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Austin Weekly Deal Highlights

December 12th, 2021

It must be Sunday because I'm in your inbox! An email that is always reliable and on time, occasionally humorous, while periodically containing questionable grammar. Here are your **Austin Weekly Deal Highlights** - the most comprehensive resource for tracking the Austin (and greater Texas) venture scene. This week, we saw a flurry of Series A and B activity locally, and continue to see a healthy amount of activity elsewhere in the lone star state. Enjoy!

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Austin Weekly Deal Activity

- [Union](#), a bar and restaurant hospitality platform, [announced a \\$22M Series B](#) round, led by **Clerisy**. Union has now raised \$35M with other investors including **NEA**, **Roth Capital**, **Aquila Capital Partners**, and **Fiserv**.
- [AI Fleet](#), a truck fleet management AI company, [announced raising a \\$21M Series A](#) round, led by **Obvious Ventures**. AI Fleet has now raised \$24.5M, with other investors including **Compound**, **Ibex Investors**, and **Tom Williams**.
- [Tethr](#), an AI-powered conversation intelligence platform, [raised \\$15M](#) in venture funding led by **IAG Capital Partners**, with participation from existing investors including **Kline Hill Partners** and **Falmouth Ventures**. The company has raised approx. \$92M to date.
- [NadaMoo!](#), a plant-based and dairy-free ice cream company, [announced a \\$10M Series B](#) round, led by **District Ventures Capital** and **InvestEco**. NadaMoo has now raised \$14M, with their earlier Series A led as well by InvestEco.
- [Maev](#), a human-grade raw dog food brand, [announced a \\$9M](#) venture funding led by **Springdale Ventures**. Maev has also received investments from **VMG Partners**, **Willow Growth** and **Bolt** for this round.
- [Mio](#), an intercompany chat platform, [announced a \\$8.7M Series A](#) round, led by **Zoom** and **Cisco**. Mio has now raised \$17.5M with previous investors including **Khosla Ventures**, **Eniac Ventures**, **Goldcrest Capital**, and **Two Sigma Ventures**.
- [Aquifer Motion](#), an animation SaaS platform, has [raised a \\$2M seed round](#) led by **LDV Capital**. Aquifer has now raised a total of \$3.3M from investors including **Boost VC**, **Techstars**, **Capital Factory**, and **Gurtin Ventures**.

Austin M&A Activity

- **Zilliant**, an industrial services-focused price optimization company, has been [acquired](#) by PE firm **Madison Dearborn Partners** for an undisclosed amount. Zilliant had previously raised \$92.4M, with investors including **GE Equity**, **JPMorgan Partners**, **Cardinal Venture Capital**, and **GS Growth**.
- **Optii Solutions Inc.**, a hotel operations solutions company, has been [acquired](#) by **MCR Investors LLC** for an undisclosed amount. Optii, which will remain a standalone company, had raised \$8.3M, with previous investors including **Thayer Ventures**, **Kinetic Ventures**, and **NextGen Venture Partners**.
- **yourself.online**, an online reputation management company, has been [acquired](#) by **PPLSI** for an undisclosed amount. yourself.online had previously raised \$225K via a student pitch competition at **SXSW** and debt financing.

Other Texas Deal Activity

- **Majority**, a Houston-based mobile banking service for migrants to the United States, raised a [\\$27M Series A](#) led by **Valar Ventures**. Other existing investors, including **Avid Ventures**, **Heartcore Capital** and a group of Nordic fintech founders, also participated in the raise.
- **Sector 5 Digital**, a Fort Worth-based AR and VR company, announced being acquired by **The Glimpse Group** at a [\\$27M valuation](#).
- **First Rate**, an Arlington-based fintech firm, [announced](#) the launching of its venture capital firm in Dallas. The firm is planning to deploy \$25M over the next three years with a focus on fintech at the seed stage.
- **Stride Funding**, a Dallas-based student loans supplement platform, [announced a \\$12M Series A round](#) led by **Firework Ventures**. Stride Funding has now raised \$45.7M from investors including **Juvo Ventures**, **GSV Ventures**, **Slow Ventures**, and **Silicon Valley Bank**.
- **Zirtue**, a Dallas-based platform for lending between trusted relationships, [announced a \\$2M venture round](#) from **Mercury Fund**. Zirtue has now raised \$6M with investors including **Northwestern Mutual** and **Google for Startups Black Founders Fund**.
- **ExxonMobile**, the Dallas-based international oil and gas company, [announced](#) the acquisition of **Materia** for an undisclosed amount. ExxonMobile had been working with Materia over the past 5 years to develop hydrocarbon-based materials.
- **Tango Analytics**, a Coppell-based SaaS analytics platform, [received a majority stake investment](#) from **Berkshire Partners** for an undisclosed amount. Tango had previously raised \$30M in minority investment from Frontier.
- **RealPage**, a Richardson-based real estate management platform, [announced plans to acquire HomeWise Docs](#) for an undisclosed amount. RealPage (NASDAQ: RP) had previously raised \$86.4M.
- **MyndVR**, a Dallas-based health and wellness VR company, announced the acquisition of **Immersive Cure** for an undisclosed amount. MyndVR had previously raised \$1.3M through seed and equity crowdfunding.
- **Velostics**, a Houston-based enterprise Software-as-a-Service company specializing in automating inbound logistics at industrial facilities, raised a [\\$2.M seed round](#) led by **Flyover Capital** with participation from **Small Ventures USA**, **Cultivation Capital**, **Starboard Star**, **Congress Avenue Ventures** and **BioUrja Ventures**.
- **Koupon Media**, an Addison-based platform for CPG brands to connect with shoppers and grow sales, [was acquired](#) by **Professional Datasolutions**, via its financial sponsors **Genstar Capital**,

GIC Group, HarbourVest Partners, Insight Partners and TA Associates Management, for an undisclosed amount. Koupon had raised approx. \$26M to date.

- [Merge Electric Fleet Solutions](#), a Houston -based fleet electrification services and finance company, [closed a Series A](#) funding round of undisclosed amount led by strategic investor **Pickering Energy Partners**.

Austin People

- [Jungle Scout](#), a platform for selling products on Amazon, has hired **Stephen Curial** as its first CTO. Jungle Scout has raised \$110M in private equity funding from **Greg Mercer** and **Summit Partners**, while Curial was previously director of software development at Amazon.
- Retail shelf intelligence company [Pensa Systems](#) has [appointed](#) retail industry executive from Kroger, **Mark Abernathy**, its head of market development for the retail sector. Pensa last raised an \$11M Series A in June led by **ATX Venture Partners**
- [Spruce](#), a home services mobile platform, announced the hiring of **Jack Cartwright** as VP of Finance. Spruce has raised \$14.6M in funding with investors including Mercury Fund and Fitz Gate Ventures, while Cartwright was previously Director of Finance at Workrise.
- **Texas Healthcare and Bioscience Institute**, a public policy leader for bioscience, [hired Victoria Ford](#) as their new President and CEO. Ford was previously Chief Policy and Regulatory Officer for the Texas Healthcare and Human Services Commission.

Austin News

- **Cart.com** [moves HQ to Austin](#) from Houston. The ecommerce company raised a \$98M Series B in August.
- **Samsung, Tesla** drive [record job growth](#) for 2021 in Central Texas
- **Tesla, Boring Company, Neuralink, SpaceX: Elon Musk** provides company updates from [Austin's Giga Texas](#)
- [\\$77M deal in place](#) for World Class-owned site across from Austin Convention Center
- The **Austin Community Foundation** [received a \\$1.2M crypto donation](#) from an anonymous donor.
- The **National Academy of Investors** [named five UT Austin engineers and scientists](#) as part of its 164 global academic innovators of 2021.
- How are tech giants like **Tesla, Apple, Oracle** [affecting housing prices in Austin?](#)
- Austin and San Antonio getting [closer to forming metroplex](#) that rivals DFW

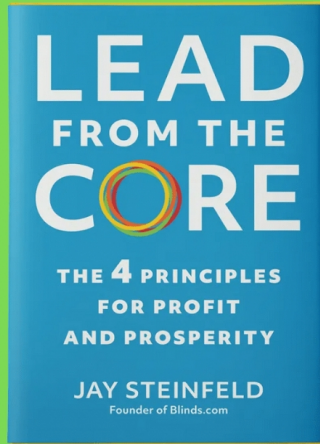
Thank you!

[Mason Rathe](#)

Additional research and newsletter support provided by [Nirjhar Mundkur](#)

“I highly recommend Jay’s book, **Lead from the Core**, if you’re interested in winning through people.” —*LUIS L. MARTINS, Professor and Herb Kelleher Chair in Entrepreneurship, The University of Texas at Austin.* [Read the first chapter now](#)

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