



Utah  
Tech  
Investment  
Banking

Craig Primo  
Managing Director

Jack Fecteau  
Vice President

Juan Manuel Ramírez  
Analyst





### K2 FOUNDING PARTNER



**CRAIG PRIMO**

**MANAGING DIRECTOR**

Craig Primo has been a successful investment banker and investor for 25 years. He is the founder of K2 Securities. K2 offers sell-side and buy-side M&A services for private technology companies with enterprise values in excess of USD \$25M. They also help clients raise growth capital. With offices in the US and Latin America, the firm leverages its global network to source the right capital provider, acquirer, or target for its clients.

Craig started his career working for the Citigroup Investment Bank (CIB) and has lived in Utah full-time since 2011.



### K2 TEAM



**JACK FECTEAU**

**VICE PRESIDENT**



**JUAN MANUEL RAMÍREZ**

**ANALYST**

### K2 OFFICES



### K2'S ADVISORY SERVICES



### RECENTLY CLOSED TRANSACTIONS



### K2 KEY PARTNERSHIP



- Lexis Nexis is the largest alternative data company in the world with over USD \$3B in revenue
- Constantly maintains over six petabytes of content, comprising billions of public and proprietary records
- Fintech and Bank customers in more than 100 countries, seven of the world's top ten banks, 78% of the Fortune 500 companies



### Fintech

<b>Lending</b> 	<b>Banking Tech</b> 	<b>Crypto &amp; Blockchain</b> 	<b>Payroll Tech</b> 	<b>eCommerce Tech</b> 
<b>Investment Tech</b> 	<b>Personal Finance</b> 	<b>Payment Tech</b> 	<b>InsurTech</b> 	

### Sales & Marketing Tech

<b>Sales Enablement &amp; Optimization</b> 	<b>Onboarding &amp; Retention</b> 	<b>Contact Center</b> 	<b>Ambassadors &amp; Influencers</b> 	<b>Media &amp; Entertainment</b> 
<b>Customer Engagement</b> 	<b>Digital Marketing</b> 	<b>Customer Experience Management</b> 	<b>Reviews &amp; Testimonials</b> 	

### Health Tech

--	--	--	--	--

### Data & Analytics

--	--

## Education &amp; Training Tech



## Supply Chain &amp; Logistics



## Vertically-Focused Platforms



## Prop Tech



## IT Tech



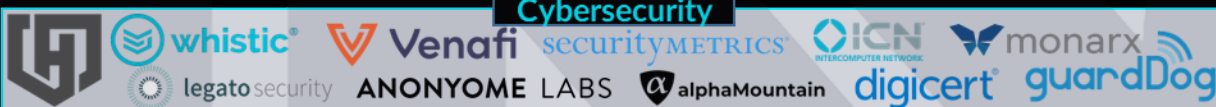
## Collaboration &amp; Productivity



## HRTech



## Cybersecurity



## Auto &amp; Transport



## Travel &amp; Leisure



## GovTech



## ConstructionTech



## Mobile &amp; Telecom



## Security &amp; Surveillance



## Legal Tech



## Other





\$1.8B (Disclosed)

2022 Financing Volume

107 (Disclosed)

2022 Financing Transactions

42 (Disclosed)

2022 M&amp;A Transactions

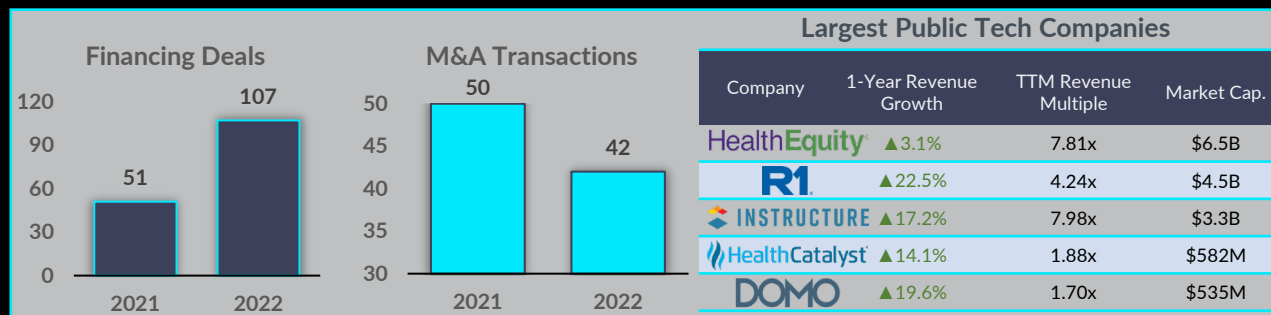
## Notable Financing Transactions—2022

Date	Company	Amt. (\$M)
3/18/2022	ROUTE	\$233
8/29/2022	LIMITBREAK	\$190
11/22/2022	MasterControl	\$150
4/8/2022	Filevine	\$110
5/10/2022	rzero	\$104
5/16/2022	clozd	\$52
5/9/2022	LMT	\$50
1/6/2022	ANGEL STUDIOS	\$47
4/27/2022	STRIDER	\$45
3/7/2022	tZERO	\$40

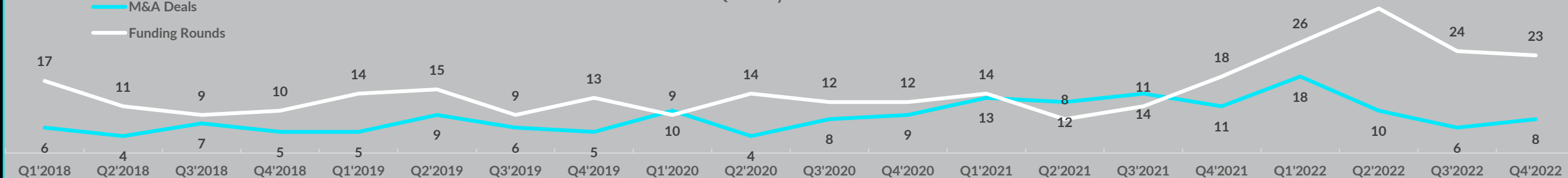


## Notable M&amp;A Transactions—2022

Date	Acquirer	Target	Amt. (\$M)
3/15/2022	SILVERLAKE	entrata	\$1,500
1/7/2022	ncino	SIMPLENEXUS	\$933
4/8/2022	Wolters Kluwer	IDS	\$70
6/6/2022	DESCARTES	XPS ship.com	\$65
8/30/2022	Nazara	WILDWORKS	\$10
5/6/2022	altigen	ZAACT CONSULTING	\$5
1/31/2022	pluribus TECHNOLOGIES	social5	\$4
1/27/2022	ClearSale	chargebackops	\$4





















## Quarterly Deal Pulse





### Selected Acquisition Activity\*

Date (MM/DD): Implied Enterprise Value

 03/15 : \$1.5B	 01/07 : \$933M	 04/08 : \$70M
 06/06 : \$65M	 08/30 : \$10M	 05/06 : \$5M
 01/31 : \$4M	 01/27 : \$4M	 03/09 : \$2M
 10/31 : NA	 10/18 : NA	 10/14 : NA
 10/03 : NA	 10/01 : NA	 09/15 : NA
 09/08 : NA	 08/26 : NA	 08/01 : NA

### Selected Funding Activity

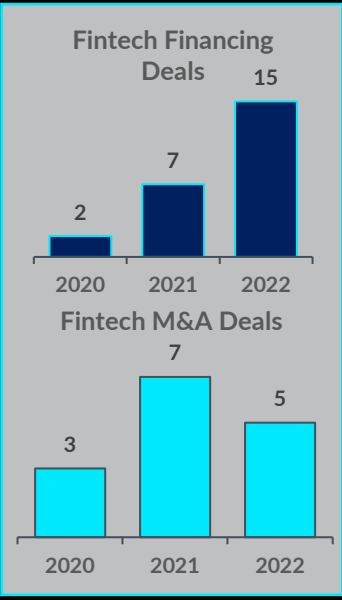
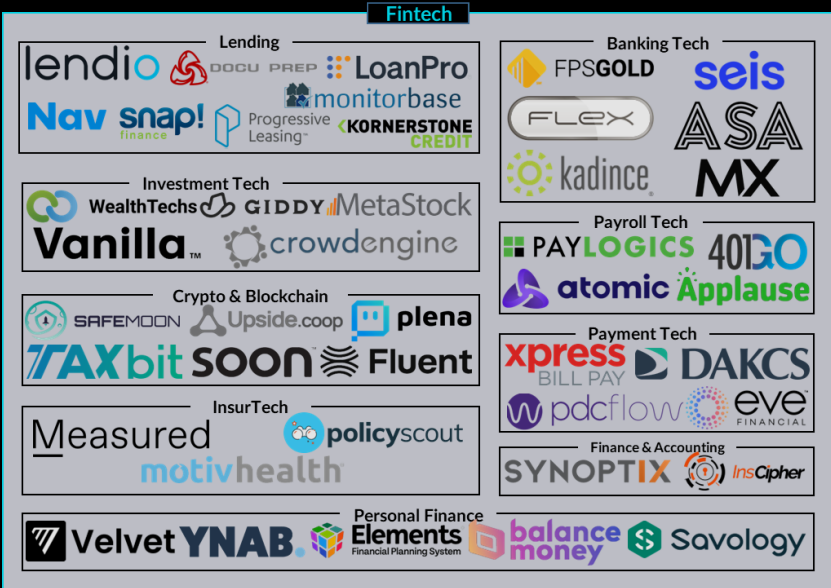
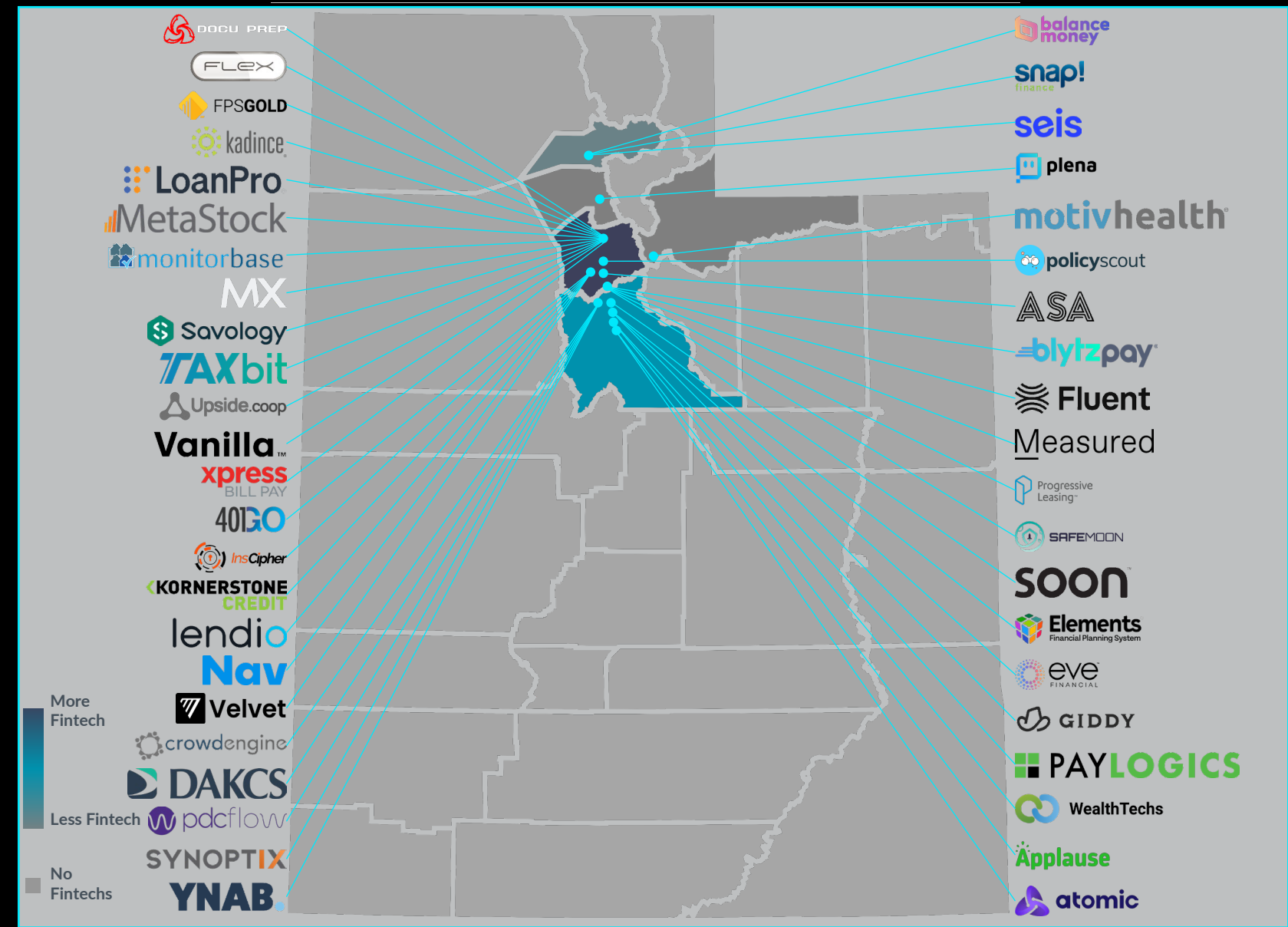
Date (MM/DD): \$ Raised / Funding Stage

 0/18 : \$233M / B	 08/29 : \$190M / B	 11/22 : \$150M / A
 04/08 : \$110M / D	 05/10 : \$104M / C	 05/16 : \$52M / A
 05/09 : \$50M / B	 01/06 : \$47M / NA	 04/27 : \$45M / B
 03/07 : \$40M / B	 06/21 : \$40M / B	 02/10 : \$40M / B
 10/17 : \$37M / C	 06/01 : \$35M / B	 01/11 : \$34M / B
 02/03 : \$32M / B	 12/19 : \$32M / NA	 04/28 : \$30M / B

Source: K2 Proprietary Investment & M&A Transaction Database. All Amounts in USD. \*Format: Acquirer on Top, Target on Bottom

This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.





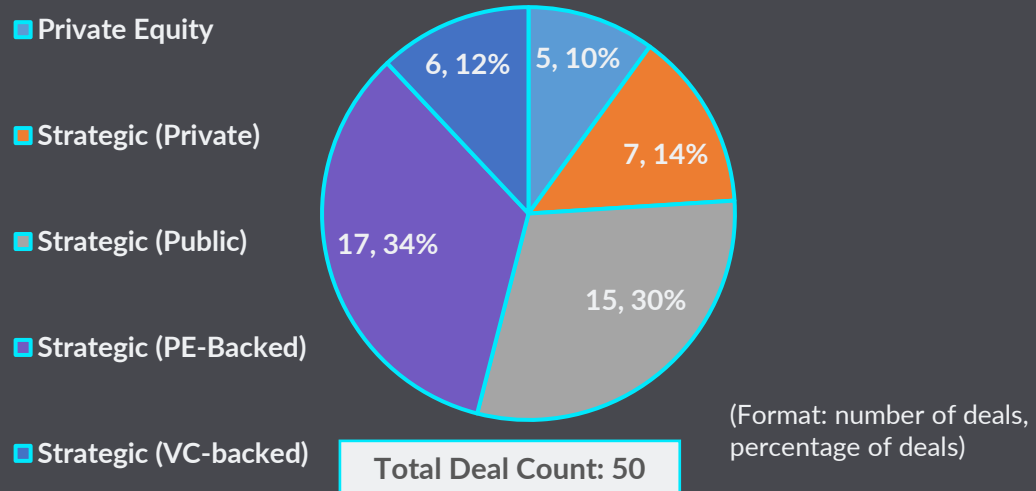
Most Funded Companies in 2022		
Founding Year	Company	Funds Raised (\$M)
2021	LIMITBREAK	\$190
2014	tZERO	\$40.5
2019	atomic	\$40
2019	Vanilla	\$30
2012	Nav	\$5



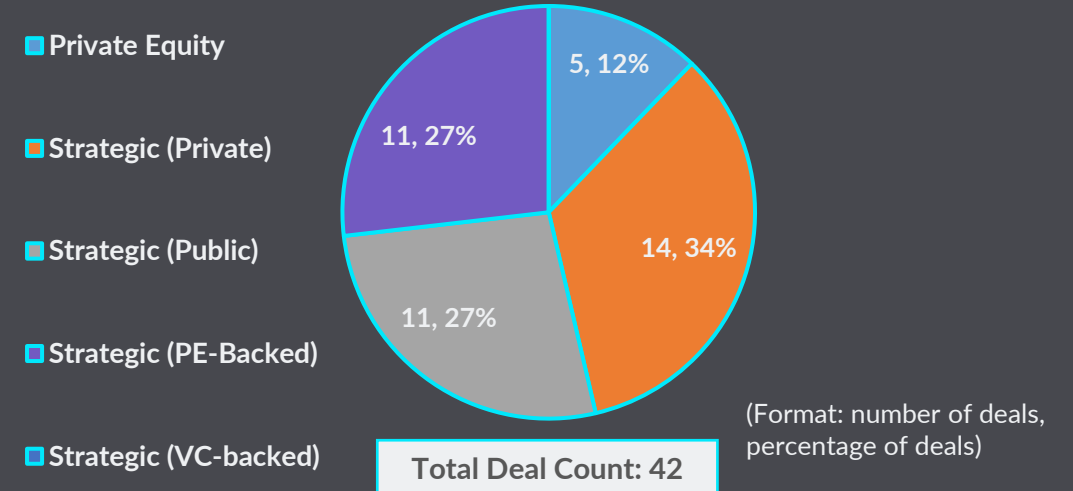


Strategic acquisitions by (non-institutional investor backed) private companies doubled and represented a third of all M&A transactions in 2022. M&A transactions decreased by 16% in 2022.

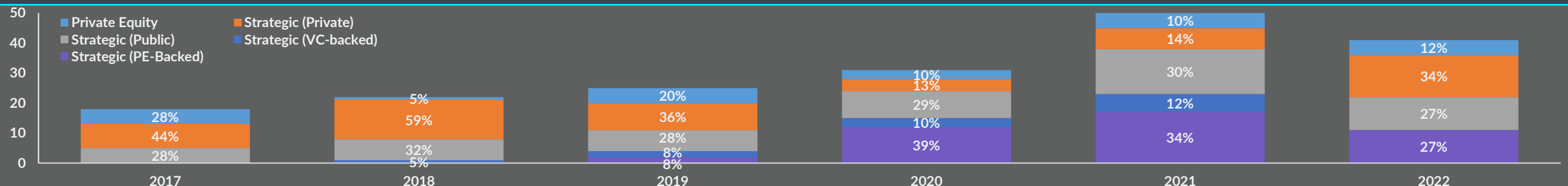
### M&A ACTIVITY BY TYPE OF INVESTOR | 2021



### M&A ACTIVITY BY TYPE OF INVESTOR | 2022



### BUYER TYPE VARIATION OVER TIME

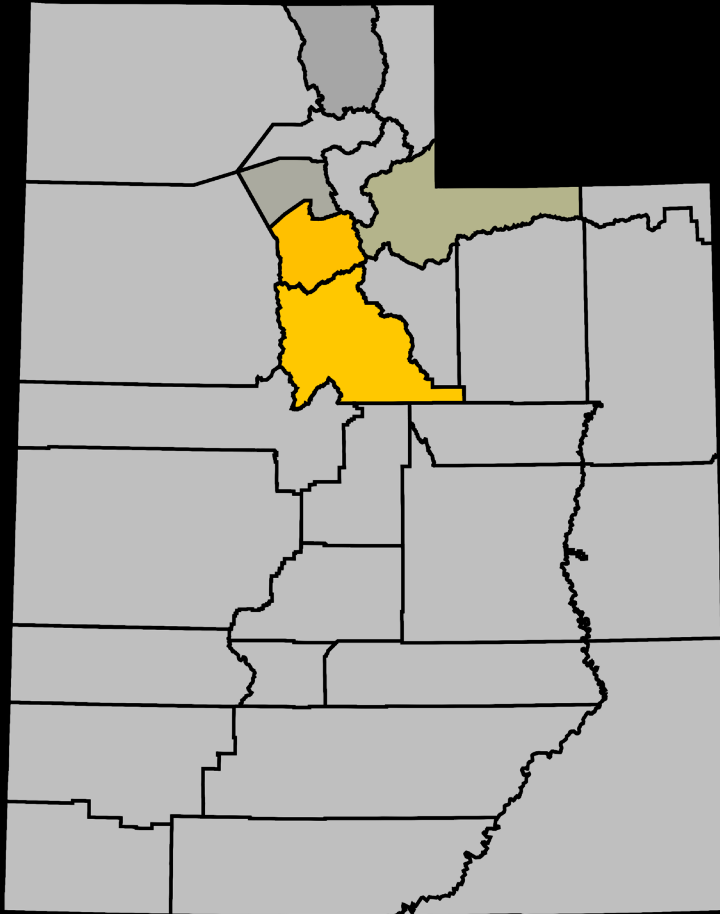


Source: K2 Proprietary Investment & M&A Transaction Database. All Amounts in USD.

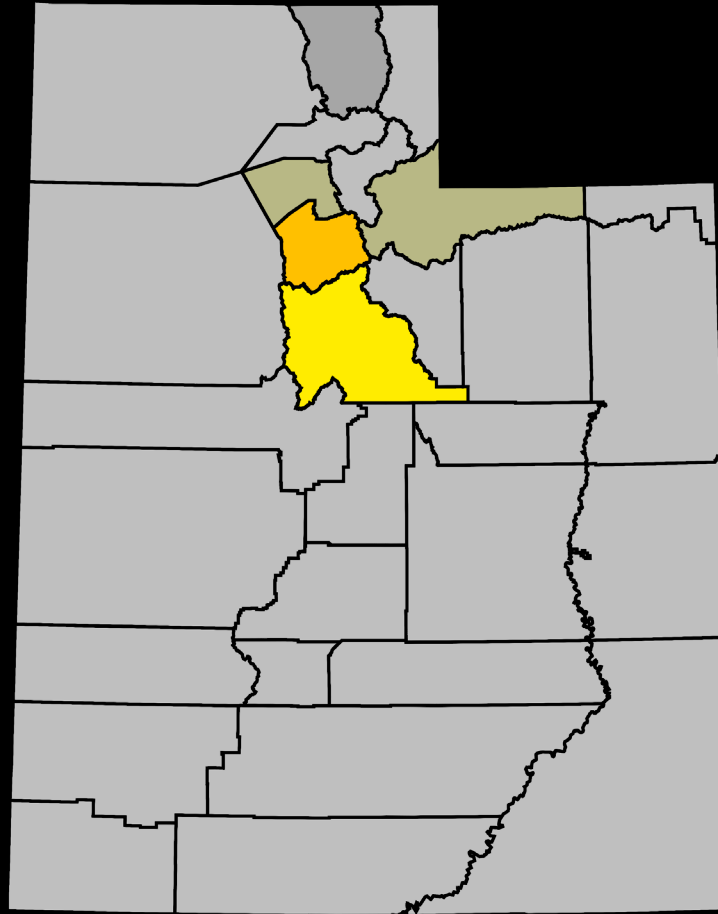
This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.

Utah's financing and M&A activity are concentrated in its two most populated counties.

Financing Heatmap











M&A Heatmap



Low Activity  High Activity

Funding and M&A Ranking Detail – Utah SaaS in 2022

Ranking	City		Private Placements	M&A Transactions
1.	Salt Lake City		30	10
2.	Lehi		21	9
3.	Provo		14	1
4.	Orem		6	2
5.	Park City		5	3
6.	South Jordan		3	4
7.	Cottonwood Heights		4	2
8.	Draper		3	3
Others			31	6
TOTAL			107	42

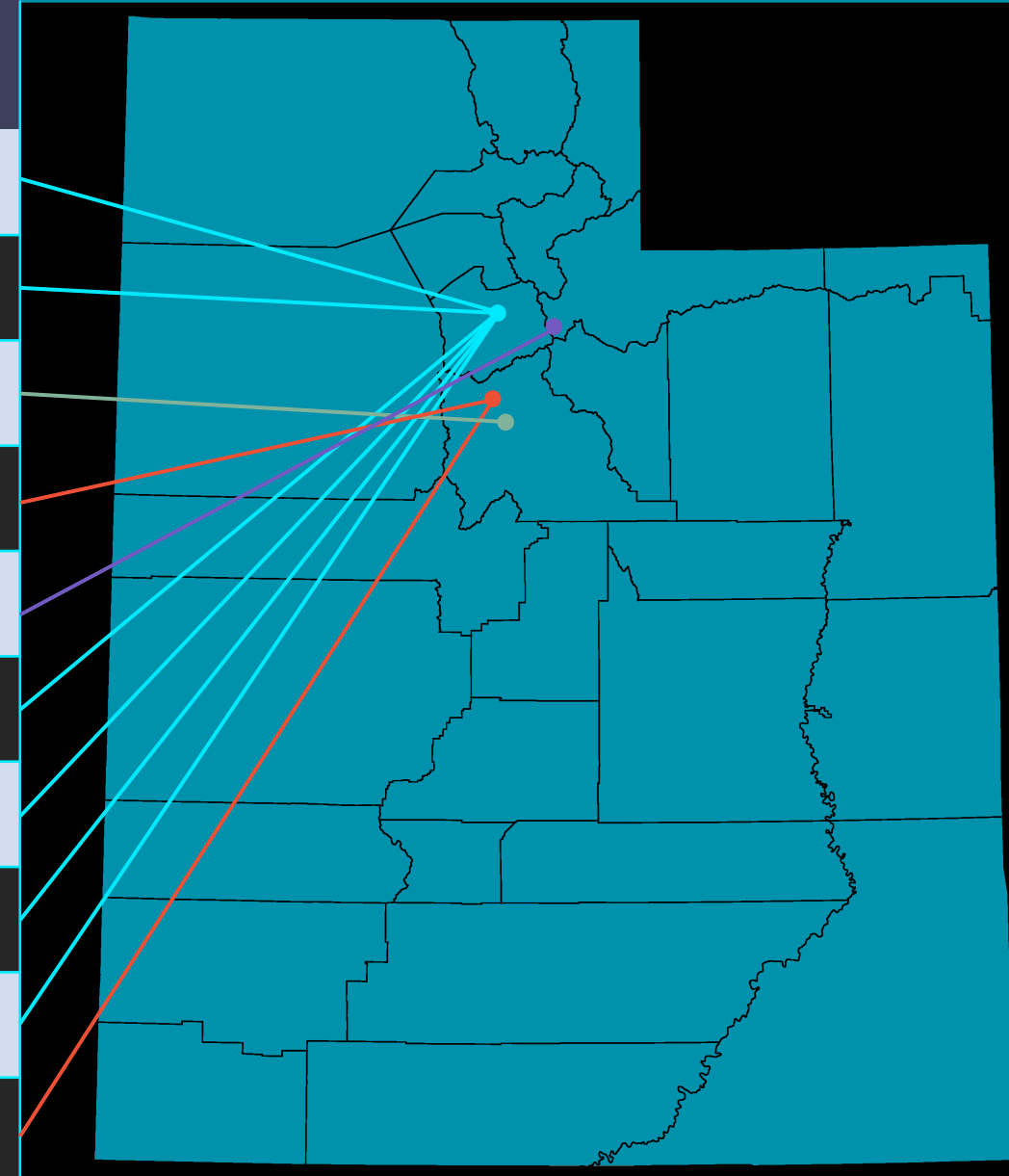
Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD.

This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.





Ranking	Investor	# of Primary Investments in 2022	Investment Stage Sweet Spot	City
1.	PETERSON PARTNERS	33	Seed / Series A, Buyout, Search	Salt Lake City
2.	KICKSTART	16	Seed	Salt Lake City
3.	RevRoad	15	Seed / Series A	Provo
4.	Frazier Group	13	Seed, Bridge, Series A	Lehi
5.	RET Ventures.	12	Series A / Series B	Park City
6.	PELION VENTURE PARTNERS	11	Seed / Series A	Salt Lake City
7.	UNIVERSITY GROWTH FUND	8	Series A / Series B / Series C	Salt Lake City
8.	EPIC VENTURES	8	Seed / Series A / Series B	Salt Lake City
9.	GLOBAL FINTECH VENTURE PARTNERS	8	Seed / Series A	Salt Lake City
10.	SORENSEN	8	Seed / Series A-C	Lehi












Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD.

This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.

## Active Unicorns\*

## Exited Unicorns

*\*K2's Definition of an 'Active Unicorn': a VC-funded, privately-held startup company valued at over \$1B that has not had a change of control transaction (going public, getting acquired, etc.)*

 <p><b>TAXbit</b> Founded: 2017 HQ: Draper Amt. Raised: \$237M CEO: Austin Woodward</p>	<ul style="list-style-type: none"> <li>Unicorn since August 2021</li> <li>Crypto tax management and accounting solutions for individuals and businesses</li> </ul>	 <p><b>Lucid</b> Founded: 2010 HQ: S. Jordan Amt. Raised: \$124M CEO: Dave Grow</p>	<ul style="list-style-type: none"> <li>Unicorn since April 2020</li> <li>Product development and collaboration solutions provider</li> </ul>	 <p><b>bamboohR</b> Founded: 2008 HQ: Lindon Amt. Raised: Undisclosed CEO: Brad Rencher</p>	<ul style="list-style-type: none"> <li>Online HR information management software for small and medium-sized businesses</li> </ul>
 <p><b>MX</b> Founded: 2010 HQ: Lehi Amt. Raised: \$610M CEO: Shane Evans</p>	<ul style="list-style-type: none"> <li>Unicorn since January 2021</li> <li>Provider of data-driven analytics and open banking API for businesses</li> </ul>	 <p><b>pattern</b> Founded: 2014 HQ: Lehi Amt. Raised: \$277M CEO: David Wright</p>	<ul style="list-style-type: none"> <li>Unicorn since October 2021.</li> <li>Provider of an accelerator platform for brands to scale faster on major online marketplaces</li> </ul>	 <p><b>ROUTE</b> Founded: 2018 HQ: Lehi Amt. Raised: \$340M CEO: Evan Walker</p>	<ul style="list-style-type: none"> <li>Unicorn since January 2022</li> <li>Offers solutions for tracking e-commerce packages</li> </ul>
 <p><b>Podium</b> Founded: 2014 HQ: Lehi Amt. Raised: \$440M CEO: Eric Rea</p>	<ul style="list-style-type: none"> <li>Unicorn since April 2020</li> <li>Cloud based messaging tool and review management platform</li> </ul>	 <p><b>Nomi Health</b> Founded: 2018 HQ: Orem Amt. Raised: \$110M CEO: Mark Newman</p>	<ul style="list-style-type: none"> <li>Unicorn since December 2021.</li> <li>Provider of diversified system and services for health care sector</li> </ul>	 <p><b>Breeze</b> Founded: 2018 HQ: SLC Amt. Raised: \$300M CEO: David Neelman</p>	<ul style="list-style-type: none"> <li>Unicorn since December 2020</li> <li>Airline that offers direct regional flights from small, underserved, secondary airports</li> </ul>

 <p><b>entrata</b> Acquired by Dragoneer Investment Group for \$1.85 in Mar 2022</p>	 <p><b>workfront</b> Acquired by Adobe for \$1.5B in Nov 2020</p>
 <p><b>ancestry</b> IPO'd in Nov 2009</p>	 <p><b>VENAFI</b> Acquired by Thoma Bravo for \$1.2B in Dec 2020</p>
 <p><b>PLURALSIGHT</b> IPO'd in May 2018 Acquired (taken private) by Vista for \$3.5B in Dec 2020</p>	 <p><b>acima</b> Acquired by Rent-A-Center for \$1.7B in Dec 2020</p>
 <p><b>DOMO</b> IPO'd in Jun 2018</p>	 <p><b>RECURSION</b> IPO'd in Apr 2021</p>
 <p><b>qualtrics XM</b> Acquired by SAP for \$8B in Nov 2018 IPO'd in Jan 2021</p>	 <p><b>Divvy</b> Acquired by Bill.com for \$2.5B in May 2021</p>
 <p><b>HealthCatalyst</b> IPO'd in Jul 2019</p>	 <p><b>BLACK RIFLE COFFEE COMPANY</b> Went public through a SPAC in Nov 2021</p>
 <p><b>INSTRUCTURE</b> Acquired by Thoma Bravo for \$2B in Dec 2019 IPO'd in July 2021</p>	 <p><b>weave</b> IPO'd in Nov 2021</p>
 <p><b>GALILEO</b> Acquired by SoFi for \$1.2B in Apr 2020</p>	 <p><b>SIMPLENEXUS</b> Acquired by nCino for \$1.1B in Nov 2021</p>

Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD.

This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.



**K2's Definition of an 'Active Unicorn': a VC-funded, privately-held startup company valued at over \$1B that has not had a change of control transaction (going public, getting acquired, etc.)**



**Active Unicorns**

**Podium**

**Lucid**

**pattern**

**MX**

**Nomi Health**

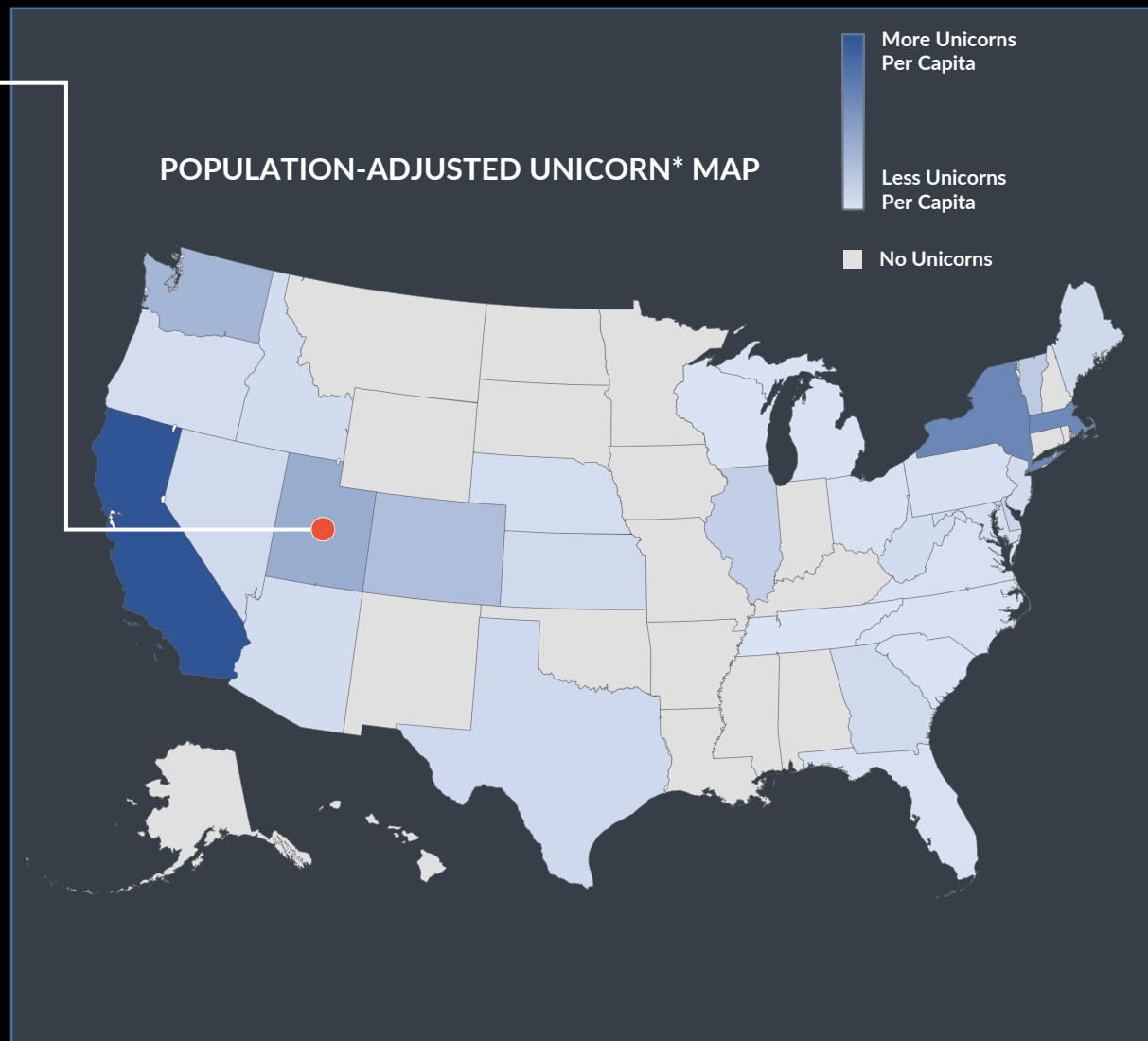
**TAXbit**

**bamboohR™**

**Breeze**

**ROUTE**

**CONSERVICE®**  
The Utility Experts®

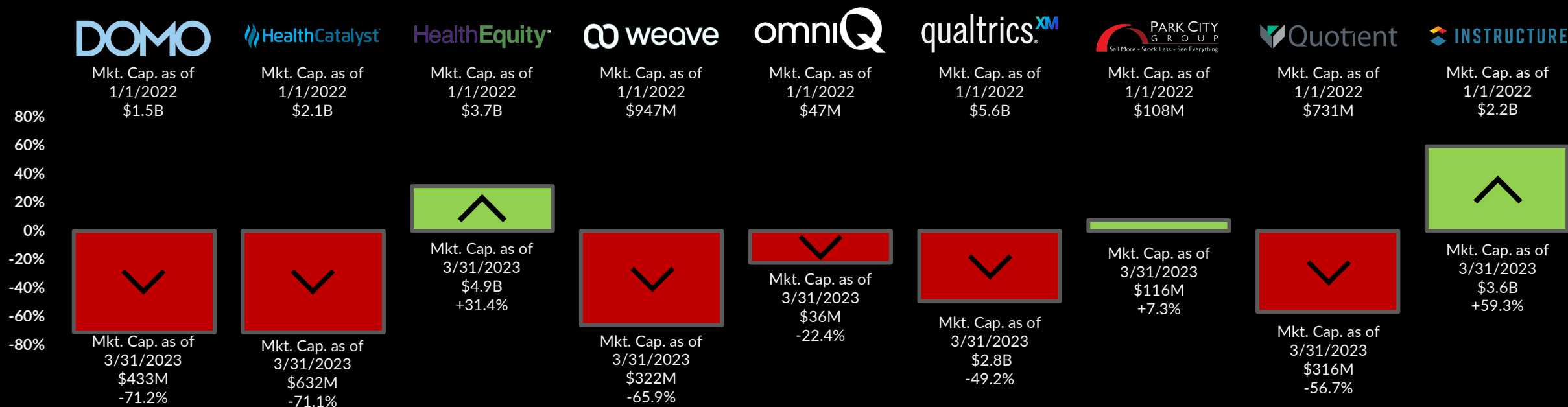


Population-Adjusted Unicorn Rankings by State* (Residents/Unicorn)				
Rank	State	Total Unicorns	Residents/Unicorn	Largest Unicorn
1	California	323	121.5k	SPACEX
2	District of Columbia	5	134.0k	upside
3	New York	107	185.4k	OpenSea
4	Massachusetts	37	188.8k	THRAS.IO
5	Utah	10	333.8k	Podium Lucid
6	Washington	21	368.5k	TANIUM
7	Colorado	13	447.1k	GUILD EDUCATION
8	Vermont	1	645.6k	BETA
9	Illinois	16	792.0k	TEMPUS
10	Delaware	1	1,003.4k	Oyster
11	Maine	1	1,372.2k	CANDY
12	Texas	21	1,406.1k	CARIS LIFE SCIENCES
13	Kansas	2	1,467.3k	WellSky
14	Georgia	7	1,542.8k	GreenLight

Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD. \*Only includes 'Active Unicorns'.

This work product is the property of K2 Securities. It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.

• <b>DOMO</b>	Provides a cloud-based business intelligence platform to enterprises for optimizing their performance.
• <b>HealthCatalyst</b>	Provides multiple analytical products, services, and applications, such as population health management.
• <b>HealthEquity</b>	Offers an employee benefits management platform for individuals and businesses.
• <b>weave</b>	Offers software and hardware solution that helps businesses to engage & communicate with their customers.
• <b>omniQ</b>	Provider of computerized and machine vision image processing solutions.
• <b>qualtrics<sup>XM</sup></b>	Offers products to collect, analyze, and act on the voice of the customer.
• <b>PARK CITY GROUP</b> <small>Sell More - Stock Less - See Everything</small>	Provides collaborative supply chain, merchandising and store level solutions for both retailers and suppliers.
• <b>Quotient</b>	Platform offering ad campaign management software.
• <b>INSTRUCTURE</b>	Learning technology company and creator of the Canvas learning management system for K-12 and higher education.



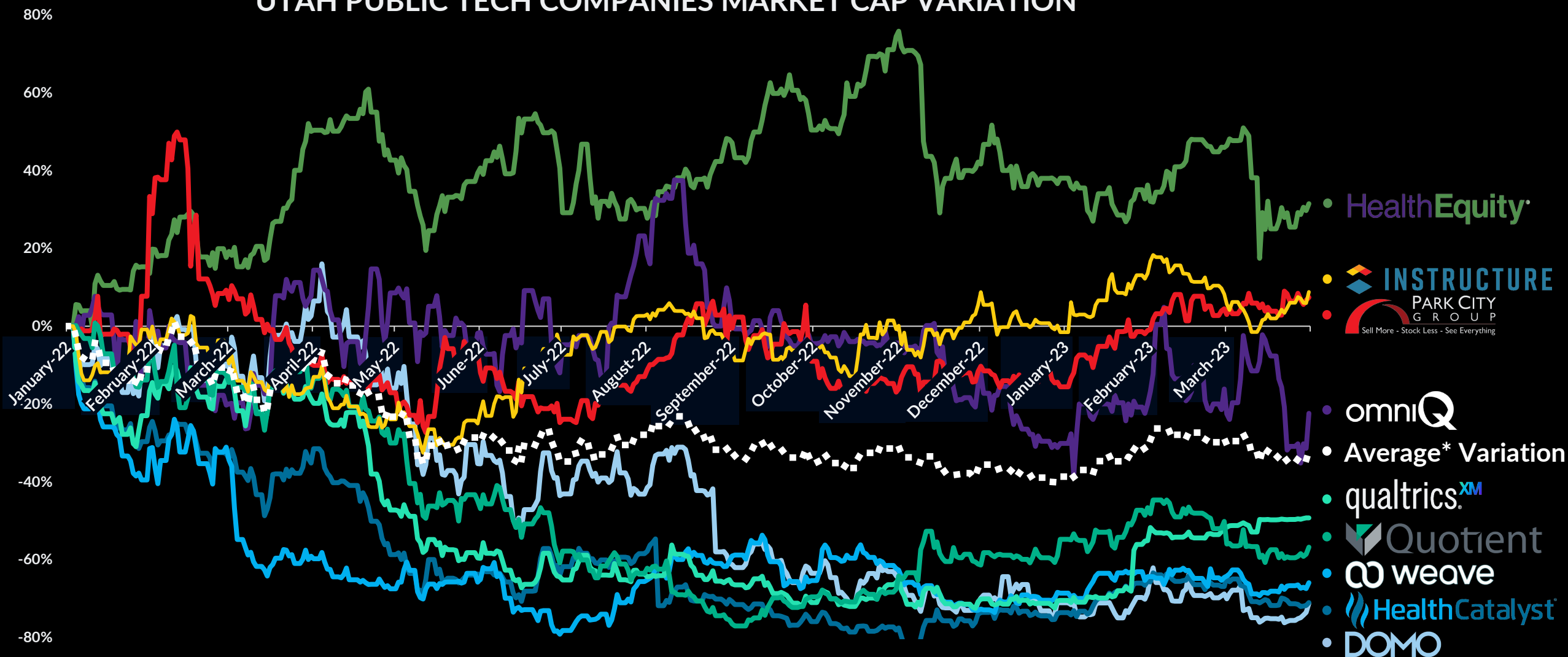
Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD.

This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.



Utah public tech companies lost 32% of their market cap (on average\*) as of Q1 2023. The biggest drop in market cap was over 71% (Domo).

## UTAH PUBLIC TECH COMPANIES MARKET CAP VARIATION



Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD. Stock price data above is through 2/28/23. \*All market cap variations are equally weighted.

This work product is the property of [K2 Securities](#). It can only be reprinted in whole, with attribution to K2 Securities. All rights reserved.



# CONTACT US

---

CRAIG PRIMO | MANAGING DIRECTOR



[cprimo@k2securities.com](mailto:cprimo@k2securities.com)



[+1 \(949\) 533-4465](tel:+19495334465)



[Craig Primo](#)