

Bocap Invests into Good Sign, a Leading Provider of Smart Pricing and Billing Automation Software

Bocap's third consecutive fund (Bocap SME Achievers Fund III) has completed its first investment into Good Sign Oy, a Finnish forerunner in subscription management and recurring billing cloud service software. Good Sign is now aiming for global success with EUR 10 million in growth funding.

*"We are hiring 200 new experts and expanding our partner network. Now, with this investment, we can accelerate the triumph of customer-centric service businesses. We now have the resources to become a top player globally", says **Taija Engman**, CEO of Good Sign.*

In a recent report, the international research and consulting company **Forrester** listed Good Sign among the top global players in the field. Co-founder Engman describes Good Sign's promising position in the market:

"The rise in recurring revenue business models and digitalization are megatrends that were further accelerated by the pandemic. Our unique SaaS solution provides limitless opportunities to succeed globally as more and more companies move from a product business to services. The digital leap cannot succeed, if billing doesn't work smoothly."

Current enterprise IT systems such as Microsoft and SAP do not alone cater for agile enough recurring billing and pricing. According to Engman, Good Sign creates important added value.

"Subscription and recurring billing management will become an integral part of the customer experience."

Bocap is seeing a huge global demand for Good Sign's software. *"There is an urgent need for such a solution also in Bocap's portfolio companies. Recurring revenue business models and the shift from a product business to services are a megatrend to which Good Sign is now leaving a lasting footprint. Good Sign's software provides simple and measurable solutions to the real problems that all companies face in recurring billing", describes **Julianna Borsos**, the founder of Bocap.*

Bocap's Investment Director **Angelo Moita** emphasizes Good Sign's expertise. *"The company has a great team of industry experts who have created a technically advanced and highly competitive solution. Their SaaS solution is scalable and there is a huge market demand for it now and in the future."*

Good Sign currently employs 40 people in Finland, the Netherlands, and the USA. The company's turnover of approximately EUR 4 million consists mainly of SaaS services. Good Sign's customers include Com4, DLL, Fujitsu, and OpusCapita, all of which have benefited from significant improvements in customer satisfaction and earnings thanks to Good Sign's software solution.

For more information:

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About Bocap:

Helsinki-based Bocap is a leading Nordic independent private equity company established in 2012. It was then the first Finnish private equity fund manager genuinely focusing on growth investments into established SMEs and the first to launch a concept by which companies are entered via controlled minority stakes. Bocap manages three funds ('Bocap SME Achievers Fund I and II and III') dedicated to outperforming, high-growth, world-class, entrepreneur-led Finnish SMEs having sales of 4 to 50 M€ in prominent industries. By partnering with entrepreneurs and founders, Bocap champions the successful growth of SMEs and creates value by providing its portfolio companies with both equity financing and strong strategic and M&A support. Bocap's portfolio companies have to date employed more than 3000 people and have a combined revenue of over 300 M€. Bocap's investors include leading Nordic institutional investors as well as family offices and investment companies of successful entrepreneurs.