

Case Study

Picnic

Picnic is the Social Display Marketplace that brings the high-quality ad experiences of social media to the open web by delivering intuitively engaging social display ad formats, such as 'Stories' and 'Carousel', to Google's user-first AMP inventory.

Relying on bootstrapped funding thus far, Picnic were seeking a Series A round to drive global growth, expand its team and accelerate product development.

Referred to us by their advisers, Mountside Ventures, Picnic opted to use an Engage data room for the duration of the fundraising, to share their critical information efficiently and securely with potential investors.

After the successful completion of the transaction, we spoke to Founder, Matt Goldhill, to see how the project had gone:



We were introduced to Perivan prior to our Series A fundraising because we were keen to learn more about their data room product, Engage, and to see how it might help with the transaction.

We already knew that advisers and VC's were big advocates of using data rooms as they can access all of the relevant information in one secure, structured and easy to access platform. After a brief onboarding process, we uploaded our content and invited the potential investors. It was very intuitive and so easy for all parties to hit the ground running.



We were able to track all activity giving us great insights into what information the investors were most interested in. Users were also able to dig a little deeper if they wished, via the Q&A feature. Creating groups helped to quickly apply permissions and we were even able to add restrictions to individual documents.

Support was instant, even outside of normal business hours, and the help desk explained things clearly and in easily understandable terms.

Up to this point, we had shared our sensitive company information via email or sites like Dropbox. We could not have executed this fundraising as quickly, professionally and easily as we did, without the Engage data room. 

 **We could not have executed this fundraising as quickly, professionally and as easily as we did, without the Engage data room.** 

Matt Goldhill
Founder
Picnic

To find out more about Engage, please get in touch with us via email at engage@perivan.com or call us on +44 (0)20 7562 2250.