



Industry:
Internet of Things/M2M

Headquarters:
Minneapolis

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www.nimbelink.com

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First Analysis invests in IoT/M2M hardware solutions company NimbeLink

CHICAGO – March 15, 2016 – First Analysis, a leading venture capital investor, has made a \$2.5 million Series A investment in NimbeLink. NimbeLink, based in Minneapolis, allows companies to quickly and cost effectively bring wireless IoT solutions to market leveraging its versatile cellular hardware platform, developmental tools, and design services capabilities. Central to NimbeLink's offering is its award winning line of Skywire-series modems (2G, 3G, 4G LTE and CAT-1), which are pre-certified by wireless carriers to eliminate the months of development time and tens of thousands of dollars required for certification. The funding will be used to support NimbeLink's growing embedded modem business and accelerate its product roadmap.

"Putting the right components together to form an IoT solution is an inherently difficult task, and we have seen too many promising solutions delayed or abandoned due to these difficulties. NimbeLink eliminates this complexity with its highly flexible hardware platform supported by a team of wireless experts," commented Howard Smith, managing director at First Analysis. He continued, "Our multi-year engagement with the company has convinced us that NimbeLink has the depth, experience and roadmap to build on its early success and become a major player in the IoT ecosystem, and we are excited to provide tangible support to their effort."

"NimbeLink has established itself as the leader in the IoT market," says Scott Schwalbe, CEO of NimbeLink. "First Analysis's operational and strategic expertise, combined with its extensive resources, makes it the ideal partner to help us meet the growing needs of our customers and extend our market leadership position."

About NimbeLink

[NimbeLink](http://www.nimbelink.com) is an IoT/M2M solutions company based in Minneapolis, Minnesota. The company focuses on smart, simple cellular solutions. NimbeLink has created a core set of intellectual properties, products, and services to enable the rapid deployment of complete IoT solutions. Building out from its core product, the Skywire end-device certified modem, the company can deliver everything from the edge to the cloud. NimbeLink is the solution company of choice for companies that want to limit risk and get to market fast.

About First Analysis

[First Analysis](http://www.firstanalysis.com) has one of the longest records (30+ years) in venture capital investing and has invested more than \$750 million across 12 funds in three fund families. First Analysis excels at uncovering and leveraging the best opportunities in emerging high-growth segments in technology and health care for the benefit of the investors and growth companies we advise and serve. Integrated public and private company research underpins our success, yielding a deep, comprehensive understanding of each segment's near-term and long-term potential. First Analysis helps established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and

marketing, and corporate development. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective to the table.