

Meetings and events analytics platform Glisser raises growth capital to support US expansion

- *Gresham House Ventures leads the round; Downing Ventures continues its support*
- *Investment to increase enterprise-grade feature development and fuel US expansion*

Glisser, the leading live audience engagement and meeting analytics platform, today announced it had raised further funds to enhance and extend its product feature set and accelerate its expansion into the United States.

Glisser's technology engages delegates at meetings, training sessions and conferences via their mobile devices, offering features such as live PowerPoint slide sharing, voting and gamification. The participation metrics generated provide insights into audience satisfaction and help measure event ROI.

By integrating into CRM databases and marketing technologies such as Salesforce and HubSpot, London-based Glisser provides an effective means of bringing an offline communications channel, online. Glisser's customers can track, measure engagement, and better understand their live audiences "in real life" in the same way they currently analyse visitors to their website.

The meetings and events market is worth US\$1 trillion annually, explaining the influx of technology and investment. A large percentage of this market is based in the United States, where Glisser is now generating the majority of its revenues from its offices in New York City and Portland, Oregon. This investment will allow Glisser to triple the size of its US sales team, as well as increase its pace of product development to meet the feature-hungry demands of large enterprises.

Glisser founder Michael Piddock commented: "This fundraise will allow us to continue the development of a platform that solves a range of common enterprise challenges - from low levels of staff engagement, to quantifying the effectiveness of events and training spend. Meanwhile, having established a strong base in the US over the last two years, we now have the means to double-down in a large market that values a high-quality product."

Associate Director, Gresham House Ventures, Thomas Makey said: "Glisser has reached a turning point in its development, as it seeks to improve features and expand operations into the US. I'm delighted we have been able to support them on this journey and that a wider audience will be able to benefit from their innovative technology."

Mike Kennedy, Investment Director at Downing Ventures, said: "Glisser is a perfect example of top UK talent building globally relevant businesses from scratch. We're really excited to provide continued support at what is a crucial stage in their business growth, and we look forward to watching Mike and the team go from strength to strength."

Ends

Media information

About Glisser

Glisser's ISO27001 certified audience engagement software shares presentation slides to delegates' devices in real-time, then uses audience interaction – Q&A, polling, social feeds, private notes – to improve the attendee experience and provide useful meeting analytics. It's simple for users to set up, and requires no audience download.

Glisser's clients include some of the largest companies and most prestigious universities in the world, who deploy the platform across a broad range of events, meetings and educational sessions. This includes internal town halls, sales and marketing events, employee training, graduate recruitment events and hybrid/virtual meetings. Glisser was advised by Humphrey's Law in the deal. Further information, photography and materials are available at www.glisser.com/pr

About Gresham House Ventures

Gresham House Ventures, part of Gresham House's Strategic Equity division, seeks to support exciting UK businesses with bold ambitions for the future, by providing transformational growth capital and expertise to accelerate business potential. For more information about the team's investment criteria, or if you think you know of a business looking for investment, please visit www.greshamhouseventures.com or get in touch by email ventures@greshamhouse.com.

Gresham House plc is an AIM quoted specialist alternative asset manager providing funds, direct investments and tailored investment solutions, including co-investment, across a range of highly differentiated alternative investment strategies. The Group's expertise includes strategic public and private equity, forestry, renewable energy, housing and infrastructure.

About Downing Ventures

Downing Ventures is a London based evergreen fund investing in seed to series A (and beyond) companies, providing entrepreneurs with a ladder of funding. We have backed over 60 businesses across a variety of technology sectors including online marketplaces, and enterprise software, and health technology.
