

GetAccept brings in Gaia Capital Partners in a Series B extension to further accelerate their growth on the European market

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The fast-growing SaaS company, providing a must-have solution for any sales team to sell and close deals online, announces that they are bringing in the sustainable growth-equity fund Gaia Capital Partners in an extension round to their Series B. At the end of 2020 the company raised a total of \$20 million Series B funding led by Bessemer Venture Partners.

GetAccept is a US-based software company, founded in 2015 by four Swedish entrepreneurs, driven by the idea of making digital sales more efficient, personalized and engaging for both sellers and buyers. The company has developed an all-in-one sales enablement platform helping sales representatives deliver the best buyer experience, from the first initial dialogue with a prospect, to sent proposals, and to sealed contracts. The platform provides a clear ROI on sales productivity while humanizing the whole sales process and enabling salespeople to focus on what matters the most: the close connection with their clients.

"We are thrilled to announce our investment in GetAccept. We have known the founders a long time and experienced the benefit of the product first hand. We immediately understood the company's growth potential and are looking forward to join forces with Bessemer Venture Partners and the previous investors, DN Capital and Y Combinator, to support GetAccept's amazing team in their next phase of growth." said Alice Albizzati, Founding Partner of Gaia Capital Partners.

GetAccept has grown from 25 to +120 employees over the last 18 months, with offices across the U.S. and several EU countries. GetAccept has been present on the French market since 2019, with a local office in Marseille. Last year the French business of GetAccept grew by 130%. 2021 will be yet another year of acceleration as the company expects to triple its turnover in the French market. The company is already working with several French customers such as Welcome to the Jungle and Figaro Group. To support their high growth ambitions, GetAccept France is investing in both sales and marketing by recruiting key competences to the team.

We are happy to have Gaia Capital Partners onboard as investors, bringing extensive knowledge about the French market. We believe this strategic partnership will help drive our European growth, and particularly further accelerate our already fast-growing French expansion. In this fast-changing world, the demand for online sales tools have increased. GetAccept is a solution for modern and remote sales teams to personalize and engage the online sales process. We aim to be the online place where every B2B business happens, in a personal way, says Samir Smajic, CEO and Founder of GetAccept.

This latest round of funding will further the company's role in taking Sales Enablement to the next level, by offering a Deal Relationship Management platform that removes friction in the buying process. It enables sales reps to close remote deals by being personal, communicative and engaging in a more online sales world. The platform leverages proposal and content templates, reference sharing, engagement tracking, video and live chat communication, smart automated reminders, AI-driven sales coaching, and electronic signatures, all in one place. From the first interaction to e-signed contract. A so-called Deal Room.

Customers have rated GetAccept as one of the top ranked Sales Enablement platforms on G2, widely used by sales, customer success, sales enablement, and operations teams all over the world. The software integrates with more than 50 other business apps such as powerful CRM tools, e.g. Salesforce, Hubspot, and Pipedrive, open API, Zapier connections, and other customized solutions to help streamline the business workflows.

About GetAccept

Founded in 2015 by Swedish entrepreneurs and Y Combinator alumni Samir Smajic, Mathias Thulin, Jonas Blanck, and Carl Carell, GetAccept has expanded quickly from 25 to now +120 employees over the last 18 months with offices across US and EU countries.

From start-up challenger to becoming an industry leader, GetAccept is on a mission to radically redefine the way companies run sales. GetAccept provides a sales enablement platform for sales to design, send, promote, track and e-sign sales documents, leveraging sales collateral, contract management, proposals, and electronic signatures in one place, a so-called Deal Room. And at the same time providing real-time insights about active deals, enabling sales teams to keep track of the real pipeline and maximize performance with the help of AI, smart reminders and advanced reporting.

About Gaia Capital Partners

Based in the heart of Europe, with our roots in two of the continent's financial powerhouses - Paris and Berlin - Gaia Capital Partners is pan-European at heart.

We invest in European growth-stage companies with global ambitions and sustainable leadership. We use our heart, soul and sweat to help them navigate the full life cycle from growth stage to IPO and beyond.

We are a young, complementary and diverse team with entrepreneurial and private equity backgrounds. We build bridges between venture, private and public markets with our partner Sycomore Asset Management, a pioneer in responsible investment in public markets.

We are sparring partners for entrepreneurs who are working to transform our world for the better. Our team has previously invested in companies that are doing just that, including: Aircall, gohenry, Welcome to the Jungle and Yubo.

www.gaiacap.co

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