

Prism VDR helps TickPick keep the deal moving forward

TickPick enables buyers to purchase tickets fee-free and find the best quality ticket for the lowest price using TickPick's patented algorithm. Learn more at tickpick.com

From the beginning, TickPick has been a hot ticket.

Launched in 2011, founders Brett Goldberg and Chris O'Brien quickly achieved success as part of a multi-billion-dollar market in online secondary event ticketing.

But when they began communicating with investors to secure a new round of funding, they quickly found that using spreadsheets and email to share information was unworkable.

TickPick decided to use a virtual data room (VDR) to organize and manage investor communications, and chose **Prism VDR, a data room built specifically to streamline the capital-raising process.**

"Prism instantly took the friction out of the deal," said Brett Goldberg, Co-CEO and Co-Founder. "When conversations with potential investors come up, we invite them to a workspace where they can conduct a secure and auditable round of diligence in minutes."

The platform's white-glove service was a key factor in keeping the process moving forward.

"Recently, I was in a meeting when an investor needed to see a specific piece of information," Goldberg recalled. "I forwarded the request to customer support and they instantly permissioned the file. They really understand the realities of the deal flow."

Prism also generates insights that help TickPick target motivated investors.

"Because Prism supports a real-time audit trail, we can see which documents were accessed and who viewed them," said Goldberg. "That helps us gauge levels of interest and identify investors who are interested in a meaningful dialogue with us."

When raising a new round of funding, TickPick turned to IHS Markit's Prism VDR to elevate its professionalism and expedite the process.

"Prism instantly took the friction out of the deal."

Result

Using Prism, TickPick has been able to smooth the capital-raising process significantly and maintain momentum.

"Prism has enabled us to spend less time managing the administration aspects of the transactional process, and more time and focus on our value-add activities."

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