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FINANCIAL SERVICES

Viant has deep and specialized knowledge in representing business service companies in mergers & acquisitions and capital raising. The intangible nature of services requires an understanding of the nature of value creation in services, as well as the use of key metrics to portray past performance and future opportunities. To provide superior service to its business services clients, Viant leverages its extensive network of buyers; its unique ability to analyze and portray service businesses "beyond the numbers"; its long standing operating, academic and investment banking experience with service clients; and its "best practices" approach to structuring transactions. In all Viant assignments, clients receive highly personalized attention from senior level investment bankers.

Viant's business services practice spans a wide variety of industries, including contract manufacturing and design, professional services, business process outsourcing, staffing, value-added distribution and medical services. Buyers have included private equity and strategic acquirers, both domestic and international.

Representative Transactions:

 Managed the strategic sale of Extron to Belden Electronics	 Advised on Best Management	 \$5.8 million Series B financing	 Has acquired	 Managed the strategic sale of Moonfruit to Yell Group
 Managed the strategic sale of Method to Gusto Inc	 Advised the Board of Directors on its acquisition of Pitango Inc	 Managed the strategic sale of One World Payments to BCD Networks & Insurance	 Managed the strategic sale of Evere Rentals 2 to Classic Rental Assets	 Managed the strategic sale of Cheskin to WPP Group
 Managed the strategic sale of GlobalLogic to Intel	 Managed an \$8 million seed and early financing from Bion Capital	 Managed six lines of Preferred Stock Issuance with First Century Pharmaceuticals	 In conjunction with its recapitalization, arranged senior debt facility with California Bank & Trust	 Arranged senior loan facility with Comerica Bank
 Managed the strategic sale of AppNet to Microsoft	 Managed the strategic sale of Edgex, Duran & Company to Apple	 Managed the strategic sale of d3 Communications to Apple	 Advised management on the execution of a leveraged buyout from private company SOBS	 Advised World Oil regarding its Demerol distribution unit

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SERVICES

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RAISING CAPITAL

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- Other Valuations

VIANT GREEN CAPITAL

Viant Capital raises equity and debt capital for emerging growth and middle market companies to fund expansion, acquisitions, restructurings, recapitalizations and leveraged buy-outs.

The Viant investment banking team provides comprehensive capital formation advisory support to our clients throughout the financing process, from evaluating short and longer-term capital requirements, identifying and accessing appropriate sources of capital using our extensive financial services contacts and structuring and negotiating highly creative and advantageous deal terms.

We believe senior level attention is valuable from the beginning to end of every transaction and involve our directors from business and financial strategy-setting to finalization of term sheets.

Our extensive knowledge of operating company requirements allows us to add value from both a business perspective as well as in terms of competitive financial positioning, financial policy development, external third-party and internal investor, shareholder, Board and employee communications.

Equity Debt

Representative Transactions:

point: Advised on financing in the form of a convertible note

FORELIGHT Advised on Series B financing

VIREAROCK Advised on Buy Back of Equity on Series B financing

DDP Advised on Series A financing

PROVIDENT Placed a reverse debt facility for Capital Asset

Viant News

04/10/2015 | Press Release
Virtual Piggy, Inc.
Engages Viant Capital LLC
as Financial Advisor

12/03/2014 | Press Release
Blab Invents the
Conversation Graph to
Discover the Collective
Intelligence of Online
Target Audiences, Predict
Their Next Moves

09/03/2014 | Press Release
Viant Capital Advises
Arcam AB on its
Acquisition of DiSanto
Technology, Inc.

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