



*For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representatives:*

**Matt Nicklin**  
Managing Director,  
Head of Investment Banking  
[mnicklin@firstanalysis.com](mailto:mnicklin@firstanalysis.com)  
312-258-7181

**Rick Conklin**  
Managing Director  
[rconklin@firstanalysis.com](mailto:rconklin@firstanalysis.com)  
312-258-7195

**First Analysis**  
One South Wacker, Ste. #3900  
Chicago, IL 60606  
312-258-1400  
[www.firstanalysis.com](http://www.firstanalysis.com)

## **First Analysis Acted as Exclusive Financial Advisor to Built In for its \$22 million Series C Financing Led by Update Partners**

**CHICAGO – August 1, 2019** – First Analysis acted as the exclusive financial advisor to Built In, Inc. (“Built In” or the “Company”) for its \$22 million series C financing. Update Partners led the round, with participation from existing investors including MATH Venture Partners, which led Built In’s previous two funding rounds.

First Analysis focuses its advisory services on high growth entrepreneur-led technology businesses like Built In. The First Analysis team closely partnered with the Company to help define and achieve its growth investment objectives that included finding the right equity partner. First Analysis was actively engaged throughout the transaction process, including preparation, positioning, investor coordination and contact, due diligence and negotiation.

“With a business in hyper growth mode – and with an immediate-term focus on Built In’s scale, product development and operations – we needed a partner with deep expertise to manage the transaction process. We found that in First Analysis. Their incredible team ran a great process, and we were freed up to meet and exceed our company objectives. It was an invaluable partnership during an important inflection point in our growth,” said Maria Christopoulos Katris, Built In’s Co-founder and Chief Executive Officer.

Built In will use the funding to expand its national footprint, increase investments in its core product and further enhance opportunities for professional development in the technology industry.

### **About Built In**

Working in tech is a lifestyle. Built In helps people live it with purpose. Across the most vibrant tech hubs in the U.S., the company helps tech professionals stay on top of tech news and trends, expand their networks and carve out futures at companies they believe in. Its market-specific sites serve more than 1,800 customers and an audience of 1 million tech professionals every month. Built In recently launched [BuiltIn.com](http://BuiltIn.com), a national hub for tech trend coverage and resources to help people grow in their careers.

### **About First Analysis**

Founded in 1981, First Analysis has a 38-year track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our equity research and private equity activities to deliver value to clients across the life cycle of a business. Providing senior-level attention to every client, First Analysis offers superior execution across a comprehensive range of investment banking services, including M&A advisory, public equity and debt financing, and private equity placements.

For additional information about how the investment banking professionals at First Analysis Securities Corporation can help you, please visit our website, [www.firstanalysis.com](http://www.firstanalysis.com), or call us at (312) 258-1400.