

Funding for Fast Growth

5 rounds of funding from Lighter Capital helped MapAnything grow rapidly and secure a \$7.3m Series A without the founders sacrificing significant ownership.

Founded in 2009, MapAnything™ is a salesforce.com AppExchange Program Partner which provides the most comprehensive mapping and geo-analytics app available for Salesforce users. The app can deal with large data sets and provides real time geo-location, territory management, and analytics.

MapAnything CEO John Stewart shares below how revenue-based financing helped his company grow so fast.

Speeding up growth

I had looked into many financing sources, but never found one I liked. Except for using our own capital, Lighter Capital has been our only source of funding. Our first round of funding was in December 2012, and we have done four more rounds since then for a total of \$1.2 million. After the first round, they provided us with ongoing capital. It was nice to know that every time we needed additional capital, we could return for more.



MapAnything™

✓ Location:
Charlotte, NC

✓ Founded:
2009

✓ Customers:
800+

✓ Growth:
4,600%

Lighter Capital
funding to date:

\$1.2 MILLION

lighter capital

A Lighter Capital Case Study: MapAnything

Financing has helped take the company to the next level—our customers now include multiple companies in the *Fortune 500*. We were on a fast-growth trajectory before, but revenue-based financing has dramatically accelerated our growth by allowing us to invest in product development, marketing initiatives, and expanding our sales team.

We recently made the *Inc. 500* list of America's fastest growing private companies. Among software companies, we were number 15 on the list. Our revenues have grown 4,600% since 2010.

A partner in financing

During the initial funding, Lighter Capital took the time to really get to know us—and our business. Because of our close working relationship with the investment team, and how well they understand salesforce.com's AppExchange Partners, we were able to bring in the capital we needed very efficiently. The process for the initial funding was fast and smooth. In fact the whole deal was completed in three weeks. It was even faster and smoother for subsequent rounds.

It's great to be able to focus on growing my business instead of wasting months looking for funding—that's not how I prefer to spend my time.

A business built on partnerships

In business, finding the right partners—and fully leveraging these relationships—can put your company on a path towards fast growth. You cannot build a business entirely by yourself.

MapAnything's strong partnership with salesforce.com has been really critical. As a partner, we can take advantage of an impressive array of opportunities. It's a partnership that has allowed us to reach companies around the world and close sales with a number of Fortune 500 businesses.

Our partnership with Lighter Capital has really underpinned our growth and helped us leverage our relationship with salesforce.com



Lighter Capital's revenue-based financing has dramatically accelerated our growth by allowing us to invest in product development, marketing initiatives, and expanding our sales team."

~ John Stewart, CEO,
MapAnything, Inc.



A Lighter Capital Case Study: [MapAnything](#)

completely. At key times during our growth – Lighter Capital got us the funding we needed fast, allowing us to drive forward and not be distracted by time consuming fund raising.

Knowledge of the industry

Over the years, I have had many conversations with the people at Lighter Capital. At MapAnything, we are driven to continually innovate and build apps that help Salesforce users move from insight to action. Innovation starts with a clear understanding of user expectations and of the needs of the businesses we serve. It has been an advantage to partner with a financing company that understands Software-as-a-service (SaaS). Having funded many salesforce.com ISV Partners, the Lighter Capital team really can advise you on the right funding strategy for your business.

Scaled to success

What's great is the Lighter Capital team will quickly let you know if revenue-based financing is right for your particular stage of growth. If not, they are happy to advise you on what else might work and even make an introduction (or two) to other funding sources. I always felt like they had MapAnything's best interests at heart. From time to time we would see term sheets from different VC's and, over time, as we were able to scale using new rounds from Lighter Capital, the terms offered improved to match our business success. So by the time we raised our \$7.3m Series A from Greycroft, Harbert Venture Partners and Salesforce Ventures, I was very happy with the outcome for us as a business and founders. My co-founder and I continue to own the vast majority of MapAnything and that's thanks to Lighter Capital helping us fund our growth rapidly when we needed it.

Raised a \$7.3M Series A from Greycroft, Harbert Venture Partners and Salesforce Ventures.