# FT PARTNERS FINTECH INDUSTRY RESEARCH

November 12, 2019



# HomeLight Raises \$109 million in Equity and Debt Financing Led by Zeev Ventures





The Only Investment Bank Focused Exclusively on FinTech

### Overview of FT Partners

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 17 years of exclusive focus on Financial Technology

### FT Partners' Advisory Capabilities



### FT Partners' FinTech Industry Research





Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by The Information



Ranked #1 Most Influential Person in all of FinTech in Institutional Investors "FinTech Finance 40"



**Numerous Awards for Transaction Excellence including** "Deal of the Decade"

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### FT PARTNERS RESEARCH

### **Transaction Overview**



### **Transaction Summary**

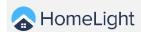
- On November 5, 2019, HomeLight, a real estate tech company, announced that it has raised \$63 million in Series C equity financing led by Zeev Ventures as well as \$46 million in debt financing
  - Existing investors Group 11, Menlo Ventures, Crosslink Capital and Stereo Capital also participated in the round
- HomeLight will use this new financing to continue to expand its agent and investor matching platform, build consumer financial and lending products, and expand coverage of transactional tools
- The Company analyzes more than 40 million real estate transactions and over 1.4 million agent profiles from major brokerages for each transaction
- HomeLight claims that it connects a client to a real estate agent every two minutes and has experienced a compound annual growth rate of nearly 150% for the last three years (1)
  - Additionally, HomeLight doubled its employee headcount to 200 people in the past year <sup>(1)</sup>

### **Selected Financing History**

Date	Size (\$ mm)	Financing Round	Investor(s)	
11/05/19	\$63	Series C	Zeev Ventures; Crosslink Capital; Group 11; Menlo Ventures; Stereo Capital	
08/15/17	40	Series B	Menlo Ventures; Citi Ventures; Crosslink Capital; Innovation Endeavors; SGVC; TriplePoint Venture Growth; Zeev Ventures	
04/18/16	11	Series A	Zeev Ventures; Innovation Endeavors; Group 11; Montage Ventures; Krillion Ventures; Bullpen Capital; Undisclosed Investors	
02/04/15	3	Seed	Bullpen Capital; ZenStone; Western Technology Investment (WTI); Montage Ventures; Krillion Ventures; FundersClub; Crosslink Capital; 500 Startups	

### **Management and Investor Commentary**

"We are pioneering the real estate transaction of the future. This latest round of financing represents a significant vote of confidence in this goal. We couldn't have asked for a more trusted and committed group of partners in this journey. We're more excited than ever about the future of real estate and HomeLight's ability to drive a better consumer and agent experience."



Drew Uher Founder & CEO

"HomeLight's evolution from a single product company to a real estate platform aligns with our vision for the future of real estate. I am thrilled to partner with HomeLight to build the real estate platform and power the real estate transaction of the future."



Oren Zeev Managing Director



"We've been part of HomeLight since their seed stage and have been proud investors in each round since. HomeLight has innovation on its side, and a seven-year head start on other companies in the PropTech space hoping to monetize agent referrals. It's the only consumer-centric, one-stop-shop marketplace for real estate needs, and we think the sky's the limit for HomeLight's future growth."

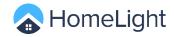


Dovi Frances Founding Partner



### FT PARTNERS RESEARCH

# **HomeLight Overview**



### **Company Overview**



CEO: Drew Uher

**Headquarters:** San Francisco, CA

Founded: 2012

- HomeLight is a provider of an online marketplace designed to connect home sellers with real estate agents
- The Company's marketplace uses actual sales data and client reviews to match buyers and sellers with agents to sell homes faster and for more money, enabling users to find suitable agents in a hassle-free manner

**40M** transactions and **1.2M** agents

70,000 agents and 150+ cash buyers

365,000+ clients and counting

### **Management Overview**



**Drew Uher** Founder & CEO



Sumant Sridharan COO



**Devu Gandhi** VP of Business Development



**J.J. McCarthy** VP of Product



**David Eakes** VP of Finance

### Solutions Overview

### Buying



HomeLight recommended real estate agents and negotiators understand the market data that helps users save as much as possible when buying homes; Users can tailor searches for agents who know the area and community

### **Selling**

Use average days on market data to compare real estate agents on how fast they've sold similar homes, and find top real estate agents nearby who can save clients time and money



### **Home Estimates**

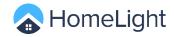
Get all the important parts of a comparative market analysis, add in a list of the top local real estate agents and back it up with a home's Simple Sale™ price -- typically 90-95% of the home's full market value – instead of going about the traditional listing process

### **Home Loans**

- Apply in 30 minutes
- Single point of contact
- Full underwrite before offer
- 21-day guaranteed close
- Earnest money deposit protection
- Zero lender fees

### FT PARTNERS RESEARCH

### **Zeev Ventures Overview**



### **Overview**





**Oren Zeev**Founder and CEO

### Locations

Palo Alto, CA (HQ)

### **About**

- Founded in 2007, Zeev Ventures is the investment arm of Oren Zeev
- Oren Zeev began his career at Apax Partners in Israel, where he focused on making technology investments in Silicon Valley
- The firm seeks to work closely with company management throughout the investment timeframe

### **Investment Preferences**

Investment Criteria

Fund Size: NA

Fund Raised: 2018

Investment Range: NA

Revenue: NA

EBITDA: NA

### General Preferences 1

Control: Minority

Geography: North America,

Israel

Transaction Type: Seed, Venture,

Growth

Industry Focus: Software,

Technology

### **Selected Recent Investments / Exits**

FinTech / Financial Services Investments<sup>2</sup>

Date	Company	Deal Amt. <sup>3</sup>	Board Rep.	Sector
11/19	HomeLight (Series C)	\$63	Oren Zeev	Bnkg
09/19	Tipalti (Series D)	76	Oren Zeev	FMS
07/19	Hippo Analytics (Series D)	100	Oren Zeev	HCIT
08/17	HomeLight (Series B)	40	Oren Zeev	Bnkg
06/17	Next Insurance (Series B)	35	Oren Zeev	Ins
10/16	Reali (Seed)	2	NA	Bnkg
04/15	Loop Commerce (Series B)	16	NA	Pymts
2010	Tipalti (Series A)	3	Oren Zeev	Pymts

### Other Technology Investments

Date	Company	Deal Amt. <sup>1</sup>	Board Rep.	Sector
06/17	Houzz (Series E)	\$400	Oren Zeev	Software
04/17	Platterz (Seed)	7	NA	Software
01/17	TripActions (Series A)	15	NA	Software
11/16	SeaLights (Series A)	11	NA	Software
07/16	RedKix (Seed)	11	NA	Software

# **Crosslink Capital Overview**



### **Overview**



CROSSLINK CAPITAL



Sy Kaufman Co-Founder



Michael Stark Co-Founder & Partner





Jim Feuille Partner



Eric Chin Partner



Matt Bigge Partner

### Locations

San Francisco, CA (HQ)

### **About**

- Crosslink Capital, founded in 1989, is a private equity firm interested in both private and public company investments
- Three main investment strategies, venture capital, long/short hedge and hybrid crossover
- Since inception, Crosslink Capital has made over 200 private investments with nearly 30 IPO and over 50 strategic M&A exits
- Prefers long-term investments with board representation
- Will syndicate for transactions that are \$40-50 mm

### **Investment Preferences**

Investment Criteria

**Fund Size:** \$275mm

**Fund Raised:** 2018

**Investment Range:** \$250-300mm

Revenue: NA

EBITDA: NA

### General Preferences 1

Control: Minority, Majority

Geography: North America, Europe

Seed, Venture, Transaction Type:

Growth, PIPE

**Industry Focus:** Alternative Energy,

Big Data, Cloud, Digital Marketing, Financial Technology, Internet

Services, IP Services,

Lighting,

Marketplaces, SaaS

### Selected Recent Investments / Exits

FinTech / Financial Services Investments 2

Date	Company	Deal Amt. <sup>3</sup>	Board Rep.	Sector
11/19	HomeLight (Series C)	\$63	NA	Bnkg
06/19	Step Mobile (Series A)	23	NA	Bnkg
03/19	Novo (Early Stage)	5	NA	Bnkg
12/18	Inscribe (Growth)	3	NA	Bnkg
09/18	Enigma (Growth)	95	NA	CapMkts
05/18	Chime (Series C)	70	NA	Bnkg
04/18	Great Jones (Series A)	8	NA	Bnkg
03/18	Huckleberry (Early Stage)	4	NA	HCIT
11/17	Flo Technologies (Series A)	8	NA	HCIT
08/17	AutoFi (Series A)	10	NA	Bnkg
09/16	Nav (Series B)	25	NA	Bnkg
05/16	Chime (Early-Stage VC)	9	NA	Bnkg
05/16	AutoFi (Seed)	17	NA	Bnkg
11/15	Mirador Financial (Series A)	7	NA	Bnkg
10/15	Zebit (Series A)	10	James Feuille	Bnkg
06/15	Mirror Labs (Series A)	10	NA	Pymts

### FT PARTNERS RESEARCH

# **Group 11 Overview**



### **Overview**





**Dovi Frances** Managing Partner



**Hadas Sparfeld** COO and CFO



**Devon Morris** Partner



**Brigitte Remy-Yee** Head of Platform



Michelle Chang Senior Associate

### Locations

• Beverly Hills, CA (HQ)

### **About**

- Group 11, founded in 2012, is a venture capital firm that focuses on software companies that are redrawing the landscape of the financial services industry
- The investment firm is very keen on the real estate tech space, which they believe to be a \$80 billion total addressable market
- Group 11 tends to invest early in companies and participate in multiple successive rounds
- · Prefers long term investment and minority stake

### **Investment Preferences**

Investment Criteria

Fund Size: \$51mm

Fund Raised: 2018

**Investment Range:** \$2 – 5mm

Revenue: NA

EBITDA: NA

General Preferences 1

Control: Minority

Geography: United States,

Israel

Transaction Type: Seed, Venture,

Growth

Industry Focus: Business Products

and Services (B2B), Financial Services,

Software

### **Selected Recent Investments / Exits**

FinTech / Financial Services Investments <sup>2</sup>

Date	Company	Deal Amt. <sup>3</sup>	Board Rep.	Sector
11/19	HomeLight (Series C)	\$63	Dovi Frances	Bnkg
09/19	Tipalti (Series D)	76	NA	FMS
06/19	Sunbit (Series B)	26	NA	Bnkg
07/18	Reali (Series B)	29	NA	Bnkg
07/18	Next Insurance (Series B)	83	NA	HCIT
02/17	Tax Joy (Early Stage)	1	NA	FMS
02/16	Covercy (Early Stage)	2	NA	Pymts
08/14	RadPad (Early Stage)	2	NA	Bnkg
04/14	<b>SoFi</b> (Series C)	80	NA	Bnkg
08/13	HealthSherpa (Early Stage)	NA	NA	HCIT
01/13	SALT Technology (Growth)	2	NA	Pymts

# **Stereo Capital Overview**



### **Overview**





Dimitry Dkhnovsky Founder, Managing Partner



Jim Smith Founder. Managing Partner

### **Investment Preferences**

Investment Criteria

**Fund Size:** NA

**Fund Raised:** NA

**Investment Range:** \$10 - 20 mm

Revenue: \$15+ mm

EBITDA: NA

### General Preferences 1

Control: NA

Geography: North America

(US)

Venture, Growth Transaction Type:

**Industry Focus:** Cloud, Mobile, Technology, IoT,

Software

Infrastructure, Data Storage, Financial

Services

### Selected Recent Investments / Exits

FinTech / Financial Services Investments 2

Date	Company	Deal Amt. <sup>3</sup>	Board Rep.	Sector
11/19 Ho	meLight (Series C)	\$63	NA	Bnkg
09/18 <b>Zur</b>	nper (Series C)	46	NA	Bnkg
12/16 <b>Ler</b>	dio (Series D)	19	NA	Bnkg

### Locations

Palo Alto, CA (HQ)

### **About**

- Stereo Partners (also known as Stereo Capital), was founded by Jim Smith and focuses on expansion and growth capital investments in cloud, mobile, and technology companies
- Stereo Capital and its Partners have strategic board memberships on companies like Helium, Content Analytics, Likewise, Webscale and others
- Seek companies that are high-growth with established sales and marketing efficiencies

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on FinTech

ANSACTION ANNOUNCEMENT

FT Partners is Pleased to Announce

its Role as Strategic and

Financial Advisor to

nbetter.com

on its Series C financing from

new investors

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along with participation from

for total consideration of

# FT Partners – Focused Exclusively on FinTech

### Selected FT Partners Research - Click to View



GreenSky Raises \$1 billion in its IPO



**Porch Acquires Serviz** 



First Associates' Majority Recapitalization and Merger with Portfolio Financial Services



Athena Raises Approximately \$54 million in Series C Financing

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PeerStreet Raises \$60 million in Series C Financing



NoBroker Raises \$50 million in Series D Financing



CoStar Acquires STR for \$450 million

**VIEW MORE FT PARTNERS RESEARCH** 

### Track Record of Success Across the Real Estate Tech Sector

# Digital Mortgage Origination



# Real Estate Invoicing & Payments



### Mortgage Technology



# Online Home Services Platform



### Consumer Home Improvement Financing



### **Mortgage Technology**

# Financial Technology Partners LP FTP Securities LLC is pleased to announce its exclusive role as Capital Markets & IPO Advisor to EliceWae in its \$45,000,000 Initial Public Offering valuing the equity at approximately

\$ 146,000,000

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank Focused Exclusively on Financial Technology

### Property Insurance Solutions

Financial Technology Partners LP FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

enservio

in its sale to



FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank Focused Exclusively on Financial Technology

# SaaS-based Real Estate Loan Origination



is pleased to announce its exclusive role as sole strategic and financial advisor to



in its sale to





The Only Investment Bank Focused Exclusively on Financial Technology

### Listing Management Solutions



is pleased to announce its exclusive role as sole strategic and financial advisor to



wyldfyre software division to

eNeighborhoods

for approximately

\$8,500,000

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank Focused Exclusively on Financial Technology

### **Real Estate Payments**

### FTP Securities LLC

is pleased to announce its role as exclusive strategic and financial advisor to



in its Series C financing led by

### Premji Invest

for total consideration of approximately

\$71,000,000



# FT Partners Advises GreenSky on its \$1 billion Initial Public Offering

### Overview of Transaction

- On May 23, 2018, GreenSky (Nasdaq: GSKY) priced its IPO at \$23 per share, raising approximately \$1.01 billion
- Due to strong demand, the deal priced at the high end of the initial \$21 \$23 filing range and the number of shares was increased by 3.9 million, or 11%
- GreenSky will use the IPO proceeds to purchase Holdco units and Class A common stock from its CEO and other officers as well as early equity investors
- GreenSky is a leading FinTech company that powers commerce at the point of sale; the Company's technology platform facilitates merchants sales, while reducing the friction, and improving the economics, associated with a consumer making a purchase and a bank extending financing for that purchase
  - GreenSky has approximately 12,000 active merchants on its platform and the Company has enabled 1.7 million consumers to finance over \$12 billion of transactions since its inception through March 31, 2018

### **Significance of Transaction**

- GreenSky's IPO is the largest U.S. Technology IPO of 2018 and is also the largest U.S. FinTech IPO in over two years<sup>1</sup>
- This transaction further supports FT Partners' continued success advising leading FinTech growth companies and also highlights the long-term nature of many of the Firm's advisory relationships

### FT Partners' Role

- FT Partners served as IPO Advisor to GreenSky on this transaction
- FT Partners previously advised GreenSky on its \$300 million investment by TPG, Iconiq, Wellington, and DST in 2014, its \$2 billion loan purchase agreement and \$50 million investment by Fifth Third Bank in 2016, and its \$200 million investment by PIMCO in 2017
- FT Partners has leveraged its deep industry knowledge, extensive transaction expertise, and broad scope of relationships to consistently achieve favorable outcomes for GreenSky

### Financial Technology Partners LP FTP Securities LLC

is pleased to announce its role as IPO Advisor to



in its

\$1,010,000,000
Initial Public Offering

for a total enterprise value of

\$4,500,000,000



# FT Partners Advises Better.com on its \$160 million Series C Financing

### Overview of Transaction

- On August 19, 2019, Better.com announced it has closed its Series C financing round for a total of \$160 million
  - The round included new investors Activant Capital, Ping An Global Voyager Fund, Ally Financial, Citi, AGNC, American Express Ventures and Healthcare of Ontario Pension Plan, as well as existing investors Goldman Sachs, Pine Brook and Kleiner Perkins
  - Better.com initially closed its Series C round in January 2019 for a total of \$70 million, but expanded the round due to high demand
  - The Company has now raised \$254 million in total financing
- Better.com is one of the fastest growing homeownership platforms in the U.S. and has funded more than \$4 billion in loans since its founding in 2016
  - The Company has reconstructed the process of buying and financing a home, step-by-step, using technology and automation to create the most efficient, cost-effective and user-friendly experience in the market
  - Better.com has grown 3x year-over-year (vs. -15% for the industry) and is currently funding \$375 million in mortgages a month, which puts the Company on track to lend over \$4 billion in 2019 alone

### **Significance of Transaction**

- With strong investor demand including from high profile strategics, this financing round positions Better.com as a market leader in streamlining and digitizing the home loan process
- The additional capital will enable Better.com to enhance its offerings, grow its strategic partnerships, as well as expand its team by hiring an additional 400 people in sales and technology by the end of 2019

### FT Partners' Role

- FT Partners served as strategic and financial advisor to Better.com
- This transaction highlights FT Partners' deep domain expertise in the Alt Lending / Real Estate Tech space as well as our successful track record generating highly favorable outcomes for leading FinTech companies globally

# Financial Technology Partners LP

is pleased to announce its role as strategic and financial advisor to



on its Series C financing from new investors















along with participation from existing investors

for total consideration of

\$160,000,000



# FT Partners Advises Porch on its Acquisition of Serviz

### Overview of Transaction

- On August 22, 2018, Porch announced its acquisition of Serviz
- Founded in 2012, Serviz is a Los Angeles-based home services company that allows users to discover and book appliance repair, plumbing, electric, handyman and carpet cleaning services through its online and mobile platform
  - Serviz's pros operate in 25 markets and have performed more than 40,000 jobs to date
  - The Company received backing from investors such as Groupon and PointGuard Ventures
- Headquartered in Seattle, Porch is an online platform that connects homeowners with local home repair services; the Company offers consumers access to over 300,000 home service professionals
  - Porch has raised over \$100 million since its inception in 2012 and is partnered with leading brands and retailers including Lowe's, Walmart, Overstock.com, Wayfair and Google

### **Significance of Transaction**

- Through the acquisition of Serviz, Porch will reach more customers and accelerate its growth in service types such as plumbing, electric, appliance repair and more
- Porch will integrate Serviz's mobile application technology within its existing online platform, providing consumers and service providers with a seamless, high-touch experience

### FT Partners' Role

- FT Partners served as sole strategic and financial advisor to Porch
- This transaction highlights FT Partners' success advising leading high-growth companies across the Home Services / Real Estate technology space

### Financial Technology Partners LP FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to



in its acquisition of

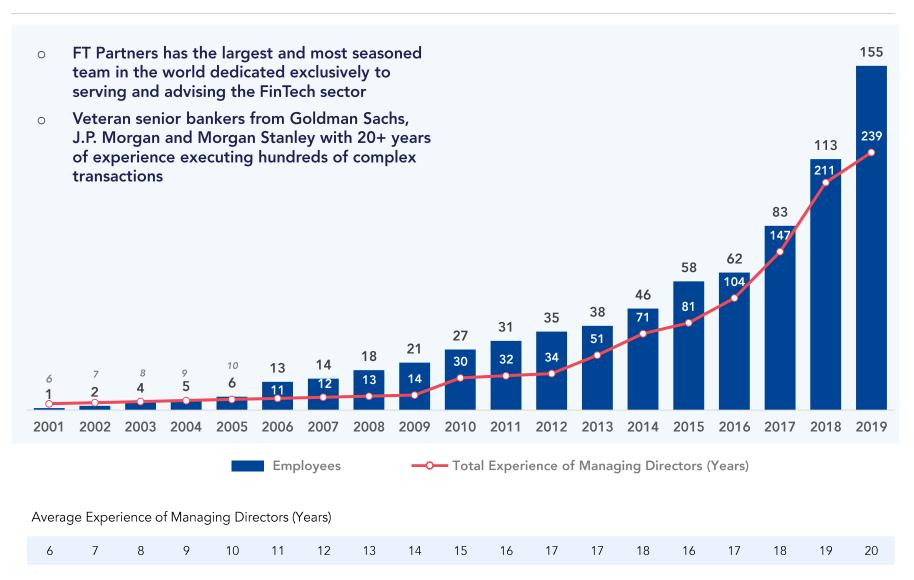




# **Award-Winning Investment Banking Franchise Focused on Superior Client Results**

LendIt	2018	Top Investment Bank in FinTech				
	2018	Steve McLaughlin Ranked #1 for the Second Y	ear in a f	Row on Institutional Investor's FinTech 40 List		
Institutional Investor	2017	Ranked #1 on Institutional Investor's FinTech 40 List				
Institutional Investor Annual Ranking	2015 & 2016	Ranked Top 5 on Institutional Investor's FinTech 35 List				
Annual Kanking	2006 – 2008	Consecutively Ranked (2006, 2007 and 2008) a "Online Finance 40"	Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"			
The Information	2016	Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"				
	2018	Corporate / Strategic Deal of the Year	2011	Boutique Investment Bank of the Year		
	2018	Cross Border Deal of the Year	2011	Deal of the Decade		
	2017	Investment Banker of the Year	2010	Upper Middle Market Deal of the Year, \$500 mm+		
2018 -2004	2016	Investment Banking Firm of the Year	2010	IT Services Deal of the Year, Below \$500 mm		
ANNUALAWARDS	2016	Cross Border Deal of the Year	2010	Cross-Border Deal of the Year, Below \$500 mm		
TATION IN	2015	Dealmaker of the Year	2007	Dealmaker of the Year – Steve McLaughlin		
M&A Advisor Awards	2015	Technology Deal of the Year	2007	Business to Business Services Deal of the Year		
	2014	Equity Financing Deal of the Year	2007	Computer & Information Tech Deal of the Year, \$100 mm		
	2014	Professional Services Deal of the Year, \$100 mm+	2007	Financial Services Deal of the Year, \$100 mm+		
	2012	Dealmaker of the Year	2004	Investment Bank of the Year		
	2012	Professional Services Deal of the Year, \$100 mm+				

### Platform of Choice for Clients and Bankers Alike



### The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York and San Francisco from 1995-2002</li> <li>Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	24
<b>Mohit Agnihotri</b> Managing Director	J.P.Morgan	<ul> <li>Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan</li> <li>Wharton M.B.A</li> </ul>	17
Kate Crespo Managing Director	RAYMOND JAMES*	<ul> <li>Formerly with Raymond James' Technology &amp; Services investment banking</li> <li>12+ years of FinTech transaction execution experience</li> <li>Dartmouth M.B.A.</li> </ul>	17
<b>Larry Furlong</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004</li> <li>Wharton M.B.A.</li> </ul>	23
<b>Osman Khan</b> Managing Director	pwc	<ul> <li>Formerly Managing Director and Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> </ul>	22
<b>Andrew McLaughlin</b> Managing Director	Deloitte.	<ul> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	13
<b>Mike Nelson</b> Managing Director	SUNTRUST	<ul> <li>Formerly head of FinTech M&amp;A at SunTrust Robinson Humphrey</li> <li>Kellogg M.B.A.</li> </ul>	19
<b>Timm Schipporeit</b> Managing Director	Morgan Stanley Index Ventures	<ul> <li>Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	16
<b>Greg Smith</b> Managing Director	Merrill Lynch J.P.Morgan	<ul> <li>Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	23
<b>Tim Wolfe</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman Sachs from 2000-2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	17