

From: "Mason Rathe" <mason@texasdealhighlights.com>
Sent: Monday, 29 November 2021 00:36
To: masonrathe@gmail.com
Subject: Austin Weekly Deal Highlights - Nov. 28, 2021

Austin Weekly Deal Highlights

November 28th, 2021

Backed by decades of empirical research, the best way to shake off the Thanksgiving rust and get mentally prepped for the upcoming work week is to read Austin Weekly Deal Highlights. Congratulations on taking this crucial step! Now make sure to read the rest below, because although we took a few days off, the deals have not! This week, what has long been assumed is now confirmed, with **Samsung** [officially choosing](#) central Texas for its \$17B semiconductor manufacturing plant, which will create more than 2000 high tech jobs. Also, blockchain music investment platform **Royal** raising a massive \$55M Series A!

[SUBSCRIBE](#)



Thanks to this week's newsletter sponsor **pHp!**

pH Partners, LLC ("pHp") is an Austin-based investment banking firm delivering capital formation, partnership, merger, and acquisition solutions to companies at the convergence of Healthcare, Technology and the Consumer. Our partners have collectively closed over \$20B in strategic advisory transactions and raised more than \$15B in capital for our clients. pHp is headquartered in Austin, Texas with offices in Houston, Dallas and New York. If you are considering a capital raise or strategic initiatives, we can help. [Contact us](#).

Austin Weekly Deal Activity

- [Royal](#), a blockchain-based music investment platform, co-founded by musician and producer 3LAU, has closed a [\\$55M Series A](#) led by **Andreessen Horowitz**. The Series A round follows their successful seed round in August, which raised \$16M.

Austin M&A Activity

- [U.GG](#), a video game data platform, has been [acquired for \\$45M](#) by esports media brand **Enthusiast Gaming**. U.GG was incubated at Harris Blitzer Sports & Entertainment's Sixers Innovation Lab.

Other Texas Deal Activity

- [LTK](#), a Dallas-based influencer marketing platform, [announced a \\$300M venture investment](#) from SoftBank Vision Fund 2, at a valuation of \$2B. LTK, which formed as a merger of rewardStyle and LIKEtoKNOW.it, previously raised \$15M in a Series A led by **Maverick Ventures**.
- [Applied Cryo Technologies](#), a Houston-based manufacturer of specialty cryogenic equipment for the oil and gas industry, [was acquired](#) by **Plug Power (NAS: PLUG)** for an undisclosed amount.
- [eMerge Property Solutions](#), a Fort Worth-based market leader in supplying broker price opinions (BPOs) and other alternative valuation solutions, [was acquired](#) by **Accurate Group**, a provider of technology-driven real estate appraisal, title data, analytics, and e-closing solution, for an undisclosed amount.
- [Tradeblock](#), a Houston-based trading platform for sneakers, raised \$4.6M of venture funding from **Silicon Hills Capital** and other undisclosed investors.
- [Sportsbook2022](#), a Dallas-based sports betting technology company, [raised \\$3.6M](#) of angel funding from undisclosed investors.
- [Credera](#), an Addison-based tech solutions company, [announced](#) the acquisition of London-based **BrightGen** with undisclosed terms. Credera was acquired by Omnicom for an undisclosed amount in 2018.

Austin People

- [Capital Factory](#) has [hired Chrissy Liotta](#) as the new Dallas-focused venture capital manager for the company. Liotta was previously a senior legislative assistant for the U.S. House of Representatives.

Austin News

- [Samsung Electronics has announced plans](#) to build a new semiconductor manufacturing facility in Taylor and invest \$17 billion in boosting the production of semiconductors in the U.S. The new plant will make chips for mobile devices, 5G, high-performance computers, and artificial intelligence. Samsung plans to break ground on the new 5 million square foot plant in the first half of next year and it expects it to be operational in the second half of 2024. The plant is expected to create more than 2,000 high tech jobs.
- [Giga Texas on track to start production of Model Y by year's end](#). New filings with the Texas Department of Licensing and Regulation show Tesla plans to finish construction on its first phase of its new Gigafactory in southeast Travis County by year's end. So far the project totals at least \$1.06 billion in costs.
- City of Austin [preps for another winter storm](#) as ERCOT reports possibility of another blackout
- [Ten Austin Companies](#) Make Deloitte's North America Technology Fast 500 List
- Austin economy [seeing 'growth surge'](#) coming out of pandemic
- [DivInc](#), a social and economic equity focused startup accelerator, [announced](#) plans to collaborate with VC fund **Diversity Fund Houston** to form a \$3M investment fund. DivInc has raised \$14.2M through 2020; the new fund thesis is built on micro investments to Black and Hispanic technology founders in Houston.
- [Hungry Wolves NFT](#) has brought [generative collection NFT projects](#) to Austin. Started by **Adam Hollander**, previously from FantasySalesTeam and OnlineMedEd, the NFT collection will have a priority sale on December 5th and a public sale on December 6th with a total of 10,000 NFTs being sold on the Ethereum blockchain.

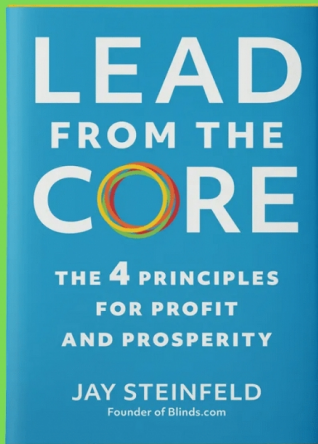
Thank you!

[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](#)

The Must-Read Business Book of 2021



[Download the first chapter for FREE here](#)

Copyright © 2021 Texas Deal Highlights, All rights reserved.

Want to change how you receive these emails?

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