

# Mosyle

**107%**  
CAGR p.a.

**98%**  
recurring income

**“The support of DGF was undoubtedly instrumental for ensuring the feasibility of our move to the USA, allowing us to prove that, with plenty of hard work, we could be not only competitive, but even better than global leaders on our market.”**

**Alcyr Araújo - Founder & CEO**

A start-up in the EdTech sector established by Alcyr Araújo, Mosyle developed a trail-blazing mobile device management (MDM) tool on Brazil's education market. It is currently getting settled in the USA as the next step in an internationalization process underwritten through funds invested by DGF. With more than 12,000 clients all over the world, it is acknowledged by Apple on its Pricing List, and offers two main solutions: Mosyle Manager, for the education market; and Mosyle Business, for the B2B market in general.

## COMPANY NEEDS

- Investment for gains in scale – internationalization and consolidation of the company on the US market;
- Investment in technology in order to focus exclusively on the MDM market;
- Investment in R&D for product tests and updating;
- Investment in hiring for expansion, both domestic and international

## VALUE CREATION THROUGH PE&VC

- Higher recurring revenues abroad after the internationalization process;
- better operating capacity through establishing KPIs for overseeing and upgrading internal processes;
- implementation of new sales strategies in order to reach target publics on foreign and domestic markets;
- Hiring senior staff for management positions after internationalization
- Brand repositioning strategy, with a tighter focus on educational MDM integrated with the Apple solution.

## OUTCOMES

During the year when DGF arrived (2015), Mosyle posted revenues of some BRL 2 million. In 2018, its revenues reached BRL 17.4 million, meaning a CAGR of 107% p.a. During this period, thanks to its aggressive internationalization strategy. It also handled its costs more efficiently, with its EBITDA rising from BRL 124,000 in 2016 para BRL 9 million in 2018. The strategy of focusing on MDM for schools proved beneficial for recurring revenues, which reached 98% of total revenues. The launch of the Mosyle Business version was also a success, rising from 2,659 users in January 2019 to 40,553 users in August that same year.



HEAD OFFICE  
Winter Park / Florida

MANAGED BY  
DGF Investimentos

INFO  
[www.mosyle.com](http://www.mosyle.com)  
[www.dgf.com.br](http://www.dgf.com.br)

INVESTMENT  
January 15, 2015

AMOUNT INVESTED  
BRL 2 Million

TYPE OF ACQUISITION  
Preferred Shares

STAKE  
INITIAL/MAXIMUM/CURRENT  
11.14% / 21.33% / 12.00%

DIVESTMENT  
January 24, 2019

TYPE OF DIVESTMENT  
Sale to other shareholders

PAYBACK  
IRR realized 82.55%  
MOIC realized 11.1