

PRIVATE EQUITY IN ACTION - CASE STUDY

Zyncro



Country	Spain
Region	Cataluna
Investor	Caixa Capital Risk

In 2011, when Caixa Capital Risk invested in social network for businesses and corporations Zyncro, it was an early-stage company that needed capital and expertise to develop and then launch its product on worldwide. CCR's venture capital backing not only funded product development, but also helped validate the business model with potential customers through trials and assisted with identifying the right target customers. A year later, CCR provided further funding to build sales teams for the company's ambitious international expansion plans and to improve the management structure.

Today, Barcelona-based Zyncro has a presence in 28 countries in Europe, the Americas and Asia, with its network targeting a broad range of business users from freelancers to multinational corporations, financial institutions and political parties.

What did the business need?

- Refinement of strategy to develop a profitable and scalable model
- Investment to improve the product's ease of use and security
- Creation of a worldwide sales and distribution network

How did private equity backing create lasting value?

- Identified corporate social network market and focused the business on this market
- Helped develop a flexible product that could incorporate new tools and applications
- Invested €3.5m in R&D

34
new jobs created for 2011-2013

€3.5m
invested in R&D



We have had a lot of contact and support from CCR: they have helped the company with its fast growth, adding order and control to the company.

LUIS FONT
CEO
Zyncro

- Introduced the network to new markets, including Benelux, France, Germany and Mexico
- Structured the company's finances to enable growth
- Hired new finance director, R&D director and sales team leadership

What outcomes did private equity investment achieve?

- Increased sales from €180,000 to €2.5m between 2011 and 2013, with €3.7m forecast for 2014
- Made product available in nine languages and 30 countries
- Reached over 300 enterprise customers in diverse industries including banking, automotive and retail
- Increased employee numbers to 45, including sales and finance, from 11 focused on R&D

More information

[Caixa Capital Risc](#)

