



## **FirstCapital advises Deskpro on \$25m Series A funding by US based- Elsewhere Partners**

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FirstCapital is pleased to announce that it has advised Deskpro, a leader in helpdesk software, on a \$25m Series A funding by Elsewhere Partners, a growth equity firm based in Austin, Texas.

Deskpro's mission is to make it easier for customers to have their questions answered without fuss, and for organizations to deliver excellence in service at scale with empowered agents. It was founded by Chris Padfield who bootstrapped the company to become a market leader globally.

Chris decided to look for a partner to help Deskpro scale further, especially to invest in new markets and in cutting-edge, AI-driven product innovation. He selected FirstCapital for its SMART dealmaking approach, its access to a global network of investors, especially in the US, and its successful track record of delivering premium outcomes for differentiated SaaS companies.

After a competitive process, Chris chose to partner with Elsewhere for the next phase of growth. Elsewhere has invested \$25m into Deskpro, providing the resources needed to accelerate product development and expand market reach. They have also supported Chris by helping to bring in a new CEO, allowing Chris to focus on product strategy, and establishing a new HQ in Austin, Texas to drive growth in the US.

*“Fundamentally, this funding round allows us to invest more in building out the Deskpro product that our customers know and love – enabling them to continue providing outstanding customer experiences. Our new AI capabilities are creating a buzz with our beta customers, and we have an extensive roadmap with even more exciting functionality coming soon”* said Chris Padfield, CEO and founder of Deskpro. *“We knew FirstCapital for its reputation in delivering great results for high growth software*

*companies. They provided invaluable strategic advice on how to maximise the opportunity, brought the right people to the table, led the complex negotiations extremely effectively and managed the process smoothly throughout. I felt very supported, and am delighted with the result.*

Jason Purcell, CEO of FirstCapital said *“It was great to work with Chris and the team on this transaction. Deskpro has developed a best-in-class helpdesk product and with Elsewhere’s support, I look forward to seeing the business grow to the next stage.”*

### **About FirstCapital**

FirstCapital is an investment bank providing smarter dealmaking advice to high-growth technology companies in Europe. With offices in London and Silicon Valley, we advise software, Internet and digital media and tech-enabled services companies on strategic M&A, private equity and growth capital funding transactions. See [www.firstcapital.co.uk](http://www.firstcapital.co.uk) for more details.

### **About Deskpro**

Deskpro develops flexible help desk software that enables organizations around the globe to provide better customer-facing and internal support experiences through a centralized and user-friendly interface for managing support interactions across multiple channels such as email, live chat, phone, and social media. Deskpro automates repetitive, complex, and time-intensive processes, resulting in a more engaged and productive staff, leading to better customer experiences. Deskpro is extremely customizable and can be securely deployed in Deskpro’s cloud, a customer’s private cloud or on-premise in a customer’s data center. Visit [www.deskpro.com](http://www.deskpro.com) for more information.

### **About Elsewhere Partners**

Elsewhere Partners is a growth-stage investment firm that has invested in Elsewhere Outliers – business software companies located outside of traditional venture capital hubs that have achieved substantial customer traction and revenue growth without significant outside funding – since 2017. Elsewhere Partners combines transitional capital with transformational expertise to help companies achieve exit readiness on their own terms. Collectively, Elsewhere’s investors, Operating Partners and Operating Advisors represent experience across 150+ organizations, 100+ acquisitions, 150+ rounds of financing and \$1+ billion in total investment. For more information, see <https://elsewhere.partners/>.

<https://www.deskpro.com/blog/deskpro-25-million-series-a-funding>