

Wintrust Ventures Joins Growing List of Megalytics Local Investors

Megalytics Automates Commercial Underwriting for Real Estate Lease Transactions

Chicago, Ill. (July 31st, 2015)—Wintrust Ventures, part of Wintrust Financial, a financial services company headquartered in Rosemont, Illinois with more than 145 community bank locations around the Chicago area, has made an equity investment in Megalytics, LLC a new player in big data and analytics as a service for commercial real estate and financial services. Megalytics has aggressively rolled out its platform of services, securing major national clients and attracting new investors.

“Wintrust's investment is an endorsement of our business model, recognizing the bright future of Megalytics, said Donna Salvatore, Megalytics' CEO. “We are looking forward to working with Wintrust to further develop our banking products and services for community banks. Megalytics can help banks with limited data and analytics resources to better and rapidly evaluate transaction and portfolio risks.”

Megalytics is becoming the standard for risk evaluation in commercial real estate as its proprietary scoring algorithm incorporate more risk components than any other industry offering. We quickly identify transaction and portfolio key risk components enabling real estate owners and lenders to make better decisions.

“We saw great potential in Megalytics' service,” said Wintrust Commercial Lending Vice President Bailey Moore, who heads up the Wintrust Ventures group. “Wintrust Ventures is proud to invest in and partner with such an up-and-coming company. We know there's great value in this relationship from both sides.”

The partnership benefits both parties as Megalytics and Wintrust work together to develop a new state of the art assessment platform for commercial underwriting. Megalytics and the bank's credit analysis and risk team plan to develop a strong value proposition for the banking industry.

The Wintrust investment is part of Megalytics' current investment round which will be used to further product development and accelerate sales efforts in the commercial real estate and financial services verticals.

“Commercial real estate property owners and lenders are now able to better quantify the risks inherent in their credit underwriting, asset acquisition and portfolio management”, said Ms. Salvatore. Megalytics transforms a subjective process into one that is objective and verifiable, producing relevant and actionable results in no more than 2 business days.”

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