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Austin Weekly Deal Highlights

By Mason Rathe - July 7, 2019

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Welcoming everyone back from what I could only assume was a very relaxing and recharging July 4th weekend, where we are all ready to hit the ground running tomorrow morning to kick off one of our most productive weeks yet! Whether that's true or not, game faces everyone! Once again testing the limits of this Gogo airplane WiFi, to remind you just what did happen last week in Austin Deal Activity.

[Austin Financing Activity](#)

- [Restaurant365](#), a restaurant management platform based in Irvine-CA but with a major office in Austin, [raised](#) an \$88M Series C led by **ICONIQ Capital**
- [Everyware](#), a central communications platform for two-way text messaging enabling more efficient customer service, raised [\\$1.4M](#) from undisclosed investors.
- [Real AI](#), who provides solutions to help multifamily investors find, evaluate and win more deals by leveraging AI and data analytics, raised an \$840k Seed Round.
- [Outbound Engine](#), a marketing platform, [received](#) an \$8M venture loan from **Horizon Technology Finance**. The company has raised approx. \$30M in equity to date from investors including **S3 Ventures** and **Silverton Partners**.

[Austin M&A Activity](#)

- [Reachforce](#), a software and data services provider designed to aid data completeness problems in real-time, was [acquired](#) by **Leadspace**, a B2B customer data platform, for an undisclosed amount. Reachforce had raised approx. \$15M from investors including **Tribeca Venture Partners**, **MK Capital**, and **G-51 Capital**.

[Other Regional Deal Activity](#)

- **Epsilon Data Management**, an Irving-based provider of data-driven marketing technologies and services, and subsidiary of **Alliance Data Systems (NYSE: ADS)**, was [acquired](#) by **Publicis Group (PAR: PUB)** for \$4.4B. Epsilon was acquired by ADS for \$300M in 2004.
- **iHeartMedia**, the San Antonio-based global media company and biggest radio station owner in the country, [filed](#) for a direct listing on NASDAQ. Previously, the company had filed with Goldman Sachs and Morgan Stanley as underwriters. Now, the firm backed by Franklin Mutual, PIMCO, and Oppenheimer Funds has withdrawn the prospectus in favor of a directing listing.

- **Sirius Computer Solutions**, the San Antonio-based provider of information technology infrastructure and data center-focused technology integration services, was [acquired](#) by **Clayton, Dubilier & Rice** for an undisclosed sum. Previously, the company was acquired by **Kelso & Company** through a \$830M LBO in 2015.
- **HerdX**, a Boerne, TX-based provider of an ecosystem intended to help track and manage herd animals, [raised](#) \$5.9M of angel funding from undisclosed investors. The company has raised approx. \$14M to date.
- **Modern Systems**, a Dallas-based leader in application modernization, was [acquired](#) by **Advanced**, the UK's third largest software and services company, via its financial sponsor **Vista Equity Partners**.

[Austin People](#)

- **AffiniPay**, a provider of merchant account and online payment gateway services, [named Christian Fadel](#), who was previously CFO of Hyperwallet (acquired by PayPal), as CFO, and **Greg Kattawar**, previously a co-founder at Swivel and Spiceworks, will lead the engineering team. The company named **Tom West** as CEO in June, and last raised an undisclosed amount from PE firm **Great Hill Partners** in 2015.

[Austin News](#)

- Austin outranks Silicon Valley as [America's No. 1 city for startups](#)
- **Merck** [walks away](#) from \$7M in incentives for Austin tech hub, citing slower hiring
- Silicon Valley tech talent is flocking to Austin, Texas, trading sky-high rent costs for live music and a newer tech scene — here's what it's like in 'Silicon Hills': **Business Insider** [article](#)
- These 5 Austin companies raised [\\$128M in June](#)
- A look back at [June's biggest M&A deals](#)
- Austin is nation's [most desirable city](#) for IT professionals
- **ENF Technology**, a leading company in the global electronic materials field, **announced** its intent to build its U.S. headquarters just south of Austin in Kyle, Texas
- **LÜM**, the Madison-based streaming music startup that recently closed their \$1.2M seed financing, is [opening a satellite office in Austin](#)

Thank you!

Mason Rathe

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Think you might be a fit for LiveOak, if I missed a deal, or have feedback, you can reach me at mason@liveoakvp.com

If your company is recruiting for a senior level position, happy to include a shout-out.

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