Typeform Secures $35 Million in Series B Funding Led by General Atlantic

Conversational data collection platform uses human-centered design to enhance user engagement through online and mobile forms

Funding round marked by release of Developer Portal, to enable integrated conversational experiences in external platforms

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Typeform, a conversational data collection platform, announced today that it has raised $35 million in Series B funding. The funding round is being led by General Atlantic, a leading global growth equity firm. Existing investors including Index Ventures, Point Nine, and Connect Ventures also participated in the fundraising round. This latest round of funding will help Typeform further accelerate expansion of its platform, product development, and international growth.

Founded in 2012 and based in Barcelona, Typeform is a cloud-based SaaS web application that has disrupted the traditional online data collection space. The company's software allows customers to create and distribute dynamic, mobile-optimized forms to collect data for a variety of business uses. Typeform combines the flow of real-life conversations with the data collection capability of web forms for a more natural and more engaging user experience.

Creating a conversational approach to data collection allows businesses to easily and effectively engage with their customers and employees – offering them a de-cluttered, one-question-at-a-time user interface that provides a respondent experience that is as intuitive and seamless on mobile as it is on desktop devices. This investment will help Typeform expand its current offering, aiming to become a fully integrated, conversational data collection platform.

"We founded Typeform in 2012 with the goal of developing intuitive technology for real people and becoming the gold standard of online data collection. As such, our offering focuses on a simple design philosophy in order to provide an enjoyable user experience for customers," said David Okuniev, Co-CEO and Co-Founder of Typeform.

"We are proud to be the first company to transform the online data collection space by creating conversational forms. But now we'd like to take things further. Our partnership with General Atlantic will enable us to continue to bring world-class technology to our customers while further empowering our community of developers by bridging the gap between data collection and customer interaction," said Robert Muñoz, Co-CEO and Co-Founder of Typeform.

Typeform has experienced strong organic growth and is a partner of choice for small and medium sized businesses globally. In addition to emerging disruptors, global leaders from the Fortune 500 across the technology, retail, and hospitality industries use Typeform's platform to optimize customer feedback collection, employee engagement and reviews, and lead generation.

Marking the next step in the company's strategic vision, Typeform is radically enhancing and expanding its API tools and capabilities available for developers to create powerful, dynamic forms. Effective today, developers can visit the Typeform Developer Portal to create complex, bespoke typeforms and connect to users in powerful ways, with OAuth 2.

The expansion of Typeform's platform will allow brands to tightly integrate its technology into customers' existing portfolio of products. For example, a newly released integration with MailChimp, the marketing automation platform and email marketing service, will allow customers to capture emails in MailChimp lists from a Typeform

conversation, enhancing accuracy and efficiency in the CRM processes. The expanded platform will also allow customers to develop more intuitive, custom-made survey forms than ever before – providing customers with the ability to capture more precise, actionable data and feedback from the customers Typeform conversations.

“Digital forms are transitioning from a simple data-collection tool into an integral part of the customer engagement journey,” said Chris Caulkin of General Atlantic, who will join the company’s board of directors. “With its developer targeted go-to-market strategy and versatile, highly customizable product, we believe there is a significant opportunity for Typeform to continue to grow. We look forward to working with Robert, David, and the entire Typeform team to further expand the company’s global footprint and network.”

Drawing from 37 years of experience investing in over 250 global growth companies, General Atlantic partners with entrepreneurs and management teams who are building leading, high-growth businesses. The firm has $21 billion assets under management as of June 30, 2017. General Atlantic focuses on investments across five sectors, including Internet & Technology, Financial Services, Business Services, Retail & Consumer, and Healthcare, with support from the firm’s global team of experts. General Atlantic has deep expertise in the Internet & Technology sector in the EMEA region, and is currently invested in a number of high-growth European technology companies including Delivery Hero, FlixBus, Hemnet, KäuferPortal, and ManoMano.

About Typeform

Founded in 2012, Typeform is a cloud-based SaaS web application that transforms traditional online data collection methods into an intuitive, conversational experience. The company’s software allows customers to create and distribute dynamic, mobile-optimized forms to collect data for a variety of business uses. The founders, David Okuniev and Robert Muñoz, both with backgrounds in arts, engineering, and UI/UX design, created Typeform as an innovative solution to a lead generation form. Typeform’s web-based platform delivers a beautifully designed product, which makes building forms easy and intuitive even for non-technical users. Typeform currently employs 170 people and is headquartered in Barcelona, Spain. For more information, please visit www.typeform.com/.

About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build exceptional businesses worldwide. General Atlantic has more than 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, and Singapore. www.generalatlantic.com

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