K2 Utah Tech Investment Banking

Craig Primo
Managing Director

Jack Fecteau
Vice President

Juan Manuel Ramírez
Analyst

K2 SECURITIES
UTAH TECH ALMANAC | 2022-2023

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.

citigroup corporate and investment banking

K2 TEAM

JACK FECTEAU

VICE PRESIDENT

JUAN MANUEL RAMÍREZ

ANALYST

K2 OFFICES

K2'S ADVISORY SERVICES

- SELL-SIDE M&A
- $ GROWTH CAPITAL
- BUY-SIDE M&A

RECENTLY CLOSED TRANSACTIONS

POPi/o, jobandtalent, Torch LMS, Black Rifle Coffee Company, CaseWorthy, codev, 3P Processing, LTI Liquid Technologies, Inc., HealthSpecialty, ES Solar, code, Crossfuze solutions, WT, Inc., The Western Group, LC, SOG Knives & Tools

K2 KEY PARTNERSHIP

LexisNexis®

- 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

Lending
lendio, DOCU PREP, LoanPro, Nav, snap! finance, Progressive Leasing, monitorbase, KORNERSTONE CREDIT

Banking Tech
FPSGOLD, seis, FLEX, MX, kadince, ASA

Crypto & Blockchain
SAFEMOON, Upside.coop, plena, TAXbit, SOON, Fluent

Insurtech
motivhealth, Measured, policyscout, AGENCY VA

Investment Tech
WealthTechs, crowdengine, Vanilla, GIDDY, MetaStock

Personal Finance
Velvet, YNAB, Elements Financial Planning System, Savology, balance money

Payment Tech
eve FINANCIAL, nexio, xpress BILL PAY, pdcflow, DAKCS

Payroll Tech
atomic, PAYLOGICS, Applause, 401GO

Finance & Accounting
SYNOPTIX, InsCipher

eCommerce Tech
XOLogic SELL SMARTER, shopsite, rain, Quivers, pattern, HOTWAX COMMERCE, ANGORA

Sales & Marketing Tech

Sales Enablement & Optimization
voyant, weave, swell, V/A, SABX, IMPARTNER, HUCKABUY, experlogix, convirza, consensus, Boostly, SalesRabbit, metasource

Onboarding & Retention
clientsuccess, HALDA, guidecx, stagebase, pronexis, VOZZI

Contact Center
KomBea, callcorp, XIMA, CLEARVIEW, tcn

Ambassadors & Influencers
everyonesocial, ROSTER, current, localfluence, LINKTRUST, ExpertVoice

Customer Engagement
SocialClimb, SKYROCKET MEDIA, KENECT, freshlime, 42chat, chatfunnels, Calldrip, 1440, Clientbook, mobilecoach, atlasRTX

Digital Marketing
ziplocal, SCORPION, marq, icentris, Gigg, Gargle, MAX CONNECT MARKETING, cinch, AUDIOHOOK, CONTINUUM, diib, bigleap

Customer Experience Management
InMoment, qualtrics XM

Reviews & Testimonials
Podium, Best Company

Media & Entertainment
zencastr, Utah Scientific, OCAVU, moises, LIMITBREAK, latitude, instasize, fileshadow, Daz3D, smule, VA, TruGolf, chatbooks, Tafi

Health Tech
xevant, WIXCORP, xenter, VIDERA HEALTH, TULA HEALTH, TECHCYTE, PROACTIVE HEALTH, SR, SOLUTIONREACH, senior sign, SchedMD, SAVVOS, QVERA, PRN on Demand, PCISGOLD, PATHOLOGY WATCH, MONOVO, MingleHealth, MedUSA, rivet, Medsphere, LABWORKS, MasterControl, IMPACTSUITE, IMAT SOLUTIONS, HealthCatalyst, HENRY SCHEIN ONE, iFIT, HealthEquity, freeplay, NURSA, corteX, DentalQore, di. DENTALINTELLIGENCE, curve DENTAL, COTIVITI, compliatric, galvan, Brevium, better, blueiq, BOOMCLOUD, AZOVA, Apex EDI, 340BDirect

Data & Analytics
milim ARTIFICIAL INTELLIGENCE, ZARTICO, clozd, great expectations, Particl, Sawtooth Software, MarketDial, DATABASED, claravine, pulselabs, DOMO, halosight, audience, DATAFY, Artifact, SAVI, data join

Education & Training Tech

you science, SOAR, Waterford.org, Sentient, SirsiDynix, AVVY Learning, Skill Struck, Reading Horizons, Prov, pronto, Pluralsight, ParentPlaybook, Niche Academy, Literal, kuali, Instructure, Hallo, Graduation Alliance, goreact, Banzai!, GlobalSim, FluentWorlds, caveon, Examroom.AI, eLuma, elb Learning, Atomic Jolt, Derivita, ConexED, COMPanion, GetSetUp, Campfire, Beyond Labz, Alegra Learning, BookClub, DevMountain, Agilix, Brainstorm

Supply Chain & Logistics

Zonos, syncware, sponsorcx, Route, Navigator, GTMS, ivanti, IDF, graphite Connect, fusionware, fiddle, enveyo, CanQualify, BUKU, DriverTech, Avetta

Vertically-Focused Platforms

SAI, Onboard, SynergySuite, FlexSim, directscale, foreUP, Avii, xennsoft, InfoTrax, CleanTelligent, QFloors, SharperShape, Aqua-Yield, Jolt, ArbiterSports

Prop Tech

utility, Sisu, SyndicationPro, HouseFolios, entrata, opinion, Loveland, RentDynamics, REDX, rentler, HomePace, inside real estate, BlueRoof 360, homie

HRTech

Applicant Pro, 321Forms, Zamp HR, WorkMax, eddy, TYFOOM, swipeclock, Volley, SPIFF, SEO.com, PeopleKeep, jipe, Covr, Olumo, O.C. Tanner, nectar, motivosity, dónde, Lifelenz, Journeyfront, isoTalent, HireVue, hh2 Cloud Services, everee, employee referrals.com, LeaderTech, decisionwise, busybusy, awardco, Boostability, bambooHR, BACON, BUILT

IT Tech

Zibtek, Wasatch I.T., Strider, Tech9, Qualiti, salad, popetech, domotz, PDQ.com, BayaTree, calltower, nanoheal, ObservePoint

Collaboration & Productivity

yalla, Vasion, Tactic, Group Link, suralink, netdocuments, L2L, cardagraph, eFileCabinet, Lucid, droplet, pickle, MURF

Cybersecurity

whistic, Venafi, securityMETRICS, monarx, pdk, legato security, Anonyome Labs, digicert, ICN, guardDog

Auto & Transport

Wavetronix, blyncsy, numetric, ASI, Tire Guru, PrivateAuto, Carketa, Automile

Travel & Leisure

travelpass group, HelloGM, Race Entry, RESMARK, bandwango, Aluvii

GovTech

Vantage, converus, CaseWorthy, tecuity, eccovia, TextMyGov, Caselle, Exevision, Force, iWorQ

ConstructionTech

PassiveLogic, Crew Tracks, BidMail, HVAC Solution, edify.ai, Vitality, JobNimbus

Mobile & Telecom

FatPipe, gabb wireless, Alianza, skipio

Security & Surveillance

vivint, SecureNet, smartystreets, LiveView Technologies

Legal Tech

Gideon Taylor, Filevine, sixfifty, estate guru

Other

B2B

Aquaveo, rizepoint, REDLIST, wander, airin, DeepSee, rainfocus, amelicor, Toolbox OS, Romaric, Limble CMMS, omniQ, coreform

Consumer

Neighbor, ancestry, avion, Western Standard

*In the interest of sharing an organized and digestible presentation, only companies with 10 or more employees on their LinkedIn pages are included on this landscape. We have also excluded companies that have been acquired by out-of-state, strategic acquirors.

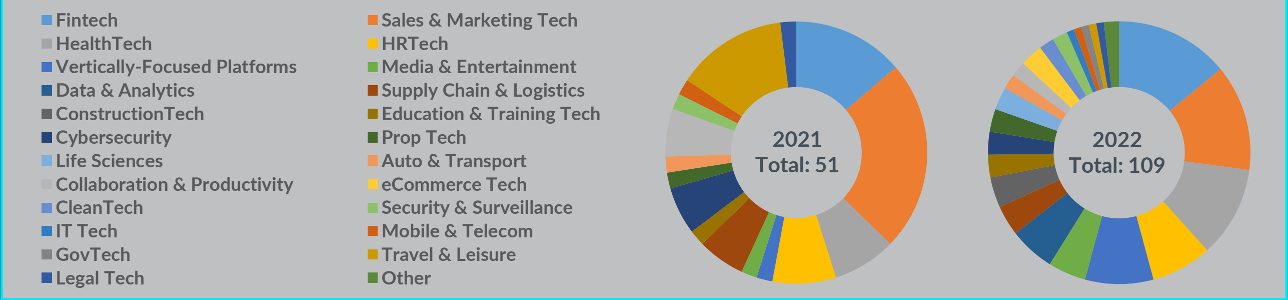
$1.8B (Disclosed)
2022 Financing Volume

107 (Disclosed)
2022 Financing Transactions

42 (Disclosed)
2022 M&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	LVT	$50
1/6/2022	ANGEL STUDIOS	$47
4/27/2022	STRIDER	$45
3/7/2022	tZERO	$40

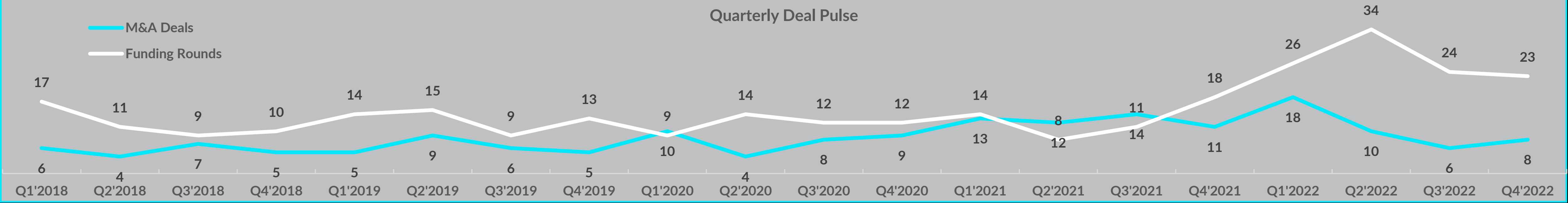


Largest Public Tech Companies

Company	1-Year Revenue Growth	TTM Revenue Multiple	Market Cap.
HealthEquity	▲3.1%	7.81x	$6.5B
R1	▲22.5%	4.24x	$4.5B
INSTRUCTURE	▲17.2%	7.98x	$3.3B
HealthCatalyst	▲14.1%	1.88x	$582M
DOMO	▲19.6%	1.70x	$535M

Notable M&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



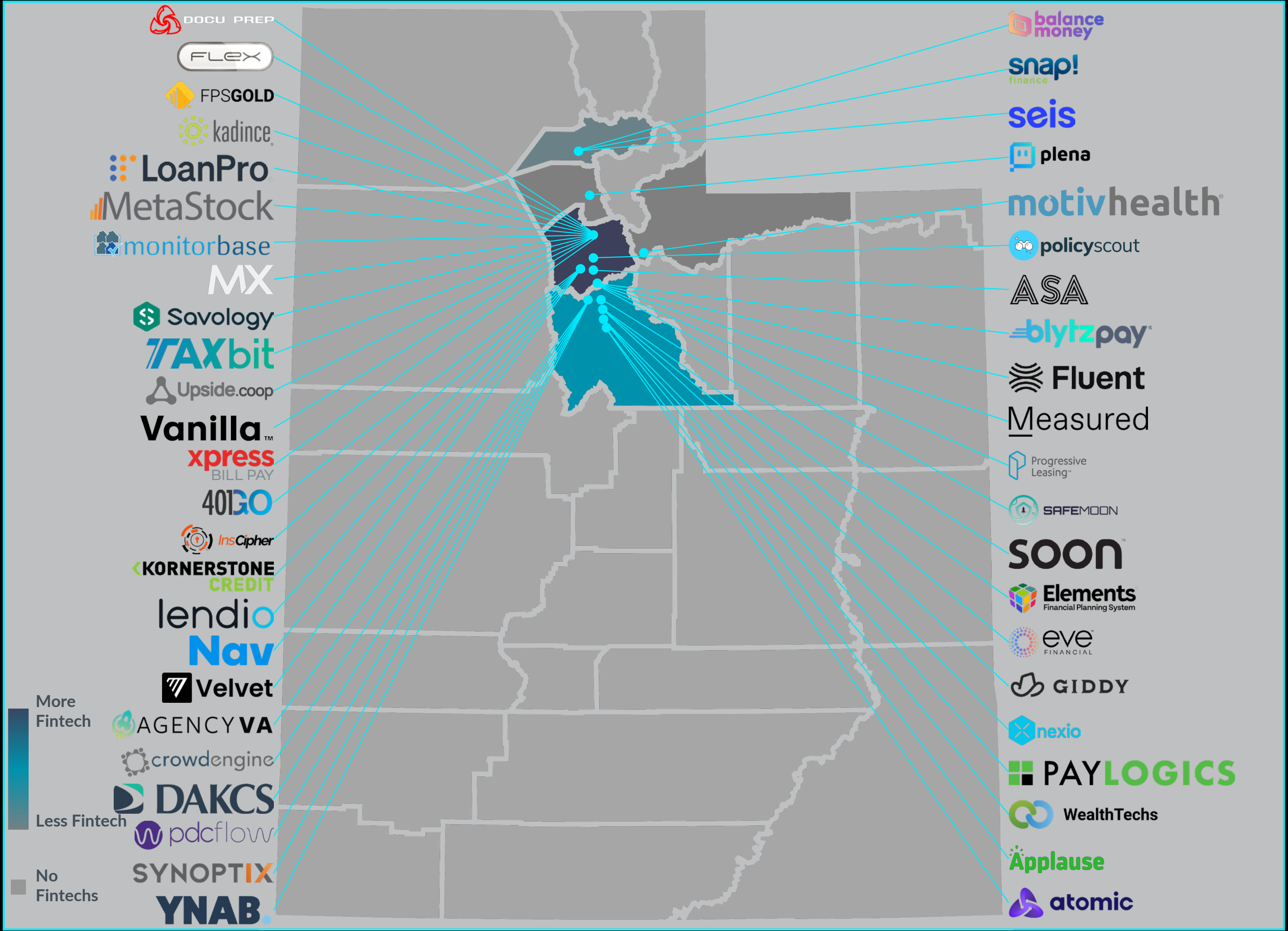
Selected Acquisition Activity*
Date (MM/DD): Implied Enterprise Value

SilverLake entrata 03/15 : $1.5B	ncino SIMPLENEXUS 01/07 : $933M	Wolters Kluwer IDS 04/08 : $70M
DESCARTES XPS ship.com 06/06 : $65M	Nazara WILDWORKS 08/30 : $10M	altigen ZAACT CONSULTING 05/06 : $5M
pluribus TECHNOLOGIES social5 01/31 : $4M	ClearSale chargebackops 01/27 : $4M	ATARI Moby Games 03/09 : $2M
exigo directscale 10/31 : NA	Riddle qzzr 10/18 : NA	THEMARSAGENCY ANALYTIC INDEX 10/14 : NA
TEAMWORKS whistle RECRUITING 10/03 : NA	DOCUPHASE iPayables Accounts Payable Automation 10/01 : NA	KENECT Friendemic 09/15 : NA
IXL LEARNING emmersion 09/08 : NA	EQUIFAX MIDIGATOR 08/26 : NA	NEXUS IT CONSULTANTS INTELITECHS 08/01 : NA

Selected Funding Activity
Date (MM/DD): $ Raised / Funding Stage

ROUTE 0/18 : $233M/ B	LIMITBREAK 08/29 : $190M / B	MasterControl 11/22: $150M / A
Filevine 04/08 : $110M / D	rzero 05/10 : $104M / C	clozd 05/16: $52M / A
LVT 05/09 : $50M / B	ANGEL STUDIOS 01/06 : $47M / NA	STRIDER 04/27 : $45M / B
tZERO 03/07 : $40M / B	atomic 06/21 : $40M / B	great expectations 02/10 : $40M / B
Blackrock Neurotech 10/17 : $37M / C	whistic 06/01 : $35M / B	PassiveLogic 01/11 : $34M / B
LIFELENZ Live. Life. Better. 02/03 : $32M / B	databento 12/19 : $32M / NA	Vanilla 04/28 : $30M / B

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



Fintech

Lending: lendio, DOCU PREP, LoanPro, monitorbase, Nav, snap! finance, Progressive Leasing, KORNERSTONE CREDIT

Banking Tech: FPSGOLD, seis, FLEX, ASA, kadince, MX

Investment Tech: WealthTechs, GIDDY, MetaStock, Vanilla, crowdengine

Payroll Tech: PAYLOGICS, 401GO, atomic, Applause

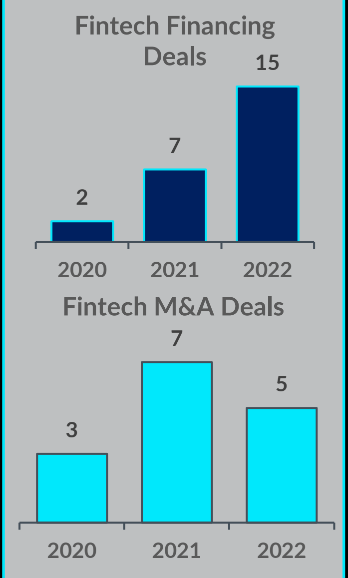
Crypto & Blockchain: SAFEMOON, Upside.coop, plena, TAXbit, soon, Fluent

Payment Tech: xpress BILL PAY, nexio, DAKCS, pdcflow, eve FINANCIAL

InsurTech: Measured, policyscout, motivhealth, AGENCYVA

Finance & Accounting: SYNOPTIX, InsCipher

Personal Finance: Velvet, YNAB, Elements Financial Planning System, balance money, Savology



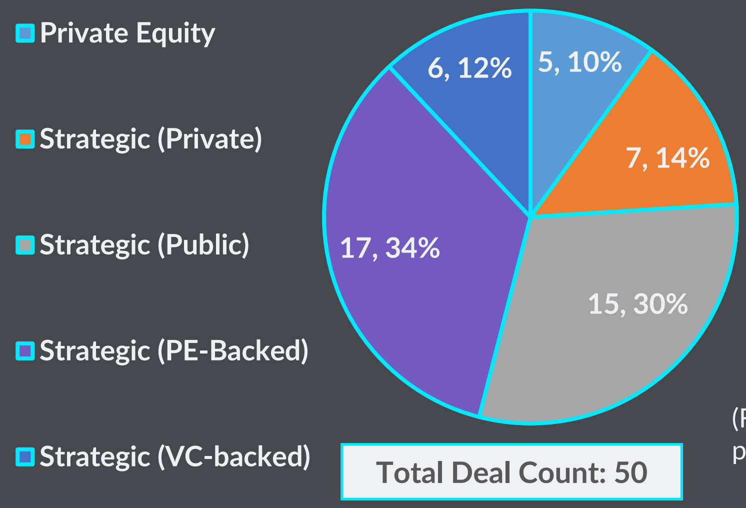
Most Funded Companies in 2022

Founding Year	Company	Funds Raised ($M)
2021	LIMIT BREAK	$190
2014	tZERO	$40.5
2019	atomic	$40
2019	Vanilla	$30
2012	Nav	$5

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

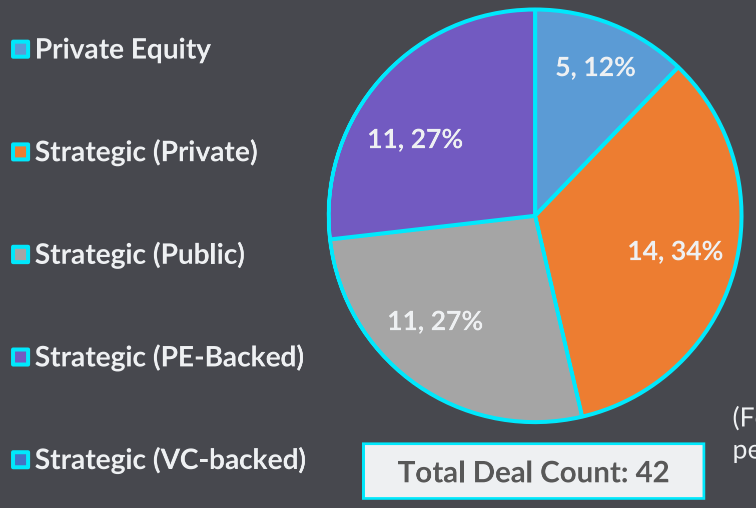
Strategic acquisitions by (non-institutional investor backed) private companies doubled and represented a third of all M&A transactions in 2022.
M&A transactions decreased by 16% in 2022.

M&A ACTIVITY BY TYPE OF INVESTOR | 2021



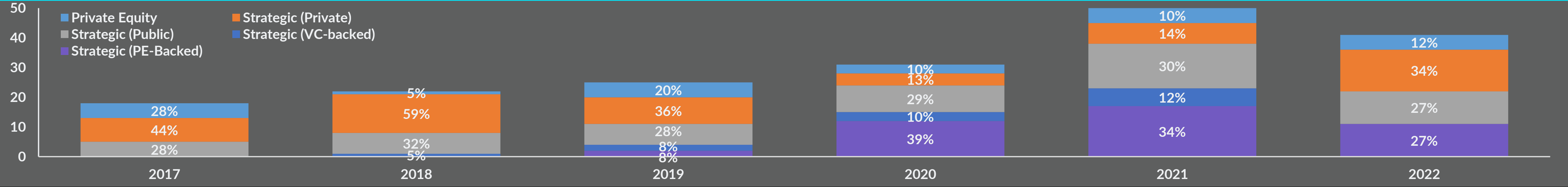
(Format: number of deals, percentage of deals)

M&A ACTIVITY BY TYPE OF INVESTOR | 2022



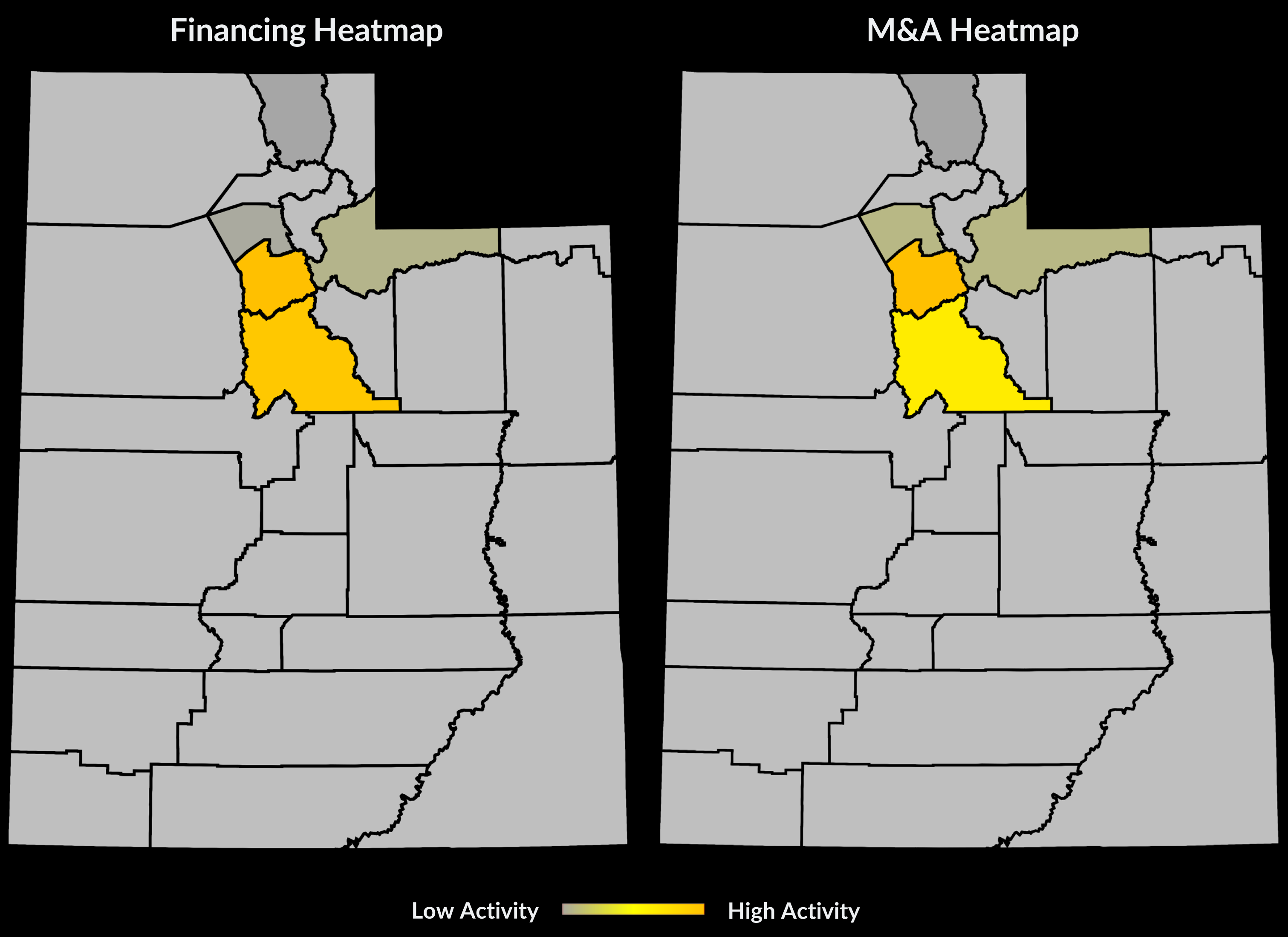
(Format: number of deals, percentage of deals)

BUYER TYPE VARIATION OVER TIME



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

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



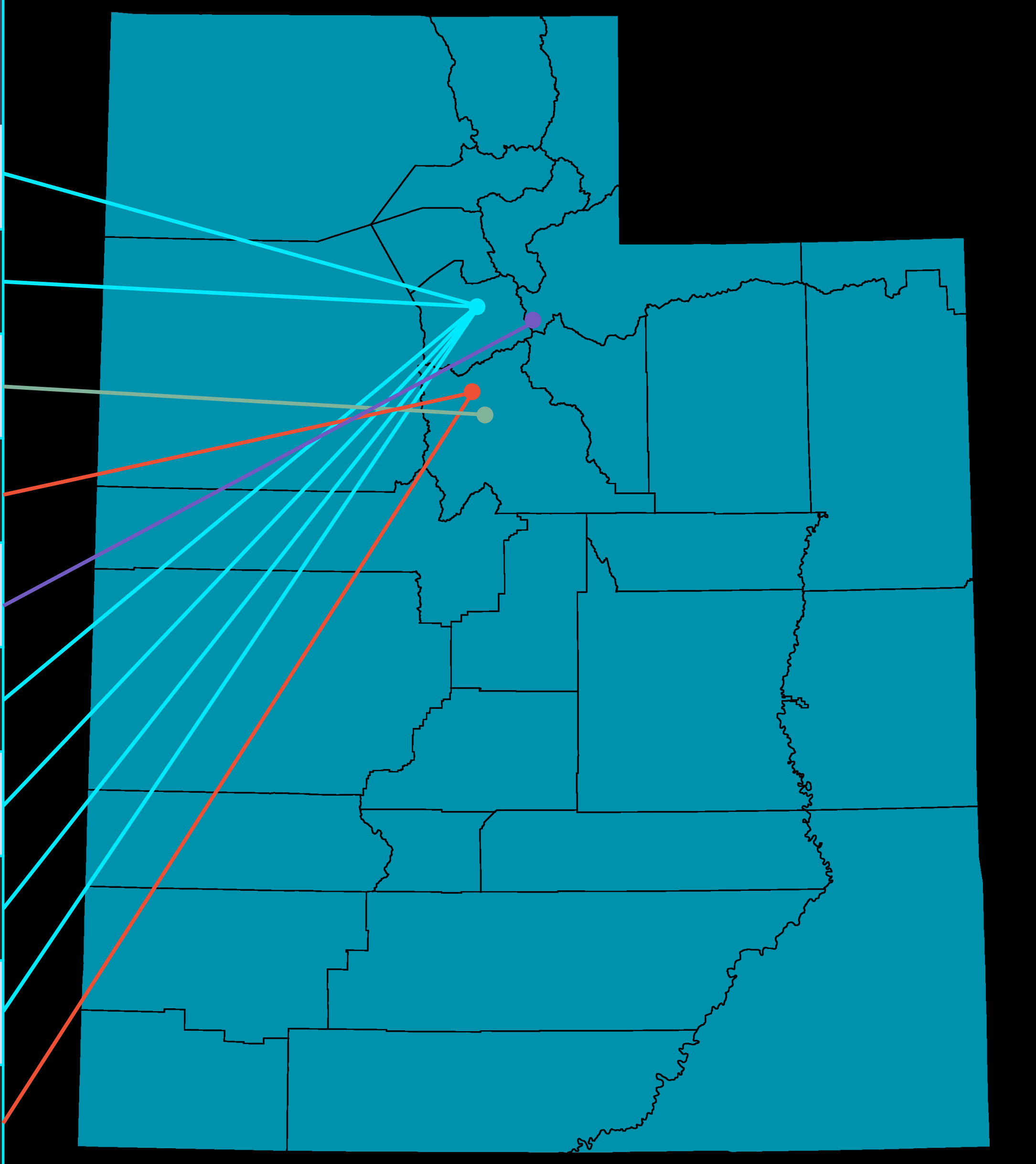
Funding and M&A Ranking Detail – Utah SaaS in 2022

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.

TOP UT-BASED INSTITUTIONAL TECH INVESTORS

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.	SORENSON	8	Seed / Series A-C	Lehi



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

Active 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.)

TAXbit	Founded: 2017 HQ: Draper Amt. Raised: $237M CEO: Austin Woodward	• Unicorn since August 2021 • Crypto tax management and accounting solutions for individuals and businesses
Lucid	Founded: 2010 HQ: S. Jordan Amt. Raised: $124M CEO: Dave Grow	• Unicorn since April 2020 • Product development and collaboration solutions provider
bambooHR	Founded: 2008 HQ: Lindon Amt. Raised: Undisclosed CEO: Brad Rencher	• Online HR information management software for small and medium-sized businesses
MX	Founded: 2010 HQ: Lehi Amt. Raised: $610M CEO: Shane Evans	• Unicorn since January 2021 • Provider of data-driven analytics and open banking API for businesses
pattern	Founded: 2014 HQ: Lehi Amt. Raised: $277M CEO: David Wright	• Unicorn since October 2021. • Provider of an accelerator platform for brands to scale faster on major online marketplaces
ROUTE	Founded: 2018 HQ: Lehi Amt. Raised: $340M CEO: Evan Walker	• Unicorn since January 2022 • Offers solutions for tracking e-commerce packages
Podium	Founded: 2014 HQ: Lehi Amt. Raised: $440M CEO: Eric Rea	• Unicorn since April 2020 • Cloud based messaging tool and review management platform
Nomi Health	Founded: 2018 HQ: Orem Amt. Raised: $110M CEO: Mark Newman	• Unicorn since December 2021. • Provider of diversified system and services for health care sector
Breeze	Founded: 2018 HQ: SLC Amt. Raised: $300M CEO: David Neelman	• Unicorn since December 2020 • Airline that offers direct regional flights from small, underserved, secondary airports

Exited Unicorns

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

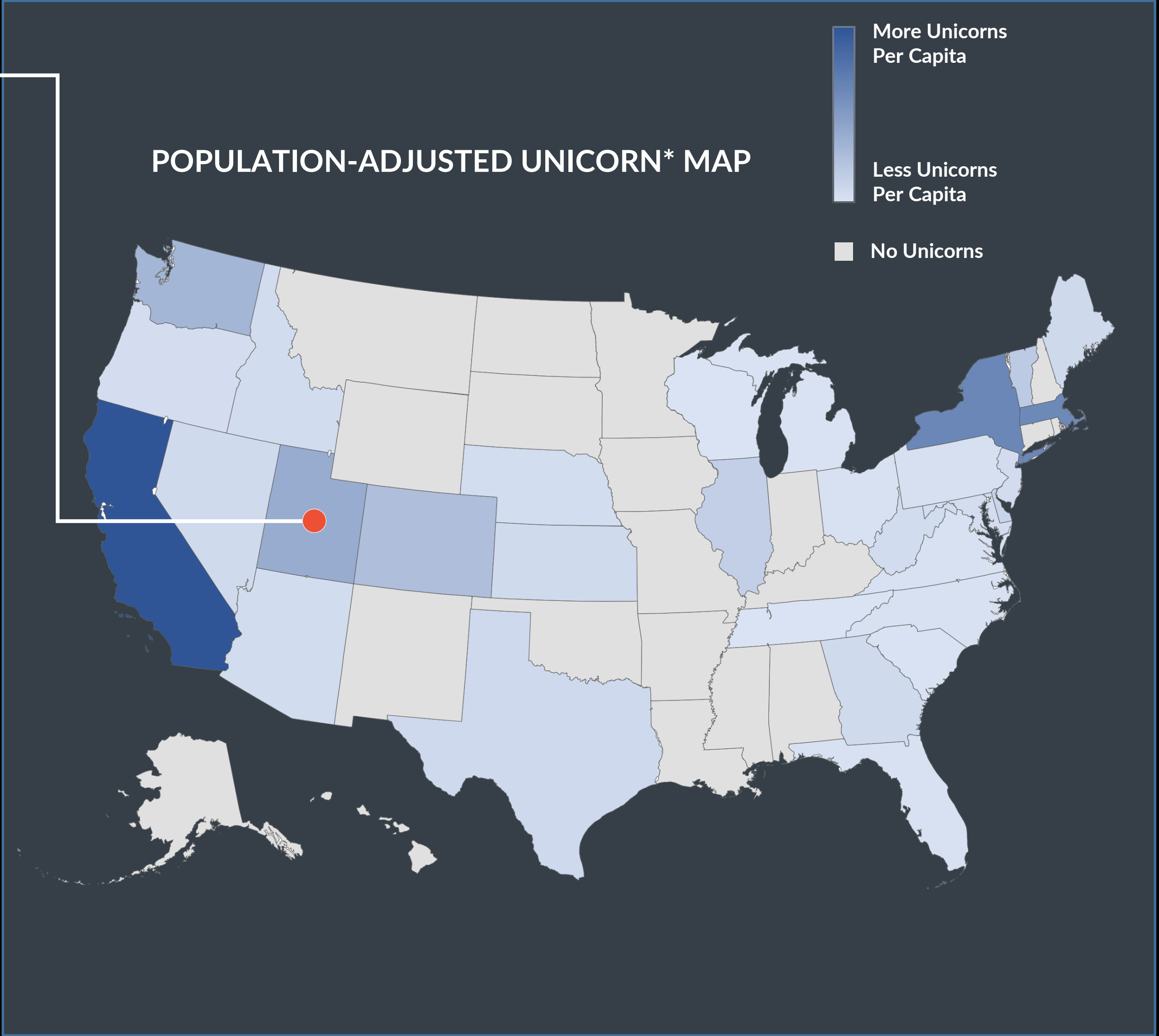
Source: K2 Proprietary Investment & M&A Transaction Database. All amounts in USD.

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* MAP



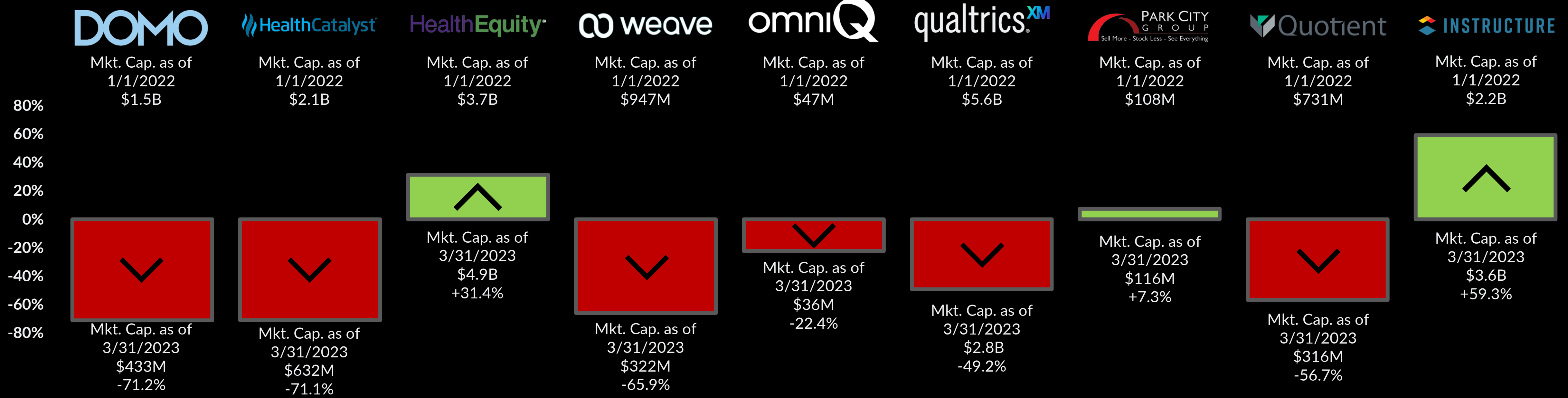
Population-Adjusted Unicorn Rankings by State* (Residents/Unicorn)

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'.*

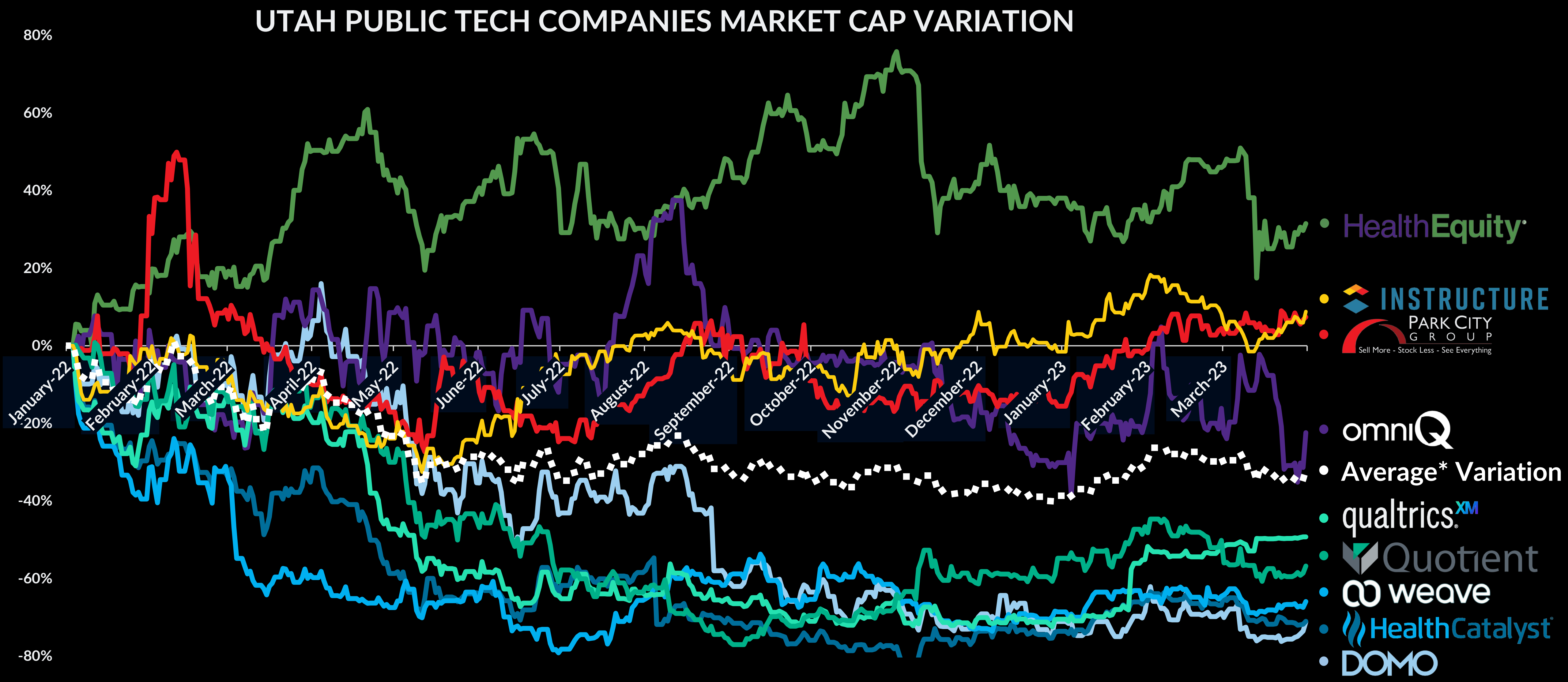
Utah's Public Tech Companies

DOMO	Provides a cloud-based business intelligence platform to enterprises for optimizing their performance.
HealthCatalyst	Provides multiple analytical products, services, and applications, such as population health management.
HealthEquity	Offers an employee benefits management platform for individuals and businesses.
weave	Offers software and hardware solution that helps businesses to engage & communicate with their customers.
omniQ	Provider of computerized and machine vision image processing solutions.
qualtrics XM	Offers products to collect, analyze, and act on the voice of the customer.
Park City Group	Provides collaborative supply chain, merchandising and store level solutions for both retailers and suppliers.
Quotient	Platform offering ad campaign management software.
INSTRUCTURE	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.

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).



*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.*

K2 Utah Tech Investment Banking

CONTACT US

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