

CircleUp and RangeMe Team Up to Help Emerging Consumer Brands Connect with Investors and Retailers



SAN FRANCISCO, CA - February 09, 2016 - [CircleUp](#), the leading online marketplace helping small businesses raise growth capital, and [RangeMe](#), the online platform that streamlines new product discovery between suppliers and retailers, announced a partnership this week to provide emerging brands a faster path to market. Constituents of each platform will benefit immediately from this new alliance as both CircleUp and RangeMe are focused on facilitating the growth of new consumer goods companies.

“The journey to success for a new consumer brand is daunting and, more often than not, a lonely experience,” said Nicky Jackson, Founder and CEO of RangeMe. “RangeMe is committed to helping brands get their products in front of retail buyers. Partnering with CircleUp reinforces this commitment as it provides emerging brands with access to financial support they need to succeed and scale.”

CircleUp is a marketplace that connects investors with consumer and retail businesses. CircleUp’s rigorous, technology-enabled process makes it easier for investors to identify, assess, and invest into non-tech businesses all through the end-to-end platform. Since 2012, CircleUp has helped entrepreneurs across consumer verticals (food & beverage, fashion, consumer electronics, etc.) to raise over \$150 million dollars. The average company raises more than \$1M with the help of the marketplace.

“CircleUp makes it easy for value-add investors to connect quickly and efficiently with consumer entrepreneurs looking to raise capital,” said Ryan Caldbeck, Founder and CEO of CircleUp. “Similarly, RangeMe makes it easy for suppliers to connect with retailers more efficiently than ever before, and, as a result, CircleUp brands have a great resource in growing sales.”

[RangeMe’s online match-making platform broke US ground in September 2015](#) with retail giant Target as their official launch partner. After the marketplace thrived for over a year in Australia, founder Nicky Jackson realized the platform was ready for the US market.

“Our online platform injects efficiency and effectiveness into the product discovery process, ultimately helping buyers and suppliers gain competitive advantages in the marketplace,” said Nicky.

To date, CircleUp has helped raise over \$150 million for over 130 companies. RangeMe boasts a lineup of buyers from major retailers including Target, Jet.com, Heinen’s and LuckyVitamin, who are currently and actively able to view more than 30,000 verified products from over 7,000 suppliers.

About CircleUp

CircleUp is a marketplace for investors and non-technology entrepreneurs. Accredited investors find free access to select private investments, easy tools to identify and diligence companies and online transaction capability to make investments. For retail and consumer product entrepreneurs, CircleUp offers an efficient way to access a network of sophisticated investors as well as value added partners.

About RangeMe

RangeMe is the leading online platform that streamlines new product discovery between suppliers and retailers. The platform empowers retail buyers with an efficient way to discover innovative new products and manage the inbound product submission process. For product suppliers and manufacturers, RangeMe gives increased control over the marketing of their products and greater access to retail buyers.

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