# Sequitur Capital invests in Beaconforce

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**Milan, 6 June 2019** – Sequitur Capital, an independent firm that invests in scale-up candidates in the deep tech and software B2B space in Europe and the United States, announces the closing of its investment in M.H. Crassus Inc., a San Francisco-based company.

Founded in 2017, Crassus has developed Beaconforce, a real-time, science-based, measurable and actionable digital platform, combining Machine Learning and Emotional Intelligence to create work environments that motivate people and ultimately improve performance. According to a Gallup survey, in 2018 the value of productivity lost every year due to low employee engagement amounted to $1 trillion in the US and $7 trillion worldwide.

“We are delighted to announce our investment in Crassus and very excited about the potential of Beaconforce. We have been working closely with Crassus for the last twelve months to develop a comprehensive understanding of their business model while creating a strong relationship with their management”, said Marco Di Miceli, Managing Partner of Sequitur Capital.

Massimo Fasoli, Partner of Sequitur Capital, added: “Beaconforce has an outstanding track record: in the last two years, several corporations across the world adopted it, with a 90% client retention rate since its inception”.

“We will contribute to Beaconforce acceleration with our extensive network of corporates and industry experts in the US and in Europe and look forward to playing a primary role in the coming Series A Round”, said Anastasio Scalisi, Partner of Sequitur Capital in Los Angeles.

Luca Rosetti, CEO of Crassus, said: “We are very pleased to have Sequitur Capital with us. Access to capital is a key factor for the success of a fast growing business. Even more than that, it is important to be supported by the right team, such as that of Sequitur Capital, which, with its

international footprint and background, brings on the table a lot of value added from day one. The proceeds will be used to increase our penetration in strategic markets, such as the US and the UK, while continuing the development of Beaconforce with new, exciting, features".

The law firm Gitti and Partners of Milan, with a team composed by Stefano Roncoroni, Jessica Fiorani and Valeria Pistoni, advised Sequitur Capital on the legal aspects concerning the investment.

**About Crassus** – Crassus is a San Francisco-based corporation that aims to disrupt the way people work. Born in 2017, the company has developed cutting-edge technology to correlate psychological, environmental, and biometric data into a unique platform built with Deep Learning capabilities. Crassus, dba Beaconforce, launched its latest software on September 2018 and in a few month was able to secure relationships with five Fortune 500 companies. For more information on Beaconforce visit www.beaconforce.com

**About Sequitur Capital** – Sequitur Capital is an independent firm with presence in Milan, Italy, and Los Angeles, California, specialized on fast-growing, deep tech companies focused on software technology and with a B2B model. Sequitur Capital invests alongside family offices, entrepreneurs and other financial institutions under the structure of club deal transactions. For more information on Sequitur Capital visit www.sequitur-capital.com