



Evolve Capital Partners Advises Simpler Trading on its Strategic Investment from ZMC

New York, NY, December 28, 2021 – [Evolve Capital Partners Inc.](#) (“Evolve”) is pleased to announce its role as the exclusive financial advisor to [Simpler Holdings, LLC](#) (“Simpler Trading” or “Simpler”) on its majority recapitalization with [ZMC](#), a leading private equity firm focused on media and communications enterprises. ZMC has a formidable track record scaling portfolio companies through add-on acquisitions and strategic support, making it an ideal partner for Simpler Trading.

Simpler Trading is a leading financial education platform providing best-in-class community, education and tools to individual traders and investors. Its cutting-edge platform offers a diverse set of live and evergreen online education content, engaging active individual traders with actionable trading strategies. Since its founding over 20 years ago, Simpler Trading has grown through its commitment to quality content and adherence to an ‘ethics above all’ professional ethos.

“The Evolve team was an outstanding partner to us on this transformative transaction,” commented John Carter, Simpler’s founder. “They went above and beyond advising us on the transaction, continually — and proactively — staying ahead of key transaction structuring and diligence points. Evolve’s deep reach in the space allowed us to establish relationships with key strategic partners, which will prove beneficial well beyond the transaction.”

“Evolve was fully engaged throughout the transaction, helping us develop the strategic and positioning analyses required to identify the best partner to take us to the next level as we scale. We would absolutely recommend Evolve to any entrepreneurial-owned and managed companies seeking a transaction,” said Britt Burns, Simpler’s CEO.

Simpler’s founder will remain with the business in his current capacity as an online instructor as well as serving as the head of business development, with a focus on identifying new tools to expand the Simpler Trading user base of individual traders and investors.

This transaction highlights Evolve’s expertise in the capital markets space and adds to its track record of providing mission-critical advisory services that result in optimal client outcomes. Key strengths highlighted by this transaction include Evolve’s ability to navigate an exhaustive due diligence process (with a heavy focus on regulatory compliance), as well as negotiate a highly tailored structure that aligns with each stakeholder’s financial and personal goals.

Alex Koles, Evolve’s Founder and Managing Director, comments, “This transformative transaction underscores our mission to provide bespoke advisory services to founder-owned businesses. Capital markets is one of our core focus areas and we are proud to have supported Simpler, one of the nation’s largest trading education platforms, in its growth trajectory.”

“ZMC’s investment in Simpler Trading fits with our focus on high-quality educational content in the growing trading market” says Jason Sporer, Principal at ZMC. “As the trading community continues its rapid growth, more individuals will seek platforms like Simpler Trading for insightful, strategic content.” The Simpler transaction builds on ZMC’s operational expertise in the sector, specifically that of partner Eric Lund, former CEO of Jim Cramer’s TheStreet.com.

About Evolve Capital Partners

Evolve Capital Partners is a specialized investment bank focused on businesses that serve industries at the intersection of finance and technology. Evolve’s core focus verticals are capital markets, insurance and lending. Evolve’s team of dedicated advisors provide bespoke advisory services and transactional leadership, with a focus on evolving industries.