Evidian and SAP. Again, none of these are pure-play: Atos is an IT services corporation, Beta Systems provides data and document processing software, Evidian is a general security software house, and SAP is a diversified software provider offering everything from Enterprise Resource Planning (ERP) to Supply Chain Management (SCM) software. As Gartner reports, the company's recent sales growth slowdown (while still being very impressive) indicates that its sales & marketing engine was underfunded, especially versus its larger competitors.

Investors

Omada received its first investment before the Bulletin was published, in January 2000 from [Industri Udvikling](#), a Danish private equity firm that invests in small and medium Danish manufacturing companies. Industri Udvikling backed the company for an undisclosed amount, gaining a 19.6% stake according to Pitchbook.

New Investor [C5 Capital](#) (€100mn (2014)) is a specialist European private equity fund focused exclusively on the security (both analogue and cyber) and data market. Founded by serial entrepreneur Andre Pienaar, C5 Capital is led by Nazo Moosa, who was a founding member of Carlyle European Technology Partners where she spent twelve years investing in the technology and internet sectors. Previously, Moosa worked at JH Partners, a San Francisco-based growth equity investor. C5 Capital aims to make growth capital investments of \$10mn to \$25mn (€9mn to €24mn) in fast growing, profitable European companies that operate in the security and data sectors. Since inception, C5 Capital has invested in three companies: [Metrasens](#): a full-body security scanner business spun out of Qinetiq (it invested in March 2013 alongside ARC InterCapital and Octopus investments, however the deal was below our [reporting threshold](#)); Balabit, a global leader in log-based security intelligence systems (invested in June 2014, the deal was also below our [reporting threshold](#)); and Omada.

Lendico

Germany | www.lendico.com



#	Sector	Round	€mn	Description	Investors
6	Internet Services	A	20.0	Peer-to-Peer (P2P) lending platform	Access Industries, Arrowgrass Capital, Holtzbrinck Ventures, Rocket Internet

Lendico (Germany), a Peer-to-Peer (P2P) lending platform, raised **€20.0mn** in a **Series A** round from new investor **Arrowgrass Capital**, with participation from existing investors **Access Industries**, **Holtzbrinck Ventures** and **Rocket Internet**. The funds will be used to further develop its P2P loan and SME loan services and for further international expansion.

Founded in 2013 by Rocket Internet itself, Lendico comprises part of the Samwer Brothers' Fintech empire, the other two Rocket-backed players being Spanish Spotcap (which raised €13mn in [October 2014](#) and a further €5mn in [March 2015](#)) and German Zencap (launched in [March 2014](#)). Like other P2P lenders (more below), it acts as an intermediary between a borrower and a lender, cutting out the bank as the middleman (although it is partnered with Wirecard for its banking license and is, technically, a bank itself). It seeks to offer better rates than a bank would offer to borrowers, and to facilitate borrowing via an easy-to-use online platform. For lenders it seeks to offer low rates of default (enabled by tech-supported credit checking) as well as high return rates on a monthly basis. Lenders can naturally invest in multiple loans to diversify their risk; furthermore Lendico syndicates multiple lenders to fund single loans, which means there does not have to be an exact one-to-one match between lender and borrower requirements. Lendico already has operations in the Netherlands, Germany, Austria, Poland and Spain in Europe, as well as South Africa.

The Fintech space is highly active. The aforementioned Zencap and Spotcap are indirect competitors, being in slightly separate geographies and offering similar but different products. Zencap offers P2P lending, albeit for individuals to lend to businesses (often dubbed 'C2B'). Spotcap functions more like a branchless bank for SMEs, leveraging credit scoring algorithms to provide loan facilities up to €100k (we covered its €13mn Series A in [October 2014](#)). Other heavy hitters in the space are Funding Circle, whose mammoth €139mn round we covered last month in [April 2015](#), and Lending Club (US) which was valued at \$5.4bn (€5bn) in its [December IPO](#), as well as Zopa (UK's largest P2P lender) which raised €18mn in [February 2014](#). A smaller, local competitor is Auxmoney, who raised €11mn in [May 2014](#).

Investors

This is the first time Lendico appears in the Bulletin. Aside from a seed round in December 2013 of undisclosed size, the company had not raised any money.

New investor [Arrowgrass Capital](#) (AUM €3.3bn) grew out of Deutsche Bank's convertible bond franchise (which was set up in 1998). In 2004, it was moved to its own proprietary platform and renamed DB Omnis. Then, in 2007, the team span out of Deutsche to become a stand-alone venture (called Arrowgrass) to avoid the conflict-of-interest issues it previously faced (for example Deutsche's restricted list). While the firm pursues a global mandate, historically it has been European-focused (with 57% of its gross exposure allocated to Europe). It last appeared in our [February 2014 Bulletin](#) as the sole investor in Zopa.

[Access Industries](#) is the US-based industrial holding company of Russian-American billionaire [Leonard Blavatnik](#). While Mr. Blavatnik set up the firm back in 1986, he has had more free capital to invest in other activities since selling his \$7bn (€5.4bn) stake in BP's ill-fated Russian venture TNK-BP in March 2013. Although global with primary interests in chemicals, media and telecommunications, real estate, and natural resources, Access is becoming something of a regular in our Bulletin devoted to European technology investment. Most notably, Access was an investor in [Rocket Internet](#) prior to the firm's IPO. It last appeared in [April 2015](#) for our coverage of Spotcap.

Longtime Rocket collaborator [Holtzbrinck Ventures](#) (€183mn (2011); AUM €367mn) is the corporate venturing arm of the German family-owned Holtzbrinck Publishing Group (owner of international brands such as Macmillan). The firm last appeared in our [March 2015 Bulletin](#) for its involvement in men's online shopping club Outfittery's €18.5mn C round.

Rocket Internet itself should need no introduction at this point. Post-IPO, it has been highly active, investing in over €800mn worth of deals (although €500mn of which was for Delivery Hero's gargantuan [February 2015](#) late-stage round). It most recently appeared [last month](#) for participating in Foodpanda's €93mn late-stage round.

Cubic Telecom

Ireland | www.cubictelecom.com



#	Sector	Round	€mn	Description	Investors
7	Telecom Services	Late Stage	18.0	Provider of a cloud-based M2M connectivity platform to facilitate the Internet of Things (IoT)	Audi Electronics Venture, Qualcomm

Cubic Telecom (Ireland), provider of a cloud-based M2M (Machine-to-Machine) connectivity platform to facilitate the Internet of Things (IoT), raised **€18.0mn** in a **Late Stage** round from new investor **Audi Electronics Venture** and existing investor **Qualcomm**. [The firm has stated](#) it will use the funds to further develop its platform and for geographical expansion.

Cubic Telecom's M2M connectivity platform is comprised of a range of SIM cards and a wireless network. Its [SIM cards](#) are integrated into devices at the manufacturing stage. These are the hardware which enables the devices to connect with each other and, [according to the company](#), provide "always-on" connectivity anywhere in the world. The company offers three types of SIM card: its "M2M Standard SIM", its "M2M Industrial SIM" – which has an upgraded smart card microcontroller for "greater endurance and robustness without compromising on flexibility", and its "SMD (Soldered Mounted Device) SIM" – which has a rugged form factor allowing it to be directly soldered onto devices or asset printed-circuit boards. The SIM cards wirelessly connect the devices to Cubic Telecom's network: its "[Global Cloud Platform](#)" – which supports 3G, CDMA, UMTS and Wi-Fi connectivity. This platform also enables clients to monitor and manage their connected devices via a web-portal.

Cubic Telecom's clients are enterprise customers within the automotive, PC OEM, retail and telecommunications industries. Its notable clients include HP, Lenovo and Australian retailer Woolworths. Founded in 2006, the company is headquartered in Dublin, Ireland. It currently has c. 40 employees.

Other M2M communications companies to recently feature in our Bulletin include Neul and Sigfox. Neul provides a wireless communications network which utilises the unlicensed TV White Space spectrum (made available by the retirement of analogue television broadcasting). We featured the company in our [June 2011](#) issue for its Series A round from Cambridge Angels, DFJ Esprit and IQ Capital. Neul was acquired in September 2014 by China-based Huawei for \$25mn (€19.4mn). Sigfox is a Machine-to-Machine (M2M) communications operator which featured in our [February 2015](#) and [March 2014](#) issues for its €101.3mn late-stage round and €14.9mn Series C round, respectively. Notably Sigfox has raised more than \$151.3mn (€135mn) in funding to date from investors including Bpifrance, Iinvest Partners, Intel Capital, SK telecom and Telefonica. [According to Gartner](#), the IoT is forecasted to reach 25bn installed devices by 2020.

Investors

Prior to this round of funding, Cubic Telecom's most recent fundraising round was its \$17.5mn (€16.1mn) July 2014 late-stage round from Qualcomm and Sierra Wireless. It has raised \$37mn (€33mn) in funding to date from investors including ACT Venture Capital, Enterprise Ireland and TPS Investment.

Featuring for the first time in our Bulletin is new investor [Audi Electronics Venture](#) (AEV) – the venture capital subsidiary of automobile manufacturer [Audi AG](#). With the exception of Cubic Telecom, all of the firm's investments to date are in companies primarily serving the automotive industry. Other companies AEV has invested in include NIRA Dynamics (provider of a signal processing system for monitoring tyre pressure in vehicles) and Quartet Mobile (provider of a GPS mobile application for vehicle navigation and tracking).

[Qualcomm](#) (NAS:QCOM) is a global wireless telecommunications company. It is headquartered in California, US with more than 170 additional offices across c. 40 countries. It currently has c. 31,000 employees. Founded in 1985, the company currently has a market cap of \$105bn (€94bn) and reported 2014 revenues of \$27bn (€24bn). Qualcomm first invested in Cubic Telecom in August 2007, participating in the company's €\$2.0mn Series A round. Qualcomm's other recent corporate finance activity includes its October 2014 acquisition of UK-based CSR (provider of wireless M2M communications semiconductors) for €2.0bn.

Qualcomm has previously featured in our bulletin for investing via its venture subsidiary – Qualcomm Ventures (€76mn (2011); AUM €379mn). Qualcomm Ventures last featured in our [April 2014](#) and [January 2014](#) issues for its participation in Voluntis' (provider of patient relationship management software) €20.8mn late-stage round and Fon's (provider of routers and apps for customers to connect to wifi hotspots) €10.3mn late-stage round, respectively. In addition to Qualcomm Ventures, since 2010 Qualcomm has also run a global seed program, which provides startups with investments of between €180- 550k.

Feedzai

Portugal | www.feedzai.com



#	Sector	Round	€mn	Description	Investors
8	Software	B	16.2	Provider of big data / machine learning based fraud-prevention software	Espírito Santo Ventures, Oak Investment Partners , Sapphire Ventures

Feedzai (Portugal), a provider of big data / machine learning based fraud-prevention software, raised **€16.2mn** in a **Series B** round from lead investor **Oak Investment Partners** with support from existing investors **Espírito Santo Ventures** and **Sapphire Ventures**. The company [has stated](#) it will use the funds to “expand sales and engineering teams to help meet customer demand for the company’s software platform”.

Founded in 2009, Feedzai is a data science software company that uses real-time, machine-based learning to help payment networks, banks and retailers prevent fraud in omni-channel (online and/or in-store) commerce. Its solution, Fraud Prevention That Learns™, provides data analysis in real-time, based on shopper behaviour during online or in-store purchases. In comparison to traditional fraud prevention solutions, Feedzai software achieves about [80% fraud detection \(c. 2/3 more than other solutions\)](#) and through its machine learning technology - combined with its analytics engine – it allows companies to detect fraud 30% earlier ([according to the company](#)), thus allowing for quicker reaction times to prevent greater losses and security breaches.

Feedzai clients include banks, credit card brands, retailers and companies that allow businesses to process financial transactions (e.g. Square). The company’s noteworthy clients include Celfocus, Coca-Cola, Ericsson, Logica, Servebase Credit Card Solutions and Vodafone. The company has also certified apps on 2 major e-commerce platforms (Shopify and Bigcommerce), making its bank-grade fraud engine available to c. 200,000 SME’s. To date Feedzai has analysed more than [18bn transactions](#), which equate to more than \$760bn in payment volume.

In February 2014 the company launched a new software, [Social Connector](#), through which social data is infused into Feedzai’s fraud prevention software to better predict and prevent payment loss in real-time. With dual headquarters in Portugal and the US, Feedzai products are available in Europe, the US and Africa. The company employs more than 40 people.

Feedzai competes with large traditional providers of fraud and risk management solutions such as [FICO](#), [IBM](#) and [SAS](#). It also competes with smaller players such as [SiftScience](#) (raised c. \$25mn to date from investors including Spark Capital and Union Square Ventures), [Riskified](#) (raised \$6.0mn to date from investors including Formation 8 and The Accelerator Group), and [Signifyd](#) (raised \$11.2mn to date from investors including Andreessen Horowitz and The Data Collective).

Investors

[Espírito Santo Ventures](#) (€84mn (2011); AUM €286mn) is the venture capital arm of [Banco Espírito Santo](#). Established in 2000, the firm has c.10 employees and is headquartered in Lisbon, Portugal. It seeks to invest in companies within the cleantech, information technology and healthcare sectors. While focused on investments in North America, the firm’s portfolio currently contains companies from seven countries.

This round’s lead investor, [Oak Investment Partners](#) (€559mn (2014); AUM €10.1bn) is a veteran venture capital firm based in California, US. It has invested more than €6bn in startups, corporate spinouts, growth equity and PIPEs since being founded in 1978. It last featured in our [March 2014](#) issue for its participation in DueDil’s (freemium database of British companies and directors) €12.3mn Series B round. Oak Investment Partners focusses on the west-coast of the US. Focused on the east-coast is its \$500mn (€559mn) [Oak HC/FT venture capital fund](#) which focusses on later-stage growth equity investments in the healthcare information services and financial services technology sectors. The fund was formed in 2014 and is headquartered in Connecticut, US. Notably, the firm has a Venture Partner called Anil Aggarwal, who is the founder and chairman of Money2020 – the world’s largest conference for innovations in payments and financial services. Anil is based in New York and London.

[Sapphire Ventures](#) (€580mn (2013); AUM €1bn), was known as SAP Ventures until October 2014 when it [re-branded](#). Sapphire acts as an independent investment firm, even though SAP (one of the largest global enterprise and infrastructure software providers) remains the sole limited partner. US-based, it focuses on venture and growth stage companies in the software, internet and cloud technology sectors, typically investing €4-10mn per round, and more over the life of the deal. Since it was founded in 1997, it has invested in more than 125 companies globally. The firm last featured in our [August 2014](#) issue for its participation in Alfresco Software’s (developer of enterprise content management software) €33.8mn late-stage round.

Kano

UK | www.kano.me



#	Sector	Round	€mn	Description	Investors
9	Hardware	A	13.4	Provider of simple build-it-yourself computer kits for children	Breyer Capital , Collaborative Fund, Individual Investors, JamJar Investments

Kano (UK), provider of simple build-it-yourself computer kits for children, raised **\$15.0mn (€13.4mn)** in a **Series A** round led by new investor **Breyer Capital**, with participation from **Collaborative Fund** and **JamJar Investments**, along with two individuals. The proceeds will be used for expanding its product range, increasing internationalisation and setting up a philanthropic arm.

Founded in 2013, Kano is a startup focused on educating children in computing. It offers a kit that contains all the components of a simple computer (approximately the size of a sandwich box), barring the screen. The kit is designed to snap together easily and comes with a guide that teaches the user about core pieces of computing hardware. At the heart of the Kano is the well-known [Raspberry Pi](#), the most widespread single-board computer highly popular among hobbyists and specialist users (and currently the [best-selling British](#) 'computer'). Kano is one of the first companies to commercialise the use of Raspberry Pis, developing not only the hardware to go with it but also a simple operating system and basic software to help children learn programming on it. Once children are acquainted with the system the company encourages them to be creative; Kano kits have been used for building everything from games consoles to solar panels and weather stations. So far, Kano has sold over [40,000](#) kits; at a price point of £119 (€168) this equates to c. €6.7mn in revenue since inception, excluding volume discounts.

As mentioned above, Kano is one of the first companies to package the Raspberry Pi in a user-friendly way. However, some competitors are cropping up, mainly in the US. Of note are [Piper](#) and [Littlebits](#). Piper uses the Raspberry Pi as the core of an engineering kit for children that teaches them to build electronic devices through a specially modified version of the [Minecraft game](#); the company has raised \$50k (€45k) from co.lab, a US accelerator, as well as \$280k (€250k) through a [Kickstarter Campaign](#) in April 2015. Littlebits offers a set of modular electronic devices (sensors, switches, etc.) that allows users to learn and create without significant engineering skill; designs can incorporate the Raspberry Pi, however in this case it is not essential. Littlebits has raised c.\$60mn (€54mn) from investors such as Khosla Ventures and True Ventures.

Investors

Like Piper, Kano also successfully raised money on Kickstarter \$1.5mn (€1.4mn). Before that, it raised a \$880k (€800k) seed round from Index Ventures (Kano CEO Alex Klein is the [cousin of Saul Klein](#), a partner at Index). This brings the total invested in Kano to just under \$17mn if Kickstarter funding is included; the company also offered \$500k equity on the [Quire](#) crowdfunding platform alongside this round.

[Breyer Capital](#) is the early stage 'side project' of Accel Partner's Jim Breyer. We first mentioned the firm in our [March 2014 Bulletin](#) when Breyer announced that he was reducing his commitment to Accel to focus on this instead. This the first European investment by the firm we cover in the Bulletin since its establishment in 2006. Jim Breyer also invests as an individual alongside his fund, accompanied by Terence James "Jim" O'Neill (Baron O'Neill of Gatley), another angel who formerly headed Goldman Sach's trillion-dollar asset management business and recently appointed to the UK treasury.

[Collaborative Fund](#) (€60mn (2015); AUM €100mn) is another first-time investor in our Bulletin. Based in New York, US the firm focuses on seed and early-stage deals in the technology, food and consumer products sectors. Like Breyer Capital, this is its first investment in Europe.

[JamJar Investments](#) is a London-based tech and consumer products early-stage investor. Its other deals have either been below our reporting threshold (e.g. food delivery service Deliveroo's €4mn Series A in June 2014) or outside our industry focus (e.g. coffee company Blue Bottle's €20mn round in January 2014). JamJar is the fund started by founders of [Innocent Drinks](#), famous for its smoothies.

Kantox

UK | www.kantox.com

kantox
Tomorrow's FX today

#	Sector	Round	€mn	Description	Investors
10	Internet Services	B*	10.0	Operator of a Peer-to-Peer (P2P) Foreign Exchange (FX) platform for Small-to-Medium Enterprises (SMEs)	Cabiedes & Partners, Idinvest Partners , Partech Ventures
* Internal Round					

Kantox (UK), operator of a Peer-to-Peer (P2P) Foreign Exchange (FX) platform for Small-to-Medium Enterprises (SMEs), raised **€10.0mn** in a **Series B** round led by existing investors **Idinvest Partners** and **Partech Ventures**, with participation from fellow existing investor **Cabiedes & Partners**. The proceeds will be used for consolidating growth in existing markets as well as making improvements to the Kantox platform to meet the requirements of a growing customer base.

Founded in 2011, Kantox is a very international business with a French founder (former Deloitte employee Philippe Gelis), a London headquarters and a Spain-based development team. Its platform allows SMEs to conduct P2P currency transfers, allowing them to manage their FX transactions the way large enterprises do, despite the amounts being smaller than what would be traditionally feasible to negotiate. As with most disintermediating technology, Kantox's platform removes the need for brokers and replaces them with automation, significantly reducing the fees paid on FX transfer. As of this funding, Kantox has more than 1,500 clients (3x compared to when it raised €6.5mn in [February last year](#)). Operating in over 25 currencies, it has traded c.€1.5bn (5x compared to the €300k it had done by its previous funding), of which €500k has been since February 2015.

There has been a wealth of P2P FX platforms raising funds of late, the most recent one we covered was the Irish CurrencyFair (€10mn, [April](#)). Before that was the mammoth UK TransferWise series C (€50mn, [May](#)). While TransferWise is nominally a money transfer platform, it functions on P2P exchange principles. Other competitors include Currency Cloud (€7mn, [April 2014](#)) and eToro (€11mn, [April 2014](#)), although eToro is not P2P. However, according to the company itself its key competitors are still banks: "Banks still own 99% of the market, so our main challenge is to educate clients and to get them out of the unfair banking system. It is a long-term goal, but we are here for the long-run," stated Gelis in an interview with [TechCrunch](#). Reportedly, over [250 bankers and brokers](#) have registered on Kantox posing as companies in order to gather information on its services.

Investors

Considering Kantox's investors' traditional geographic areas of focus (France and Spain), it may raise an eyebrow as to why they invested in the London-based company. However on closer inspection, we see a company with a French CEO (hence Idinvest and Partech) and roots in Spain that raised its first round from local angels (including Cabiedes). In addition to the €6.5mn Series A we mention earlier, it also raised €1mn from Cabiedes and other angels in September 2012, along with €150k seed funding from angels in September 2011, bringing the total amount raised to just under €18mn.

[Cabiedes & Partners](#) (€25mn (2011)) is a business angel fund founded in 2009 by well-known Spanish angel Luis Martin Cabiedes. Mr. Cabiedes is best known for being the CEO of European Press but has also been involved with MyAlert, Privalia and Trovit. As well as money from the Cabiedes family, Cabiedes & Partners invests a mix of private and public money from Bertelsmann Digital Media Investments, Corffin Capital, the Europa Press Group, the FESpyme fund (managed by Axis), Itzarri EPSV and Neotec Capital Riesgo. It intends to make ten investments a year, primarily in Spanish technology companies. We last saw Cabiedes in [January 2012](#), when it invested €7.8mn in carpooling platform Comuto.

As for the French investors, [Idinvest Partners](#) (AUM €4.4bn) is a lower mid-market private equity and venture capital firm, with more than 80 investments to date in cleantech, healthcare and IT companies. [Partech Ventures](#) (€200mn (2015); AUM €775mn), a Paris-based fund with a long-established US presence, recently closed its first €200mn growth equity fund, targeting investments of €11mn to €44mn in late-stage companies. Both of these should be well-known to the reader by now; they are some of the most prolific French investors and we often see them co-invest (e.g. Sigfox's €101mn late-stage round in [February](#) or MenInvest's €23mn series C in [November 2014](#)).

Twenga

France | www.twenga.com



#	Sector	Round	€mn	Description	Investors
11	Software	B	10.0	Operator of an online shopping search engine	Idinvest Partners

Twenga (France), operator of an online shopping search engine, raised **€10.0mn** in a **Series B** round from **Idinvest Partners**. The firm has stated it will use the funds for additional hires, to develop its audience-acquisition software subsidiary (Twenga Solutions) and to further expand its presence in Europe (stating its intention to “open offices in several other European countries by this summer”).

Founded in 2006, Twenga’s [online shopping search engine](#) aggregates content from more than 4,000 e-tailers across 15 different countries and displays it on Twenga’s website for consumers to browse. Twenga focusses on products with reduced prices, primarily targeting consumers seeking a bargain. Products are sorted by the following categories: Fashion, Games, Garden, Home Improvement, Houseware Products, Sports and Toys. To promote popular products / specific retailers, Twenga’s website has dedicated subsections such as Featured Retailers, Most Common Searches, Top Brands and Top Deals. The company is headquartered in Paris, France with additional offices in Germany and the UK. It currently has c. 150 employees. Prior to this, Twenga’s most recent fundraising round was its December 2007 Series A round from 3i Group.

Twenga is specifically using this investment to further develop [Twenga Solutions](#). This is Twenga’s adtech sub division which provides advanced audience-acquisition technologies – i.e. software which enables retailers to generate higher internet traffic through their website by optimising their online advertising strategy and presence. [According to Twenga Solutions](#), by using its software, e-tailers have “on average noticed a 190% increase in traffic and a 110% increase in conversion.” Twenga Solutions’ traffic acquisition solutions for e-commerce are already available in seven European countries: France, Germany, Italy, the Netherlands, Poland, Spain and the UK. Some of the company’s [notable clients](#) include Conrad, Galeries Lafayette, House of Fraser and La Redoute.

Other notable e-commerce search engine providers like Twenga include Kelkoo.com (acquired by Jamplant in November 2008 for €100mn), LeGuide.com (acquired by GoAdv for €50mn in February 2009) and PriceGrabber.com (acquired by Connexity in June 2015 for an undisclosed amount).

Other adtech companies similar to Twenga Solutions which have recently featured in our Bulletin include MVF Global (provider of scalable digital marketing and customer acquisition services) which featured in our [February 2015](#) issue for its €27.0mn late-stage round from Bridgepoint Development Capital, and Swrve (developer of an in-app advertising platform), which featured in our [September 2014](#) issue for its €7.7mn Series B round from Acero Capital, Atlantic Bridge and Intel Capital. Other notable players within the adtech space include Trovit (provider of a search engine for classified ads), which was acquired by Next for €80mn in November 2014 and Fyber (provider of an online value exchange advertising platform), which was acquired by RNTS Media for €150mn in October 2014.

Investors

Well-known [Idinvest Partners](#) (€384mn (2015); AUM €4.8bn) is a Paris-based pan-European venture capital and private equity firm. It makes a variety of investments in lower mid-market European companies. These include: direct equity investments, secondary investments, mezzanine finance and investments in funds.

The firm last appeared in our [February 2015](#) and [November 2014](#) issues for its participation in Sigfox’s (Machine-to-Machine (M2M) communications operator) €10.3mn late-stage round and Meninvest’s (e-tailer of mens’ apparel, shoes and accessories) €23.2mn Series C round, respectively. Idinvest’s additional recent activity within the ecommerce vertical includes its \$101mn (€90mn) June 2014 LBO of Sarenza. Notably, the firm has raised a [new €140mn fund](#) in May 2015. The firm has stated that the purpose of the fund will be to target “SMEs with already strong positions in their domestic markets and some current international expansion”.

Founded in 1997 as AGF Private Equity, Idinvest Partners was a subsidiary of Allianz until spinning-off in 2010. The firm has made more than 80 investments to date in cleantech, healthcare and IT companies. It currently has c. 50 employees.

DocPlanner

Poland | www.docplanner.com

docplanner.com

#	Sector	Round	€mn	Description	Investors
12	Internet Services	B	9.3	Provider of an appointment booking and review platform for doctors	European Bank for Reconstruction and Development, Individual Investors, Piton Capital, Point Nine Capital, RTAventures

DocPlanner (Poland), a provider of an appointment booking and review platform for doctors, raised **\$10mn (€9.3mn)** in a **Series B** round led by the **European Bank for Reconstruction and Development** with support from **individual investors**, as well as existing investors **Piton Capital**, **Point Nine Capital** and **RTAventures**. The money will be used to continue the firm's international expansion, primarily in southern European markets.

Founded in 2010 by [Mariusz Gralewski](#), previously founder of Poland's largest professional networking site [goldenline.pl](#), DocPlanner provides a series of websites for booking private medical and dental services. DocPlanner is structured as a series of country-specific websites which each cater to their specific market, for example the Russian market is served by [www.docplanner.ru](#). On the supply side, DocPlanner provides doctors and dentists with an efficient, low friction method of ensuring their appointment books are filled by offering available slots through the platform. On the demand side, users registered with DocPlanner can then browse appointment calendars and request to book open time slots and compare availability to find the most suitable appointment for them. DocPlanner also provides a series of features aimed at reducing the probability of non-attendance, such as appointment and email text message reminders. DocPlanner's is increasingly seeking to expand its listings to a broader audience of healthcare professionals, including dietitians and psychologists.

The company currently receives more than 7mn unique visitors to its websites each month and as a result, it claims to be the largest medical booking platform in Europe. The company's existing traffic is primarily from Europe at c. 80%, although notably the Latin American region makes up c. 10% of the remainder. DocPlanner currently facilitates more than 100,000 appointments per month, with more than 7,000 registered healthcare professionals offering appointments through its platform. The company's websites are currently operational in more than 25 markets, including Argentina, Austria, Brazil, Chile, France, Germany, Hungary, Italy, Mexico, Poland, Portugal, Russia, Slovakia, Sweden, Spain and Turkey.

DocPlanner has been quick to acquire emerging competitors, both to consolidate its position in the European market and accelerate its international expansion. In July 2014, the company acquired Turkey-based rival [Eniyihelim](#), which increased its monthly users by more than 1.5mn. In the UK, medical booking platforms have also garnered investors' attention with competitor [Zesty](#) raising a \$7.2mn (€6.4mn) Series A round this month from FundersClub, Stanford Dickert, Structure Partners and SV Angel to fund international expansion. In the broader landscape, one of DocPlanner's largest competitors is US-based [ZocDoc](#), which has raised c. \$100mn (€89.4mn) to date from investors including Founders Fund, Goldman Sachs, GSV Capital and Khosla Ventures.

The company is headquartered in Warsaw, Poland, and currently employs more than 60 people. DocPlanner has raised total funding of c. \$14mn (€13mn) to date.

Investors

Lead investor the [European Bank for Reconstruction and Development](#) (€90mn (2011); AUM €175mn) was founded in 1991 to provide funding for redevelopment of central and Eastern Europe following the collapse of the Soviet Union.

Existing investor [Piton Capital](#) specialises in marketplaces, exchanges and platforms – all businesses which benefit from some kind of network as they achieve scale. Based in London, the firm focuses on Europe but is stage agnostic and will invest anywhere from €200k to €15mn. We last saw Piton with a €18.4mn round for Quandoo, a developer and operator of a reservations platform for local businesses such as restaurants, in July 2014.

[Point Nine Capital](#) (€40mn (2013)) is a Berlin-based angel venture capital fund co-founded by [Pawel Chudzinski](#), former Co-Founder and Partner at Team Europe, where he led the firm's investment activities. Point Nine is a firm aiming to be a hybrid between an angel investor and a VC (the theory being that they are able to provide the friendly expertise and mentoring of angels, but with the firepower of a VC firm), so is one of the new generation of "super angel" funds. It last featured in our Bulletin in [January 2015](#) for its participation in the €25mn late-stage round of Westwing Home & Living, operator of an online furniture shopping club.

[RTAventures](#) is a Warsaw-based venture capital fund specialising in the healthcare and technology sectors, with a particular interest in medtech companies. It typically invests at an early stage with a target investment size of \$0.3mn, but has the capacity to provide follow-on investments of up to \$1mn, to a maximum of c. \$5mn per portfolio company.

Pipedrive

Estonia | www.pipedrive.com



#	Sector	Round	€mn	Description	Investors
13	Software	A	8.0	Provider of cloud-based Customer Relationship Management (CRM) software	AngelPad, Bessemer Venture Partners , Paua Ventures, Rembrandt Venture Partners

Pipedrive (Estonia), a provider of cloud-based Customer Relationship Management (CRM) software, raised **\$9.0mn (€8.0mn)** in a **Series A** round led by **Bessemer Venture Partners** with support from **Paua Ventures**, as well as existing investors **AngelPad** and **Rembrandt Venture Partners**. The money will be used to expand its sales, marketing and product development teams.

Founded in 2010, Pipedrive provides sales management software for small businesses. Although founded in Tallinn, Estonia, the company has moved its headquarters to Palo Alto, but its development team remain located in the Estonian capital. Pipedrive articulates that existing CRM solutions on the market today typically require too much data entry and have poorly defined workflows, resulting in software that people do not enjoy using and therefore ultimately lost sales.

Pipedrive's Software-as-a-Service (SaaS) product is built around an organisation's sales pipeline and aims to give salespeople a better overview of where exactly sales are in the acquisition process. Its dashboard offers a visual approach that shows deals from an initial contact, to contract negotiations to done deals. Opportunities can be assigned tags to identify them with specific products or team members, while moving an opportunity along the pipeline is a simple drag and drop exercise. In addition, the company also offers iOS and Android apps to support sales reps on the go, powered by its own API, which is also open to third-parties. The company allows users to sign up for a 30-day, full-feature trial. The conversion rate to a full subscription currently stands at just over 15%, which costs \$12 (€11) per seat, per month. The company targets its software at small businesses with sales teams of c. 3 to 10 people. In this category, Pipedrive currently possesses more than 10,000 customers, split evenly across Europe, the US and the rest of the world, with more than 50,000 users in total. It also boasts an enviable client list in the technology sector, including [Blippar](#), [FalconSocial](#), [Fortumo](#) and [Postmates](#).

Notable competitors also seeking to revamp the CRM experience include [Base](#), [Capsule](#), [Zoho CRM](#), [Insightly](#) and [PipelineDeals](#). Of these, Base has seen comparable levels of financing to Pipedrive, having [raised a \\$15mn \(€13.8mn\) Series B round](#) led by Index Ventures, RRE Ventures and OCA Ventures in March 2014. It is also worth highlighting that Pipedrive is positioned between [Salesforce](#) at the high end of the market, although typically such solutions would not be cost effective for Pipedrive's target clients, and the humble [Excel spreadsheet](#) at the other end of the market.

Pipedrive is headquartered in Palo Alto, US and currently employs more than 80 staff across its offices in Estonia and the US. The company has raised \$13.4mn (€12.3mn) to date.

Investors

[Bessemer Venture Partners](#) (€1.5bn (2015); AUM €11.6bn) targets companies in the cloud computing, cyber security, financial services, healthcare, IT infrastructure, marketplaces, mobile and space tech sectors. It last featured in our [February 2015](#) Bulletin for its participation in UK-based mobile data security software for enterprises provider Wandera's €13.2mn Series B round. The firm is a truly global investor and has offices in six different countries, including Brazil, India, Israel and Russia.

Founded in 2010, [AngelPad](#) is a San Francisco-based seed-stage incubator started by six former Google employees. Pipedrive is an AngelPad graduate, having participated in AngelPad's biannual intake to its 10 week intensive mentorship programme. The companies that join AngelPad have typically not raised any private or institutional financing. Since launching in 2010, AngelPad companies have raised over \$250m (€230mn) in funding and generated exits totalling \$800mn (€736mn), with notable successes including Adku ([acquired by Groupon for an undisclosed amount](#)), Blink ([acquired by Yahoo for an undisclosed amount](#)) and Mopub ([acquired by Twitter for \\$350mn \(€322mn\)](#)),

[Paua Ventures](#) is a Berlin-based venture capital firm focused on the internet sector. It typically invests in early-stage companies and is willing to participate as either a lead or co-investor. It currently manages a portfolio of 14 companies.

Founded in 2004, [Rembrandt Venture Partners](#) (€51mn (2012); AUM €261mn) is a Silicon Valley-based venture capital firm. It typically invests in early-stage companies in the technology sector, with particular emphasis on internet infrastructure, SaaS, communications and mobile products. Notably, the firm was formerly an investor in Ooyala, provider of an end-to-end solution for content owners to transcode, manage, analyse and monetise video asset, prior to its [\\$270mn \(€248mn\) acquisition by Telstra](#).

List of Acronyms

Financial Terms

k	used as abbreviation for 1,000 for example, €1k means €1,000)
mn	Million
bn	Billion
AUM	Assets Under Management
CAGR	Compound Annual Growth Rate
CEO	Chief Executive Officer
ECM	Equity Capital Markets
IPO	Initial Public Offering
LBO	Leveraged Buyout
LLP	Limited Liability Partnership
M&A	Merger and Acquisition

Business / Technical Terms

ATR	Application Through Rate
CEO	Chief Executive Officer
CTR	Click Through Rate
CDMA	Code Division Multiple Access
C2B	Consumer-to-Business
CRM	Customer Relationship Management
ERP	Enterprise Resource Planning
FX	Foreign Exchange
IAG	Identity and Access Governance
IoT	Internet of Things
LTR	Learning to Rank
M2M	Machine-to-Machine
NYSE	New York Stock Exchange
OEM	Original Equipment Manufacturer
P2P	Peer-to-Peer
R&D	Research & Development
SME	Small-to-Medium Enterprises
SCM	Supply Chain Management
TSE	Tokyo Stock Exchange
UMTS	Universal Mobile Telecommunications System

Go4Venture Advisers LLP

48 Charles Street +44 (0)20 7529 5400
Berkeley Square g4vbulletin@go4venture.com
London
W1J 5EN

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This report has been compiled by Jean-Michel Deligny, Managing Director – for and on behalf of Go4Venture Advisers.

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