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Strata Partners Supports GoodVision on its Seven-Figure Growth Investment from Round2 Capital Partners

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to GoodVision on its seven-figure growth investment from Round2 Capital Partners.

GoodVision provides an AI-powered Traffic Intelligence platform that transforms existing CCTV and IP cameras into real-time traffic sensors, enabling road authorities, highway operators, cities and traffic consultancies to better understand and manage their road networks. Its camera-agnostic software works with existing camera infrastructure, allowing customers to access advanced traffic analytics without the need to replace installed equipment.

The company's platform comprises two complementary products: GoodVision Live Traffic, which provides continuous real-time traffic analytics, incident detection and adaptive traffic management, and GoodVision Video Insights, which provides on-demand traffic counting, origin-destination studies and road safety analytics.

GoodVision serves more than 120 enterprise customers across 50+ countries, including highway and toll-road operators, public authorities and leading engineering and traffic consultancies. Customers include highway and tollway operators, and leading engineering and traffic consultancies including AECOM, Jacobs, SWECO and WSP, while strategic partnerships with groups including Axis, Hikvision and Thales support its international go-to-market strategy. GoodVision is backed by investors including Credo Ventures, Kurrant Ventures, Lead Ventures, NEO Ventures and Sofia Angels Ventures.

The seven-figure revenue-based investment from Round2 Capital provides GoodVision with non-dilutive growth capital to support the next phase of its development. The funding will enable the company to expand its commercial organisation, diversify its customer base and accelerate deployments across priority international markets, with a particular focus on the US.

Strata worked closely with GoodVision's CEO throughout the fundraising process, leveraging its equity and debt investor relationships across Europe in a targeted outreach process, ultimately introducing GoodVision to Round2 Capital and assisting them with negotiating the terms of their investment.

On working with Strata, GoodVision CEO Daniel Štofan said: *"Strata was of great assistance to us in securing funding from Round2 Capital as part of our recent Series A. From thoroughly reviewing our marketing materials and financial model, to running a rapid, disciplined outreach process, to pitching to investors, they contributed enormously to the success of our funding round. We would happily recommend them to any technology business looking for high-quality corporate finance advice."*

About GoodVision

GoodVision is an AI Traffic Intelligence company providing ITS solutions for the Transportation Systems Management and Operations (TSMO) domain and the whole transportation management and planning industry. Founded in 2017, the company transforms existing CCTV cameras into real-time, machine-readable traffic sensors that provide actionable traffic insights. Its camera-agnostic, cloud-based platform helps cities, road and highway authorities, ITS integrators and traffic consultancies optimise traffic flow, identify road incidents and generate accurate data to support critical decision-making. GoodVision serves more than 120 enterprise customers across 50+ countries globally. GoodVision is headquartered in London, with R&D and operations in Prague, Czech Republic. For more information, please visit www.goodvisionlive.com.

About Round2 Capital Partners

Round2 Capital is a pan-European growth investment firm based in Vienna, providing revenue-based financing and growth equity to European scale-ups and companies with digital and sustainable business models. Its revenue-based financing model provides growth capital linked to a company's revenues, offering an alternative to traditional equity financing. Founded in 2017, Round2 Capital has approximately €170 million of assets under management and has invested in more than 40 software and technology scale-ups across 10 jurisdictions. For more information, please visit www.round2cap.com.

About Strata Partners

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy-side and sell-side mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. For more information, please visit www.strata-partners.com.

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