



**Industry:**  
Enterprise technology

**Headquarters:**  
Norwalk, Conn.

**Website:**  
[www.etouches.com](http://www.etouches.com)

**For more information,  
please contact:**

**Corey Greendale**  
Senior Vice President  
[cgreendale@firstanalysis.com](mailto:cgreendale@firstanalysis.com)  
312-258-7139

**Jim Macdonald**  
Managing Director  
[jmacdonald@firstanalysis.com](mailto:jmacdonald@firstanalysis.com)  
312-258-7124

*Media contact:*

**Dave Leshuk**  
[dleshuk@firstanalysis.com](mailto:dleshuk@firstanalysis.com)  
312-258-7131

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

## **First Analysis invests in cloud-based event management solutions company etouches**

**CHICAGO – May 17, 2016** – First Analysis, a leading venture capital investor, has invested in etouches as part of a \$20 million round of growth financing led by long-time First Analysis partner Argentum, an existing investor. Headquartered in Norwalk, Conn., etouches provides a global, cloud-based event management software solution that streamlines event management for more than 1,000 customers in 35 countries. The funding will be used primarily to accelerate the company's global growth, fund strategic acquisitions, and further develop its suite of products.

etouches' enterprise-class event management software serves corporations, associations, educational institutions, and third party planners. Its multi-module platform offers event tools for venue sourcing, registration, logistics, engagement, data, and more to give event planners a complete solution for managing the entire event process.

"etouches has an enviable track record with very high customer retention rates and strong growth internationally. We look forward to working with the talented management team behind this success," said Jim Macdonald, managing director at First Analysis.

"First Analysis has a long history of investing in innovative enterprise software companies that have become leaders in their sectors," said Corey Greendale, senior vice president at First Analysis. "Based on that history, it was clear to us etouches has a compelling offering with outstanding growth potential. We look forward to helping etouches build on its already substantial achievements."

"This investment, combined with our strong, rapid year-on-year growth, will further bolster our leadership position. We look forward to partnering with First Analysis, whose industry knowledge and expertise will provide invaluable insight going forward," said etouches CEO Oni Chukwu.

### **About etouches**

[etouches](http://www.etouches.com) is a leading provider of cloud-based event management software with more than 1,000 customers in 35 countries. etouches' multi-lingual and multi-currency software has 15 modules covering every major function in the event planning lifecycle, including registration, budgeting, surveying, mobile apps, and more. The innovative end-to-end solution streamlines the event process for corporations, associations, agencies, and educational institutions. etouches was founded in 2008 and is one of the most global event management software companies in the market, with headquarters in Norwalk, Conn., and offices in the United Kingdom, Belgium, Australia, Dubai, and Singapore.

### **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.