



HILL WARD HENDERSON
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The Hill Ward Henderson Venture Capital and Private Equity Team Announces Recent Transactions

Hill Ward Henderson advised clients in these selected publicly announced venture capital and growth equity deals. Our engagements were both investor-side and company-side, and involved strategic and private equity investors. These selected deals reflect our participation in the very active venture capital and growth equity market. We also handled a number of confidential and other transactions that are not listed.

We deeply appreciate our clients' confidence in entrusting us to handle these important transactions. We know that we are in business because of this support and confidence from our clients.



Ballast Point Ventures - Mailprotector

Hill Ward Henderson represented Ballast Point Ventures in providing a \$5 million growth equity financing of Mailprotector, a cybersecurity company providing a portfolio of cloud-based email security, management, and hosting services. [Click here](#) for additional details.

Our team was led by Nick Outman, with assistance from Dave Felman and Matthew Lastinger (Corporate).

About Ballast Point Ventures

Ballast Point Ventures, headquartered in Tampa, Florida, is a later-stage venture capital and growth equity fund founded in 2002 to provide expansion capital for rapidly growing, privately-owned companies, with a particular emphasis on companies located in Florida, the Southeast, and Texas. The BPV partners have more than 80 years of combined experience investing in and building high-growth companies in several industries, including software, technology-enabled business services, healthcare, and consumer. Ballast Point Ventures has \$360 million under management across three Funds. For more information, visit www.ballastpointventures.com.



Fulcrum Equity Partners - Feathr

The firm represented Fulcrum Equity Partners in leading a more than \$11 million Series B financing of Feathr, a leading provider of marketing technology for associations and event organizers. [Click here](#) for more details.

Our team was led by Nick Outman, with assistance from Matthew Lastinger (Corporate).



Fulcrum Equity Partners - Digital Hands

The firm represented Fulcrum Equity Partners in a \$15 million growth equity financing of Digital Hands, an award-winning managed security services provider. [Click here](#) for additional details.

Our team was led by Nick Outman, with assistance from Matthew Lastinger (Corporate) and Trey Baldy (Intellectual Property).

About Fulcrum Equity Partners

Fulcrum Equity Partners is an Atlanta-based growth equity firm with approximately \$350 million under management, which focuses on providing expansion capital to rapidly growing companies. For more information, visit <https://www.fulcrumep.com>.



FWHC Holdings, LLC - H-Cyte, Inc.

Hill Ward Henderson represented FWHC Holdings, LLC, an investment group led by J. Rex Farris, III, Preston Farris and Todd Wagner in a \$6 million Series D preferred stock financing of H-Cyte, Inc., a Tampa-based owner and operator of innovative medical technology products and services. The financing will be used to advance the company's development of industry-leading medical treatments for chronic lung diseases such as COPD. Subsequently in April 2020, Hill Ward Henderson represented an affiliate of FWHC Holdings, LLC in providing additional bridge financing to the Company in the amount of \$2,535,570 to continue to advance the company's growth and development.

Our team on both transactions was led by John Connery, with assistance from Ajay Malshe (Corporate) and Roland Chase (Securities).



HOME, Inc.

The firm represented HOME, Inc., an on-demand home services platform, in a \$15 million Series B financing. Forte Ventures led the round with Liberty Mutual Strategic Ventures and included new strategic investors The Hartford, State Farm Ventures, and Ferguson Ventures, as well as existing investors Activate Capital Partners, Florida Funders, Deepwork Capital, and Engage. [Click here](#) for more details.

Our core team was led by Nick Outman, with assistance from Matthew Lastinger (Corporate).

About HOME, Inc.

Recently named in the top ten of America's Best Startup Employer by *Forbes*, HOME provides instant access

to handymen, electrical, HVAC, and plumbing service providers. The HOMEE app allows users to see GPS-located, background-checked service providers and request immediate servicing for any residential or commercial property. Visit <https://www.homee.com/> for more information.



MADE Coffee

Hill Ward Henderson represented MADE Coffee in recent growth capital investment transactions by GRAMMY® Award-winning performer Armando Christian Perez (aka Pitbull), Inglorious Brands, LLC and other investors. [Click here](#) for more information.

Our team was led by John Connery .

About MADE Coffee

MADE Coffee is Florida's first cold brew ready-to-drink coffee selling premium cold brew and nitro brew products that are produced, packaged and shipped from Clearwater, Florida. For more information, visit <https://www.drinkmadecoffee.com/>.



Mize - M33 Growth

Hill Ward Henderson represented Mize, a leading provider of connected customer experience platform and service lifecycle management software for manufacturers, in a significant equity investment from M33 Growth, a venture and growth stage investment fund. For additional details, [click here](#).

Our team was led by Dave Felman, with assistance from Nick Outman (Corporate).

About Mize

Mize enables durable goods manufacturers to optimize service experience and maximize customer lifetime value, by optimizing all post-sale service interactions to deliver a seamless experience during the entire customer lifecycle. Visit <https://m-ize.com/> for more information.



MyWorkChoice

Hill Ward Henderson represented a group of venture capital investors led by Mallard Capital's Jeffrey Leck in a \$3 million growth funding round for MyWorkChoice. MyWorkChoice is a North Carolina-based company that builds localized communities of W-2 employees to assist companies with meeting their contingent workforce needs. [Click here](#) for additional details.

Our team was led by John Connery, with assistance from Justin Wallace (Tax).

About MyWorkChoice

Through its easy to use mobile app, MyWorkChoice connects job seekers and businesses through flexible work opportunities, empowering workers to design their own schedule, creating a culture of performance and accountability. Visit <https://myworkchoice.com/> for more information.



Washlava - LG

Hill Ward Henderson represented Washlava, a smartphone-enabled laundry technology company, in a significant equity transaction and strategic partnership with LG Electronics. For additional details, [click here](#).

Our team was led by Nick Outman and Prestin Weidner, with assistance from Trey Baldy (Intellectual Property).

About Washlava

Washlava is the only laundry technology that lets users reserve & pay for machines from a smartphone, connecting owners and users to new laundry technology for an easy, cashless experience. Visit <https://washlava.com/> for more information.



WorldWatch Plus - Naples Technology Ventures

The firm represented WorldWatch Plus (formerly known as International Screening Solutions) in a significant convertible debt investment from Naples Technology Ventures, a venture and growth stage investment fund. [Click here](#) for additional details.

Our team was led by Reid Haney, with assistance from Ajay Malshe.

About WorldWatch Plus

WorldWatch Plus is a global employment screening, risk compliance and due diligence firm primarily serving as an outsourced search operation for credit reporting agencies, financial institutions and risk-management firms. For more information, visit <https://worldwatchplus.com/>.

If you have any questions or would like additional information about the above transactions, please contact a member of our Venture Capital and Private Equity Team below.

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