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POELLATH advises Equation on the acquisition of Betterfront

Munich-based asset manager Equation acquires Munich-based fintech Betterfront.

Betterfront has developed a suite of industry-specific data analytics tools that provide venture capital and private equity fund managers with a data-driven fundraising platform. This allows managers to visualize and review their track record from a partner's perspective. In combination with the fundraising platform, users can then successfully raise capital from institutional investors.

High-Tech Gründerfonds (HTGF) and several business angels have invested in Betterfront in the past. According to its own statements, the fintech has supported fund managers in raising over EUR 4 billion in capital since it was founded in 2019.

Equation is an active investor in primary and secondary transactions. Founded in 2020, the company has also developed its own software platform to enable improved investment decisions in private markets. Equation is led by Mark Schmitz (CEO), former founding member and partner at venture capital fund Lakestar, and Prof. Dr. Reiner Braun (Chairman), a leading scientist in the field of private market research at the Munich Technical University.

With this acquisition, the two companies aim to improve the speed and efficiency of fundraising for fund managers, while giving them complete control over the data they share. As an additional upgrade, the Betterfront platform now also allows fund managers to offer limited partner secondary stakes on their digital marketplace.

POELLATH provided comprehensive legal advice to Equation on the acquisition with the following team:

- Christian Tönies (partner, co-lead, M&A/VC, Munich)
- Markus Döllner (senior associate, co-lead, M&A/VC, Munich)
- Dr. Sebastian Gerlinger (partner, M&A/VC, Munich)
- Ludwig Niller (associate, M&A/VC, Munich)

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