

Hyp3r

A real-time, location-based engagement platform



Overview

Sector: Application Software, Marketing

HQ: San Francisco, CA

About: Founded in 2015, Hyp3r provides a location-based engagement platform to help businesses identify and engage influential clients, at specific locations, on a personal level, and in real time

Sourced: The company emerged from Rokk3r's cobuilding platform

Website: hyp3r.com

Leadership



Carlos Garcia
Co-founder & CEO
3rd-time CEO, 2 exits
Nobox (CEO)
Scrapblog (Founder & CEO)



Omar Ramos
Co-founder & CTO
Antroket (Co-founder & CTO)
Regitek (Co-founder & CTO)

Investment Highlights

- Management team with past entrepreneurial experience and deep familiarity and network within the industry space
- Geo-Targeted Marketing spend will go from \$9.8B in 2015, to \$29.5B in 2019 (CAGR: 24.6%)
- Leveraging 6 out of 11 exponential factors with the three most important ones: Leveraged Assets, Staff On Demand and Community
- Executed contracts with clients including Disney, Marriott, Red Bull, Netflix, Pepsi and Sony
- Financial and SaaS metrics showing strength in profitability, traction, liquidity and growth
- Clear acquisition path through CRMs, social media companies and current major client
- Named the 7th Most Innovative Company in 2018 by Fast Company
- Selected to join Salesforce Accelerate Program

Financing History

- **\$12MM Series A** (Dec. 2017)
 - Rokk3r Fuel ExO (Lead) and Structure Capital
 - Techstars and Marriott are also participating
- **\$4.5MM Seed** (Feb. 2016)
Rokk3r Labs and 5 other investors
- **\$50k Grant** from NFL Pension Plan (Feb. 2016)
- **\$129k Funding** (July 2015)
Joined Disney Accelerator