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Austin Weekly Deal Highlights for July 1st, 2018 by Mason Rathe

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The M&A party continues. **WP Engine** with their first acquisition since the \$250M check by Silver Lake earlier in the year, **Magnitude Software** keeps the dice rolling with their 7th acquisition since raising \$100M four years ago, and **TrendKite** with 2 acquisitions to expand their PR analytics platform. Here is your weekly dose of Austin Deal Highlights.

Austin Financing Activity

- [Nulo, Inc.](#), a pet food startup, raised [\\$28.4M](#) in new equity funding. Investors in the company include **CAVU Venture Partners** and **Main Post Partners**.
- Austin- and San Francisco-based cybersecurity company [JASK raised](#) a \$25M Series B led by **Kleiner Perkins** with participation from investors including **Battery Ventures** and **Dell Technologies Capital**. Jask has now raised more than \$37M in funding.
- [Apollo Endosurgery](#), the medical device company focused on obesity, [raised](#) \$24M in a public offering. Apollo (Nasdaq: APEN) went public in late 2016 through a reverse merger.
- [Arrive Logistics](#), provider of a tech-driven freight brokerage platform, [raised](#) a \$10M Series A led by **Lead Edge Capital**.
- [Cerebri AI](#), a developer of software products using artificial intelligence and machine learning, [raised](#) a \$5M Series A led by **M12 (former Microsoft Ventures)**. The company has raised approximately \$7M to date.
- [High Brew Coffee](#), a maker of cold brew coffees, raised an additional [\\$4.4M](#) of a planned \$20M round. That brings its funding on this round to \$16.3M. Previously, the company raised approximately \$28M.

Austin M&A Activity

- Nearly six months after securing a \$250M commitment from **Silver Lake**, Austin-based WordPress hosting platform **WP Engine** is [acquiring StudioPress](#), a Dallas-based company that created the Genesis Framework that's used to create themes on WordPress sites. Terms weren't disclosed.
- **Magnitude Software** has made its [seventh acquisition](#) since raising a \$100M four years ago. The enterprise information management software company is acquiring Dutch company **Every Angle Software Solutions**, which provides business analytics software to businesses using SAP. Terms were not disclosed.
- **TrendKite**, a company that helps businesses analyze and expand the reach of PR campaigns, has made [two acquisitions](#) to expand into social media analytics and influence, acquiring Austin-based **Union Metrics** and Atlanta-based **Insightpool**. In a related move, TrendKite reported \$16.7M in equity funding and other securities that are tied to the acquisition and stock purchase, bringing funding to date of approximately \$62M.

Other Relevant Deal Activity

- **CAVU Venture Partners** [participated](#) in the \$50M Series B2 for **Hims**, a San Francisco-based provider of direct to consumer personal care products for men. **IVP** led the round.
- **Beamery**, a recruitment CRM and marketing platform, [raised](#) a \$28M Series B led by **EQT Ventures** with participation from **Microsoft's** venture fund **M12**. Beamery was founded in London in 2014 and it's U.S. HQ is in **Austin**.
- **Dell Technologies Capital** [led](#) a \$35M Series B for San Francisco-based enterprise AI application provider **Noodle.ai**.
- **DCS Global**, a Plano-based provider of revenue cycle management software, [received an investment](#) from Austin-based **Tritium Partners**. Financial terms weren't disclosed.
- Austin-based **ATX Seed Ventures** [led](#) a \$1.5M seed round for **QuotaPath**, a Philadelphia-based sales software company.

Austin People

- Consumer fintech startup **Self Lender** [hired](#) **Brett Billick** as CMO, who was previously CMO of fellow Austin company Sparefoot. Self Lender last raised a \$5M Series A last July.
- **E2open**, which provides cloud-based supply chain tools, [named](#) **Jarett Janik** as CFO. Janik was previously CFO at Forterro. E2open was acquired by Insight Venture Partners for \$273M in 2015.
- **Eventus Systems**, a provider of regtech software solutions for the capital markets, [appointed](#) three new people to its board. They are **Kim Taylor**, former president of clearing and post-trade services at CME Group; **Fred Hatfield**, former commissioner of the U.S. Commodity Futures Trading Commission and **D. Keith Ross Jr.**, executive chairman of PDQ Enterprises. Eventus last raised a \$5M Series A in December.

Austin News

- Austin will launch the nation's [Largest Autonomous Bus Pilot Project](#)
- The **U.S. Air Force's** innovation unit, **AFWERX**, plans to [open an office](#) at the **Capital Factory** in Austin.
- Online loan marketplace **CrowdOut Capital** has [reached](#) \$112M in loans, in less than two years, to the middle market companies using its service. The marketplace connects middle market companies with accredited individuals and institutional investors.
- Broadmoor rezoning clears way for [new mega-development](#) next to Domain; Site pitched to Amazon for HQ2
- **Army** [delays decision](#) of where to place its innovation focused **Futures Command** until July. Austin is one of five metros in the running
- **WP Engine** lands on Fortune's new [100 Best Workplaces for Millennials](#).

Upcoming Events

- July 11th, **StartupGrind Austin** [Summer Party](#)
- July 18th, [Founder Institute Graduation](#)
- July 19th, [Austin Mosaic Awards](#), spotlighting diversity and inclusion efforts in Austin tech companies
- July 26th, Austin Inno's [Coolest Companies Fest](#)

Thank you!

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