

BELL NUNNALLY REPRESENTS FRISCO SOFTWARE DEVELOPER TRIVIE IN \$5M FUNDING ROUND

June 25, 2020

Partner Ray A. Balestri and Associates Natasha Gandhi, Stephen I. Iya and Ira B. Perez advised Frisco, Tex.-based adaptive learning platform company Trivie in its recently-closed \$5 million Series A investment round led by Houston-based Cottonwood Venture Partners (CVP). Trivie's platform helps companies better engage their workforce in knowledge retention and communication. It plans to use the new capital raised to increase distribution of its remote learning technology across energy, manufacturing, hospitality, health care, consumer goods and other industries.

"Bell Nunnally's deal team was outstanding. Led by Ray Balestri, they executed flawlessly and helped us close a substantial funding round in the midst of a global pandemic," says Lawrence Schwartz, CEO, and Co-founder at Trivie.

Launched in 2012 primarily as a consumer-type app, Trivie made a pivot in 2015 into a business-to-business training & communications platform that helps dramatically improve knowledge retention and communication inside a company. Since March 1, likely in part due to widespread work-from-home adoption, Trivie has seen its user count increase more than 90 percent. With CVP's investment, Trivie has now raised more than \$12 million since its inception.

"Trivie's on-demand, access anywhere offerings are at the cutting edge of workplace technology adoption and deployment," said Balestri. "We are pleased to have played a role in helping this North Texas rising star company find the funding it needs to pursue an aggressive expand-its-markets strategy."

Media Coverage

[Dallas Business Journal](#) – “Frisco startup lands \$5M round as COVID-19 shows its tech assists remote workers”

[Dallas Morning News](#) – “Frisco based Trivia banks \$5 million to grow its workplace training trivia app”

[Training Industry](#) – “Trivia Secures \$5 Million Series A Financing to Expand Knowledge Retention Platform”

[Press Release](#)

About Trivia

Trivia, the knowledge retention company™, is a unique training and communication platform that helps companies better engage their workforce, automate knowledge retention, and provide insight into what employees know and how they feel. Utilizing cognitive science, adaptive learning, and gamification, Trivia closes the learning and communications loop so companies see sustainable results from their training programs. For more information, please visit <http://www.trivia.com>.

Media Contact:

Brittany Lewis

Marketing Manager

blewis@bellnunnally.com

214-880-6661

Related Practices

Corporate and Securities

Mergers and Acquisitions

Practice Area Contact

Ray A. Balestri