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Austin Weekly Deal Highlights

by Mason Rathe

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And there you have it, the people and the market have spoken. Austin-based dating app **Bumble**, aimed at creating a safe network for women, is now valued at more than \$3B! The company has had the unicorn designation since 2017, but the jump in valuation comes after **Blackstone** purchased a majority stake from a previous investor. Also this week, 4 Austin companies made Deloitte's list of fastest growing companies, including **DISCO**, a **LiveOak Venture Partners** portfolio company.

Austin Financing Activity

- [Real Good Vodka](#), filing under the name of parent company LSG Spirits LLC, [raised](#) \$10.1M. The company has raised approx. \$13M to date.
- [Infocyte](#), a cybersecurity company focused on proactive threat detection and incident response, [raised](#) \$3M in equity funding. The company had previously approx. \$8M from investors including **LiveOak Venture Partners**.
- **Geekdom Fund**, a San Antonio-based venture firm, led a [sidecar fundraising](#) round for two Austin-based startups. The VC firm raised \$1.9M for **One Model**, an HR analytics solution provider, and more than \$400K for **Tenfold**, a software solutions provider for customer engagement.

Austin M&A Activity

- PE firm **Blackstone** has [purchased](#) a majority stake in **Bumble** from previous investor **Andrey Andreev**, founder of **Badoo**. The Austin-based dating and networking app is now valued at more than \$3B.
- **JASK**, an Austin-based cybersecurity software developer, was [acquired](#) by California-based **Sumo Logic**, a VC-backed unicorn focused on security event management. JASK has raised \$39M in venture funding from investors like **Kleiner Perkins**, **Battery Ventures**, **Dell Technologies Capital**, and **TenEleven Ventures**. Financial terms were not disclosed.
- **Clockwork Solutions**, an Austin-based predictive analytics software provider, was [acquired](#) by Virginia-based **LMI**, a government consulting firm. Deal terms were undisclosed.
- Austin-based **Adjacent Technologies**, a consulting and services firm, [merged](#) with Arizona-based **enChoice Inc.**, an enterprise content management firm. Under the terms of the deal, Adjacent will now operate as **enChoice**; financial deal terms were not disclosed.
- **On Point Oilfield Holdings**, a local oilfield fluids waste solutions firm, was acquired by **Gravity**, which is backed by **Clearlake Capital Group**. The acquired company was previously owned by **White Deer Energy**. Financial terms were undisclosed.
- **T3**, a local digital marketing firm, was [acquired](#) by California-based **LRW Group**. Financial terms were not disclosed.

Other Relevant/Regional Deal Activity

- **Access Physicians**, a Dallas-based provider of acute subspecialty telemedicine, [raised](#) \$9.3M Series A from **Health Enterprise Partners**.
- Houston-based **Lexitas**, a litigation services provider, was [acquired](#) by **Apax Partners**. Lexitas was previously owned by **Trinity Hunt Partners**. Terms were not disclosed.
- **BrandFX**, a Ft. Worth-based manufacturer of advanced composite service bodies, line bodies, inserts, toppers, and covers for service fleets, was [acquired](#) by **Time Manufacturing Company**, which is a portfolio company of **The Sterling Group**. Deal terms were

undisclosed.

- Dallas-based **Cyberlink ASP Technology**, an IT services provider, was [acquired](#) by **Staple Street Capital**. Terms of the deal were not disclosed.

Austin People

- **Snow Software**, a local asset management software developer, [promoted](#) **Sanjay Castelino** to Chief Product Offer. Castelino has been the Chief Marketing Officer for the company since 2018. Prior to his experience with Snow Software, Castelino was VP of Marketing and Revenue Operations at Austin-based **Spiceworks** and VP of Product Marketing and Management at Austin-based **SolarWinds**.

Austin News

- Four Austin companies were [included](#) on **Deloitte's** annual North America Technology Fast 500 list which measures the fastest-growing companies in technology, media, telecommunications, life sciences, and energy tech sectors. The featured Austin companies include **DISCO**, an AI legal technology platform, **Digital Turbine**, a mobile app advertising company, **Eagle Eye Networks**, a cloud video surveillance company, and **Asure Software**, an HR software developer.
- Existing shareholders of outdoor products company **YETI Coolers** including **Cortex Group** entered into an agreement to sell a 11.64% stake in the company (NYS:YETI) for \$329 million.
- **Waymo**, a subsidiary of **Google** focused on autonomous driving, is [closing](#) its Austin operations. There are fewer than 10 employees in Austin, and every employee will be offered relocation to other offices.
- Marketing company **Harte Hanks Inc.** [plans to cut](#) up to 146 jobs at its Austin call center before Jan. 4.
- **Bumble** [partnered](#) with local nonprofit **Just Community** to continue its support of women entrepreneurs. Bumble promised to match grants up to \$20K.
- Austin-based business software provider **Zoho Corporation** [has hit a total](#) of 50 million business users.
- Tech giants **Apple**, **eBay**, **Samsung**, and **Sprint** [announced](#) a deal to purchase 75 megawatts of clean energy power from **Apex Clean Energy**, a Crockett-country based wind farm about a four hour drive west of Austin. This is equivalent to the power needed for 20,000 homes. The wind farm is expected to produce 500 megawatts in total.
- **Kickstarter** projects are successful in Austin. After analyzing fully-funded projects that raised \$100+, UK-based **Tide** ranked Austin as the [ninth](#) best city to launch a Kickstarter project.
- Austin [ranked](#) #10 of best cities globally to launch a new tech- or digital-focused startup in a recent study by relocation company **Movinga**. The study analyzed startup costs, opportunities for female founders, cost of living, venture capital availability, and other resources.

Thank you!

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Additional research and newsletter support provided by [Stephanie Abt](#)



If I missed a deal, major announcement, etc., shoot me an email and happy to include in the next one.

LiveOak Venture Partners is an early stage venture capital firm investing in Texas-based companies. Think your company might be a fit, shoot me an email at mason@liveoakvp.com

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