



Press Release
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24Haymarket leads £2m investment in proSapient

proSapient, the Expert Network and Primary Research Platform, raises new equity capital to support its rapid growth. The round was led by 24Haymarket and existing investors.

proSapient's platform supports users to conduct primary research including industry expert consultations and surveys. The platform enriches the value of this research with a number of unique features including fully automated booking, free and automated transcription, Expert Messaging and a collaborative survey builder.

Co-founder and head of product Jordan Shlosberg said "proSapient's relentless focus on the client has allowed the company to create a truly special research platform. We are super excited to serve our customers with the support of 24Haymarket and look forward to the future!"

Co-founder and head of operations, Margo Polishchuk added: "We have successfully introduced a product that places collaboration at the heart of the due diligence process for private capital and its advisors. 24Haymarket's investment in our offering is demonstrative of how much scope ahead there is to further extend on an already essential tool for its users."

Commenting on the investment, Tom Hoppe, investment director at 24Haymarket, said: 'ProSapient provides an exciting opportunity in developing a technology platform to enhance dramatically the efficiency and effectiveness of the professional network industry. 24Haymarket has been exceptionally impressed with its proposition and the pace of its development to date. Our investor network can help build scale and we are delighted to be partnering with the company on this important chapter in its growth story.'

proSapient works with the majority of strategy consulting firms as well as a number of high-profile private equity funds and will accelerate their expansion into the US as well as extend the platform to a number of other research verticals.

About proSapient

proSapient is an Expert Network and Primary Research Platform founded in 2017. The company offers expert interactions, surveys, market research and data delivered throughout a market leading software platform. The platform itself enriches primary research by providing high value-added features such as transcripts, replays, messengers and various other interactive tools. proSapient works with the majority of strategy consulting firms as well as a number of large private equity companies.

About 24Haymarket

24Haymarket is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any company. 24Haymarket's Investor Network includes several highly experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. These individuals invest their own capital in direct alignment with entrepreneurs and typically seek Board representation to actively support the growth agenda. Since its inception in 2011, 24Haymarket has invested in more than 50 high growth businesses.

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