



Media Release: 2 May 2014

GreenButton sale positive for NZ

New Zealand Venture Investment Fund chief executive Franceska Banga says the sale of GreenButton to Microsoft is an excellent result for the GreenButton team and its investors.

"Scott Houston and his GreenButton team developed some great technology. They were backed by a strong contingent of New Zealand angel investors, led by Marcel van den Assum and AngelHQ, Enterprise Angels and Ice Angels, and supported by NZVIF. Having taken the company into international markets, GreenButton now has the international partner it needs to achieve scale.

"The sale— while the deal amount is confidential — has resulted in a very healthy return for the many New Zealand investors.

"When angel investors get cash back, they are generally well disposed to re-invest into the next generation of start-up companies entering the pipeline. So this not only an excellent outcome for New Zealand angel investors but also a good boost for our early stage capital markets."

Media contact:
David Lewis
+64-21-976 119