

90 Seconds Software-as-a-Service

Background

90 Seconds is a global video creation platform which allows brands to create quality videos from anywhere in the world. Their platform connects creators to brands and greatly simplifies the complexity of video production. 90 Seconds is backed by major investors such as Sequoia and Airtree.



Users in over 160 countries

The Challenge

90 Seconds was founded in 2010 and features an end-to-end suite of collaboration tools. These tools simplify the process for businesses looking to use freelance production crew and creators for promotional videos.

90 Seconds has partnered with over 3,500 brands and 13,000 creators leading to over 30,000 videos created on their platform. Their global client base spans over 550 cities in 160 countries.

The market for digital content creation is expected to grow to \$43B by 2026, a CAGR of 16.8%. Video ranks number 1 for increasing demand in digital content, representing a huge market.

In order to take full advantage of this increasing global demand 90 Seconds was seeking funds to invest in their growth. However, it was important to them that the growth funding was structured suitably for their growth model and came with minimal equity dilution.

30,000+

videos created on the platform



Backed by Tier 1 VCs



\$43b

Projected size of the content creation market by 2026

The Solution

90 Seconds engaged with Fuse Capital to assess their options for private debt funding. After receiving financial data from 90 Seconds Fuse Capital produced a detailed investment memorandum.

Fuse Capital then presented the deal to lenders from its global network of private debt funds. Given the complexity and required structuring of the deal it was important to contact suitable lenders to save time and reduce the risk of extended negotiations.

As a result of this competitive process 90 Seconds were presented with two term sheets from different lenders, giving them a choice of terms and ability to select the deal which best suited their growth needs.

The Outcome

Working with Fuse Capital allowed 90 Seconds to access a private debt facility that:

- Fulfilled their capital requirements to invest in growth
- Met their funding needs without diluting any equity
- Saved management time while negotiating complex structuring to suit their growth needs

