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SMS Marketing Platform Valuation Summary

INSIGHTS

- MessageMate raised $250,000 in 2011 and an additional $1.3 million in 2013.

- Attentive's latest funding round revealed that the company had raised $13 million series A funding led by Bain Capital Ventures, with participation from Eniac Ventures and NextView Ventures.

- PostScript secured USD 150,000 in investor funding from Y Combinator in January 2019.

FINDINGS

As requested, we have reviewed the four previous reports on SMS marketing platform valuation and have provided a comprehensive summary. We focused on how much equity was acquired by the mentioned companies

Below is a summary of the previous reports;

RETENTION ROCKET

Retention Rocket first raised capital in April 2018 since according to Crunchbase, it was announced on April 19, 2018, that Retention Rocket was able to raise US$100,000 (1) in its seed funding round. The company filed a notice with the SEC informing the commission that it placed $600,000 (1) worth of exempt securities on offer and was able to sell $100,000. (1)

CARTS GURU

According to Crunchbase, it was announced on January 1, 2017 that Carts Guru was able to raise US$800,000 (1) in its first seed funding round. Carts Guru was also able to raise US$825,000 (1) and US$700,000 (1) in its subsequent seed funding rounds, as announced on January 1, 2018, and June 1, 2018, respectively.

AngelList provides the same amounts as well. Glassdoor estimates Carts Guru's current annual revenue to be between US$1 million (1) to US$5 million (1), while Owler estimates the revenue at US$2.7 million. (1)

ATTENTIVE

The press release announcing Attentive's latest funding round revealed that the company had raised $13 million (3) series A funding led by Bain Capital Ventures, with participation from Eniac Ventures and NextView Ventures. Attentive's Crunchbase profile showed that the total money it has raised so far was $13 million. (3) However, Pitchbook notes that the last funding round was $11 million. (3) The answer to the difference was found in Attentive's SEC filing following the series A funding round. In the filing, Attentive noted that the $13,024,066 (3) offering sold "include the conversion of $2,024,071.25 (3) of convertible promissory notes previously issued."

ShopMessage

We were unable to identify any funding information on ShopMessage (3). If the company has received any funding, then they have not made it public, but the lack of data on platforms such as Pitchbook and Crunchbase indicate that the company may not have

raised any funding at all.

PostScrip

PostScript was launched in late 2018 with the objective of enabling e-commerce store owners on major e-commerce platforms such as Shopify, WooCommerce, BigCommerce, and OpenCart to engage online shoppers through text messages. The company was able to secure USD $150,000 (4) from Y Combinator on January 1, 2019.

SMS Bump

SMS Bump provides a text marketing API designed to help e-commerce store owners communicate and market their online products/ stores to clients via text messages. The startup was able to secure EUR 200,000 (4) (USD $226,000) from Eleven Ventures on November 28, 2018.

MESSAGEMATE

MessageMate is owned by OwnerListens. On October 1st, 2011, they raised $250,000 (2) in capital. On May 13, 2013, they raised an additional $1.3 million (2) in capital. They currently see annual revenues of $3 million. (2)

RECART

At one point, ReCart was called Ghostmonitor. On April 15th, 2016 the company raised 3 million (2) Hungarian Forints in initial capital. (At today's conversion rate of .0036, that is $10,689 in United States dollars.) ReCart had $18,500 (2) in monthly recurring revenue in July 2017. Less than a year later, ReCart in May 2018, ReCart saw $202,464 (2) in monthly recurring revenue.

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SOURCES

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2) SMS Marketing Platform Valuation - MessageMate & ReCart
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3) SMS Marketing Platform Valuation - ShopMessage & Attentive
https://askwonder.com/q/sms-marketing-platform-valuation-shopmessage-and-attentive-5c6fecb5a0e127004afb1a0f

4) SMS Marketing Platform Valuation - SMS Bump & PostScript
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