

For immediate release

HOCKEYSTICK.CO RAISES \$600K SEED ROUND

FinTech Data Platform is Helping Funds Replace Interns and Excel

TORONTO, April 2016 – Hockeystick.co (Hockeystick) has raised a \$600k seed round from United States and Canadian investors, including LaunchPad Venture Group, BDC Capital, York Angels and Spark Angels. This is the company’s first outside capital and the majority of the investors are customers of the platform.

The timing of the funding coincides with the company announcing it has exceeded 10,000 users, a significant validation of the platform and a strong signal that funds want to receive better data from their portfolio companies.

Part of this is driven from institutional limited partners who are expecting better data and more standardization from GPs. In a recent Intralinks/Pitchbook survey of GPs, 70% said their reporting could improve.

With a wave of funding portals coming online in May 2016 thanks to the JOBS Act, the number of private investors is set to explode from only 3% of Americans today who are accredited investors. Like the public markets, private investors will increasingly expect to receive accurate, up-to-date financial data about their investments.

Hockeystick already excels (no pun intended) at capturing financial data from private companies. It is now developing additional tools to bring big data analytics to portfolio management.

About Hockeystick

Hockeystick is a cloud-based data platform that helps investors measure the long-term impact of their investments. Companies share data with Hockeystick through surveys and data integrations like Quickbooks Online. Hockeystick transforms this data into reports and visualizations that allow investors to track portfolio value, investment leverage, job creation, and other performance metrics. Learn more about Hockeystick by visiting www.hockeystick.co.

Media Inquires

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