

Megalytics Selected By ElmSpring New Business Accelerator

Chicago Firm Provides Data Analytics, Risk Assessment and Due Diligence to Create Value for CRE Owners

Chicago, Ill. (April 13, 2015)—Megalytics™, the new data analytics platform designed for the commercial real estate and financial industries, has completed an intensive three-month boot camp operated by ElmSpring accelerator, part of 1871 in Chicago. The one-year old Chicago-based real estate technology firm will now aggressively roll out its platform of services to additional clients and potential investors.

Megalytics has created a subscription-based, real-time credit, due diligence and risk assessment platform designed to help owners, investors and lenders make leasing, property management and financial decisions about commercial properties they own or may acquire. With data accessible in more than 12 different categories, Megalytics provides the most comprehensive evaluation tool in the industry.

According to Donna Salvatore, Megalytics' CEO, "Commercial real estate property owners and lenders are using our tools today to make better decisions. They tell us they are better able to quantify the risks inherent in their credit underwriting, tenant risk assessment and portfolio management. We help clients make sense of the vast pools of data available. We're able to turn what has been a very subjective process into one that is objective, verifiable and produces relevant, actionable results – quickly."

The ElmSpring accelerator is an early-stage technology accelerator that supports start-up companies with a comprehensive network of resources and enterprise development tools. A collaborative effort of Century 21 Affiliated and Waterton Associates, ElmSpring has built its program using lean start-up methodology and practices.

Companies selected for the program—Megalytics took part in version 2.0—are guided through a fast-tracked, three-month series of educational and networking opportunities – led by founders Thomas Bretz and Adam Freeman. After successful program completion, companies are invited to participate in an investor "pitch day" where opportunities for the next round of funding begin.

"What I love about Megalytics," ElmSpring CEO Thomas Bretz, said, "is the depth of leadership and experience, which is really indispensable to bringing this type of product to market. We're not talking about a widget, but rethinking the process of analysis underpinning huge investment decisions."

Salvatore said the end result of working with Megalytics is to provide better tenant due diligence for property owners. This ultimately translates to improved property values by a reduction in capital and rent losses and the ability to secure higher quality tenants.

“Because this data is automated and immediately accessible, Megalytics is there with our clients as decisions are being made and important transactions are negotiated and executed.

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