

VENTURE FIRST RAMPS UP DEAL ACTIVITY, STRUCTURING THREE DEALS IN BUSY FIRST QUARTER

Acquisition of Vita-Stat, LLC by Atria Senior Living and recapitalization of Dealer Trade Network signal strong opportunities in region

LOUISVILLE, Ky. February 21, 2021 – Venture First is a financial services group providing deal structuring, M&A and capital raise advice, fractional CFO services, and an array of equity and derivative valuation services to high-growth companies and funds nationwide. The group has engineered three transactions in the last 45 days as it ramps up its transaction activities. Venture First fostered the sale of Voicepad, a software venture serving the real estate brokerage market, to Elm Street Technology in early January. VF then led the sale of Vita-Stat, a leading medication tracking and management software provider, to Glennis Solutions, a recently-formed Atria subsidiary focused on providing a suite of software solutions to the senior care housing market. Finally, Venture First structured the recapitalization of Dealer Trade Network, an automotive industry platform, alongside venture studio TYP64.

“Our team thoroughly enjoyed advising the leadership of Voicepad, Vita-Stat and TYP64,” said CEO John Shumate of Venture First. “The entrepreneurial spirit is alive and well in Louisville. All of these companies provide immense value to the customers in their respective industries and are positioned well for strong success going forward.”

According to the National Venture Capital Association, the venture industry is sitting on \$152 billion in funds to be deployed into the start-up and scale-up ecosystem. Even with the ongoing pandemic, 2020 posted records for total investment into growth startups and capital raised by VC funds and was also the second highest year for VC-backed exit value on record.

Dealer Trade Network was seeking a digital transformation partner and growth capital as they continue to help auto dealers optimize their mix of new vehicle inventory. Using the DTN network, dealers can locate popular models or divest models of which they have an overabundance. Dealers can further maintain reduced inventory levels and redistribute aged inventory through DTN.

“Bringing in TYP64 as a partner will allow us to expand and take advantage of the enormous untapped opportunity to provide expanded inventory management services to our dealers,” said David Kohn, Managing Partner at Dealer Trade Network. “We are looking forward to tapping their network in the technology sector and our extensive automotive network to take advantage of this next phase of our company.”

Venture First introduced DTN to TYP64, a venture studio in which capital is partnered with a network of talent and expertise to scale an existing business. TYP64 specializes in the digital transformation of businesses typically between \$1 to \$25 million in revenue.



“Dealer Trade Network is a pioneer in providing a sophisticated dealer trades platform,” said Steve Huey, Founder of TYP64. “We are excited to partner with their team to optimize their data and technology to significantly expand upon the company’s market leadership.”

Vita-Stat is also optimizing data in another industry vertical: healthcare. Vita-Stat’s point-of-care software assists with the accurate tracking of resident healthcare data. Patient medication and management tracking helps healthcare providers in assisted-living and memory-care facilities better share critical care-management data between pharmacists, caregivers, and residents.

Bruce Lunsford, Chairman and lead investor in Vita-Stat leveraged Venture First to help structure the partnership. By adding Vita-Stat’s patient care data into Atria Senior Living’s resident care facility management software, Glennis Solutions, providers will have even more access to this critical resident data. “This merger will help revolutionize the operating efficiency of assisted living facilities through the combined capabilities of these two software products,” said Lunsford.

Founded two decades ago by 30-year industry veteran John Carroll, this acquisition will help further expand his vision to provide a platform for critical patient care data needed by pharmacists and care givers alike from start to finish. “Our dream was to stop unnecessary and accidental treatment errors that can occur in the complex system of order to delivery,” said Carroll. “By merging with Glennis Solutions, we are thrilled to be able to expand our footprint and provide this critical data to help aid in safety and accuracy of critical care data across the country.”

For media inquiries regarding [Venture First](#) contact mcrane@venturefirst.com

About Venture First

Venture First is a growth-focused financial services group providing deal structuring, M&A and capital raise advice, fractional CFO services, and an array of equity and derivative valuation capabilities. VF has also curated a variety of niche funds, investments and special purpose vehicles, including Whiskey Capital Finance Co., Strike Ventures, among others. The group has worked closely with several hundred innovative companies and their investors in more than 60 cities around the globe to provide them with the financial and strategic tools to be successful. Founded in 2010, Venture First is headquartered in Louisville, KY with offices in Boston, Cincinnati, Miami and San Francisco. For more information, visit VentureFirst.com.

###