



## SUCCESS STORY

# FASETTO

## AN ENTREPRENEUR'S ROAD TO INDUSTRY LEADER BEGAN WITH A MOVE TO WISCONSIN

### To begin shaping the future of file-sharing, Fasetto first needed to attract startup funding

The idea for Fasetto didn't originate in Wisconsin, but the file-sharing company's success certainly did.

Fasetto, an industry-leading cloud storage solution, was the brainchild of CEO Coy Christmas. Developing education software, he discovered the need for a place to store communications among students, teachers, parents and administrators. So, he set out to build what was needed, a self-contained local network called Gravy OS.



*“We've raised a little more than \$30 million for our company. The first \$8 million we raised was from Wisconsin.”*

**Coy Christmas, CEO, Fasetto**

Living in Florida, he decided a move to his wife's Wisconsin hometown would be optimal for launching his startup and getting the resources he needed.

### WEDC helps connect Fasetto with angel and venture fund investors

Born out of a Kickstarter campaign, Fasetto still needed help getting off the ground beyond that initial funding. When it came time to attract additional capital, they reached out to the Wisconsin Economic Development Corporation (WEDC).

With an extensive history of helping Wisconsin's entrepreneurs and startups, WEDC pointed Fasetto in the direction of its Qualified New Business Venture (QNBV) Program. This resource helps startups by providing a 25 percent Wisconsin income tax credit on the amount angel and venture fund investors invest in certified companies.

### LAUNCHING IN WISCONSIN®



RAISED \$8 MILLION FROM WISCONSIN INVESTORS



QNBV PROGRAM ATTRACTED INVESTORS



LAUNCHED LINK AND FORUM

To discover how WEDC can help your startup **In Wisconsin**, visit [WEDC.org](http://WEDC.org) or call 855.INWIBIZ (855.469.4249).

The investments incented by this program provide the capital necessary for emerging growth companies to develop new products and technologies, move products to market and provide high-quality jobs in Wisconsin. It was crucial for Fasetto to find the capital necessary to take off, and the QNBV Program helped attract what was needed.



*“If you’re looking to start a company in Wisconsin versus Silicon Valley you can do it, and you can do it for a lot less.”*

**Joey Frayne, Technology Investment Manager, WEDC**



**Fasetto becomes a force in the technology sector**

Since its launch, Fasetto has raised \$8 million from Wisconsin investors, aided by the QNBV Program. This has allowed the company to launch in-house hardware and software solutions like Link, a solid-state drive that can be worn as a bracelet or clip, and Forum, an all-in-one presentation-sharing device specifically tailored to conducting meetings. Fasetto intends to launch its developer kit for the Gravy OS in mid-to-late 2019.

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