

For immediate release

# FINTECH STARTUP HOCKEYSTICK.CO ACHIEVING HOCKEY STICK CURVE

## Revenue, Customer Base and Usage Rates Doubles in the Last 12-Months

**TORONTO, September 2016** – Hockeystick.co (Hockeystick), the leading cloud-based data platform for investors to measure the long-term impact of their investments, has announced impressive growth across the board over the past year. The Toronto-based fintech startup has doubled its customer base and usage metrics over the last 12-months, with revenues doubling in the last quarter alone.

“Collecting private company data and transforming it into actionable insight has always been critical for funds. But more are moving towards automated systems that eliminate all the time-wasting steps in portfolio management,” explained Hockeystick’s CEO and Founder Raymond Luk. “Our fast growth indicates the digitization of private capital markets.”

Traditionally, funds would send quarterly inquiries to portfolio companies for detailed financial and qualitative information. This manual process was error-prone, time-consuming and led to a lack of transparency in private capital markets.

89% of hedge fund investors and 71% private equity/real estate investors have chosen not to invest in at least one new fund due to concerns over lack of transparency.

Let's Be Clear: A Common View on Transparency. Rep. Intralinks, 11 June 2014.  
Web. <<https://www.intralinks.com/resources/publications/lets-be-clear>>.

“Hockeystick [named for the shape of the steep growth curve that startups aspire to] solves this problem by making it easier and faster for portfolio companies to share financial data with their investors,” said Luk.

Toronto’s [Round13 Capital](#) and [Espresso Capital](#), Ottawa’s [Export Development Canada](#), and Dubai’s [Prime Venture Partners](#), are a few of the investment bodies that recently signed up for Hockeystick.

“Portfolio data is the language of our business, and we have to be able to receive that information quickly and accurately to effectively monitor and support the companies we’ve invested in,” said COO and CFO of Espresso Capital, Enio Lazzer. “We chose Hockeystick because of its ease-of-use and intuitiveness. It helps us discover, understand and see trends and outliers so we can proactively manage our portfolio.”

Luk projects that this growth will only continue for Hockeystick, and that the greatest impact of its software on private capital markets is yet to come.

### **About Hockeystick**

Hockeystick is a cloud-based data platform that helps investors measure the long-term impact of their investments. Companies share data with Hockeystick through surveys and data integrations like Quickbooks Online. Hockeystick transforms this data into reports and visualizations that allow investors to track portfolio value, investment leverage, job creation, and other performance metrics. Learn more about Hockeystick by visiting [www.hockeystick.co](http://www.hockeystick.co).

### **Media Inquires**

To arrange an interview with Hockeystick’s Founder and CEO Raymond Luk, please contact:

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