

Simplestream

B2B Enterprise Software (SaaS)

Background

Simplestream offers a seamless live and on-demand streaming platform for video content delivery. The needs of the multi-device OTT world are often complex, yet Simplestream has forged a path to success with smart, simplified solutions.

With the broadcast and telco landscape changing at a rapid pace, Simplestream has ridden a wave of exciting growth and opportunity.

Founded in 2012, by Adam Smith and Dan Finch, this SaaS provider now employs 35 people and counting. Covering a diverse area of the market, Simplestream has pinpointed that further diversification of their client base is where the opportunity for future growth lies.

The Challenge

Back in 2018, when Simplestream first became a client of Fuse Capital, the business was undergoing an aggressive growth phase. They required a loan to support their high cash-burn which is common for technology companies going through this stage.

Having come back to Fuse Capital four years later and with an impressive valuation, they required a totally different deal structure to suit their new goals. Fortunately, the lending team understood how to integrate venture debt into their diverse cap structure with the right sized loan and a beneficial amortisation structure. The deal delivered needed to allow Simplestream the flexibility to spend their loan quickly and reap the rewards of a later repayment schedule.





Results

£1,000,000 Term Loan Secured

Fuse Capital were quick to understand the business's new goals and designed a persuasive Investment Memorandum which highlighted the potential for both the lender and borrower.

The investment team confidently presented and delivered the IM to the best funds from their global network.

Now having received their second successful debt deal, Simplestream has the right loan and deal structure to help them:

- Provide a 24/7 engineering support service to all clients
- Employ a product marketing manager to assist with pre-sales
- Continue investment into the in-house sales and marketing team
- Resource to handle at least one new OTT platform each quarter

A Message from Simplestream Chairman, Neil Blackley

“Fuse Capital has now successfully delivered debt funding to our business for a second time. We consider them to be true experts in their field and wouldn't hesitate to refer them to any business looking to raise debt. Thank you for your professionalism and diligence.”

