

# Sideqik & Lighter Capital: Accelerating Expansion & Growth

How Sideqik tripled its revenue run rate and maintained optionality for the future with non-dilutive financing.

Founded: 2012 Employees: 30  
Location: Atlanta, Georgia  
Lighter Capital Funding to Date: \$400K  
Rounds of Revenue-Based Financing: 2



Sideqik is a social influencer marketing platform. The company is made up of passionate people who are excited to work with brands and companies, helping businesses identify relevant influencers, target online customers, and grow their communities through promotions. Their clients, including Coca-Cola, Universal Music, Under Armour, and Home Depot, are all trailblazers in their respective industries and can reach customers in many ways, including via social media. Sideqik measures content performance, unleashes the power of word-of-mouth, executes campaigns, and tracks them in real-time.

Sideqik CEO Jeremy Haile has deep experience in marketing technology, previously serving as chief architect at Virtue, an enterprise social-media platform.

“Entrepreneurs should consider Lighter Capital’s financing as an option for growing their business. It’s often cheaper than selling equity. And the model allows Lighter to lend to earlier-stage companies and provide more flexible repayment terms.”



**JEREMY HAILE**  
CEO & FOUNDER

Haile has always worked to engage customers and communities on behalf of brands, helping to bridge the gap that brands can have with their customers on social media. The way brands engage with customers online has evolved in recent years. Sideqik has taken advantage of those changes, focusing on influencer marketing. For consumer brands that have identified social media as part of their marketing strategy, this type of marketing has become key.

Sideqik's platform provides marketers with the tools to identify, vet, manage, and measure their influencer initiatives. Sideqik also harnesses the power of incentivization programs, such as promotions and giveaways that drive high levels of engagement. These programs activate people to engage with brands in a variety of ways.

## WHAT MAKES SIDEQIK DIFFERENT

When businesses decide to work with influencers, the choice is difficult since there are so many influencers on different platforms and in different niches. Sideqik's key differentiator is the amount of data the company has and the way they use artificial intelligence to find the right match.

When a brand wants to target a specific demographic, Sideqik's extensive databases of influencers, combined with data about their

reach and what kinds of brands their followers consume, ensures a perfect fit between the influencer's audience and the brand's target. Sideqik's detailed metrics - more than 16 million online profiles and over two billion social media posts - allow the company to precisely target and measure carefully-crafted campaigns.

## REVENUE-BASED FINANCING

Sideqik saw the increased demand for the type of products they were offering and sought revenue-based financing through Lighter Capital in order to accelerate their expansion into influencer marketing.

The company chose revenue-based financing because it gave them cash-flow flexibility without giving up equity in the company. Revenue-based financing – which gave Sideqik the flexibility of paying a percentage of cash receipts – fit well with the company's revenue model, since Sideqik generally works with enterprise customer who pay on an annual basis.

After Sideqik obtained revenue-based financing from Lighter Capital, the company experienced 240% year-over-year growth from June 2017-18. This funding allowed the company to grow from a product perspective, as well as increasing their ability to market their solution.

Sideqik used the financing it received from Lighter Capital to accelerate sales and R&D hires, helping the company move on to its Series A round. Lighter Capital's revenue-based financing was an essential stepping stone on the road to Sideqik's success. The company tripled its revenue run rate between the time they received the revenue-based financing

and the Series A round, allowing them to greatly increase the value of the company. The company plans to continue on its mission to match influencers with communities to help brands manage effective marketing campaigns, with a goal to reach more enterprise-level customers who need the data and support that Sideqik can provide.