

**From:** "Mason Rathe" <mason@texasdealhighlights.com>  
**Sent:** Sunday, 06 March 2022 21:22  
**To:** masonrathe@gmail.com  
**Subject:** Austin Weekly Deal Highlights - March 6th, 2022

## Austin Weekly Deal Highlights

*March 6th, 2022*

In honor of International Women's Day on March 8, I'm going to pass the mic over to **Stephanie Campbell**, General Partner of the **Artemis Fund**.

---

Happy Women's History Month!

The Artemis Fund proudly celebrates, honors, and supports female innovators every single day. We are one of the few venture capital firms in the US that leads seed stage investments for female founders. We are proud to call Texas home.

Despite significant attention on the disparity of funding for female founders, you may be surprised that little has changed in terms of cold hard investment dollars. In 2021, venture funds raked in \$330B in funding, but invested only 2% of that in female-led companies. This is actually a step back from the highpoint of 2.9% in 2019!

By not investing in female founders, investors are leaving money on the table. Venture capital returns are driven by backing outlier opportunities at the earliest stages. You don't create the next multi-billion dollar businesses by investing in the status quo.

But don't take our word for it: Pitchbook data from 2020 to 2021 shows that startups with female founders are exiting faster and at higher returns than the rest of the market. Examples of Texas female founded companies delivering \$1B+ valuations include Bumble, Kendra Scott, Drunk Elephant, Everlywell, to name a few.

There's never been a better time to back female founders and change history. The Artemis Fund would like to update the phrase you will hear and see everywhere on International Women's Day: "Here's to strong women. May we know them. May we be them. May we raise them. May we invest in their ideas"  
- Stephanie Campbell

[SUBSCRIBE](#)

---



# THE ARTEMIS FUND

The Artemis Fund leads seed rounds for female tech founders reinventing the way wealth is created and consumed. Artemis is a champion for female founders and leads them to outperformance. If you are a female founder or co-founder seeking a partner on your journey email [stephanie@theartemisfund.com](mailto:stephanie@theartemisfund.com).

---

## Austin Financing Activity

- [CesiumAstro](#), an in-orbit communications tech provider, raised [\\$60 million Series B](#) led by **Airbus Ventures** and **Forever Ventures**. The company has now raised approx. \$74M to date.
- [Virdee](#), a virtual reception and user engagement platform for the hospitality industry, raised an additional \$5M of seed funding, bringing the total to \$9M for the round. The new funding was led by existing investor **Silverton Partners** with the participation of all other former investors, including **LiveOak Venture Partners** and **DJ R Advisors**.
- [Lightspeed Systems](#), an education software company suite to keep students safe and engaged, received an undisclosed amount of [development capital](#) from **Madison Dearborn Partners** and **Genstar Capital**
- [Covie](#), a platform providing insurance records in real-time, directly from the issuing carriers, raised \$3.65M of venture funding from **Sovereign's Capital**, **New Stack Ventures**, and other undisclosed investors
- [Local Sports Network](#), a digital community to strengthen the ties between sports fans, high schools and athletes, raised \$1M of venture funding in the form of convertible debt from **Groove Capital**

and other undisclosed investors

## Austin M&A Activity

- [Veros Systems](#), an industrial asset monitoring company, [was acquired](#) by **Baker Hughes (NAS: BKR)** for an undisclosed amount. Previously, the company raised approx. \$17M from investors including **LiveOak Venture Partners, Chevron Technology Venture, and Shell Ventures**.
- Austin-based supply chain software company [E2open](#) is acquiring Chicago-based [Logistyx Technologies](#) for \$185M. Logistyx Technologies offers parcel shipping and omnichannel fulfillment technology that connects retailers, manufacturers and logistics providers to 550 in-network carriers. E2open trades on NYSE, with a market cap of \$2.6B.
- [Kompyte](#), a competitive intelligence software platform, reached a definitive agreement [to be acquired](#) by **SEMrush (NYS: SEMR)** for an undisclosed amount. The company previously raised approx. \$4M in venture funding.

## Other Texas Deal Activity

- **Sabre Corporation** (NASDAQ: [SABR](#)), the Southlake based leading software and technology provider that powers the global travel industry [sold its AirCentre airline operations portfolio](#) to CAE, a technology leader in digital flight and crew operations, for \$392.5M.
- [Linear Labs](#), a Fort Worth-based electric motor manufacturer, raised [\\$17M Series B](#) led by **Folsom Point Equity** and **THRC Investments**. **Kindred Ventures, Champion Hill Ventures, Capital Factory, Ozone X, Saltwater Capital** and **Lowercarbon Capital** also participated in the round.
- [nVenue](#), a Dallas-based sports analytics software provider, raised [\\$3.5M of seed funding](#) led by **KB Partners** and **Corazon Capital**.
- [Annex Cloud](#), an Allen-based marketing and customer loyalty platform, received an undisclosed amount of [development capital](#) from **OpenGate Capital**. Previously the company raised approx. \$5M from investors including **Counterpart Ventures**, and **Karlin Ventures**.
- [Curated For You](#), a Houston-based online shopping platform focused on customer motivations, raised an undisclosed amount of venture funding from **Geekdom Fund, Techstars** and **Gurtin Ventures**.

## Austin People

- [Austin Eastciders](#) CEO **Brad McKeever** is **retiring and a new president, John Glick**, and general manager is [taking over](#) the 11-year-old alcoholic beverage
- Air filtration and purification startup **Alen** [named Bharti Patel](#) as its new chief technology. She started with Alen in 2020 and was previously at IBM. Alen, led by CEO [Andy Graham](#), says its air purifiers are now in 67,000 classrooms and 200,000 homes.
- Austin-based Aspira Women's Health Inc. (Nasdaq: AWH) [announced](#) it appointed [Celeste Fralick](#) to its board. She recently retired as chief data scientist at McAfee. Prior to that, she was a chief technology officer of analytics at Intel. Aspira, founded in 1993, is focused on commercialization of testing options and other health care options for women, especially closing the ethnic disparity gap in ovarian cancer risk assessments.

## Austin News

- 5 days until [South by Southwest](#), buckle your seatbelts!
- Texas [led nation in capital investment for past decade](#) — with big tech investments stealing show in '21
- These 5 Austin Companies Raised a [Combined \\$542M+ in February](#)
- **DivInc**, the non profit accelerator focused on assisting women and people of color, honors its 2022 [Champions of Change Awards](#)
- Austin is the [best-paying city](#) in Texas for software engineers
- **Samsung** leak [could be wake-up call](#) for Austin on industrial pollution
- Austin-based **Pixiu Investments** led the \$4.25M Series A round for Melbourne-based [Socialsuite](#), a global ESG and social impact software disclosure platform
- Austin's [rent jumps higher](#) than almost any other US city as rental costs spike nationwide

Thank you!

[Mason Rathe](#)

*Copyright © 2022 Texas Deal Highlights, All rights reserved.*

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).