

FOR IMMEDIATE RELEASE  
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### **Third Summit Capital Invests in Lance**

*First of several investments in deliberate and cohesive solutions for creative freelancers*

Third Summit Capital is leading this round of investment in Lance, a robust startup that offers business setup and financial guidance for professional freelancers. This investment marks the beginning of the investment company's aggressive investment strategy to bolster growing startups in the creative media, advertising and digital spheres.

The move cements the mandate of Third Summit Capital, which invests in cutting-edge and expanding companies in the digital media and marketing industry. Lance, a horizontal platform that provides intuitive delivery of business tools and advice to freelancers looking to take their careers to the next level, is an ideal match.

"Lance impressed us with their intuitive UX, innovative strategies, and comprehensive platform from the start," says Matt Cimaglia, co-founder and CEO of Third Summit Capital. "We are confident and excited to see them grow alongside our other digital media companies."

In 2020, the investment will manifest into a formal consumer-facing integration between Lance and the collective companies of Third Summit Corporation, which is assembling a software suite of full-stack, enterprise-level digital media and advertising solutions aimed at the mid-tier marketplace. Empowering freelancers plays a pivotal role in that strategy.

"This investment from Third Summit Capital, and our partnership with the entire Third Summit collective, will be invaluable to freelancers," says Oona Rokyta, CEO and co-founder of Lance. "We are in complete alignment on what we view as the future of work, and we're both committed to blazing a path to empowering freelancers to succeed."

For more on Third Summit Capital, please visit [thirdsummitcapital.com](http://thirdsummitcapital.com). To learn about Lance, visit [justlance.co](http://justlance.co).

#### **About Third Summit Capital**

Third Summit Capital is an investment company specializing in mid-sized companies in the digital-media, advertising and marketing industries, specifically those that develop artificial intelligence and fintech geared toward media companies. Aiming to cultivate competitive alternatives to conventional marketing agencies, Third Summit Capital's investments align with the broader Third Summit mission statement: to deliver enterprise-level digital media and advertising solutions to the mid-tier marketplace. For more, visit [thirdsummitcapital.com](http://thirdsummitcapital.com).

**About Third Summit Corporation**

Third Summit is assembling a collective of agile companies that offer full-stack, enterprise-level digital media and advertising solutions to the mid-tier marketplace. Third Summit helps independent creators, small agencies, developing brands and corporate in-house teams attain workflows and technology that would otherwise be inaccessible, competing with multinational agencies while retaining the agility of a startup. For more, visit [thirdsummit.com](https://thirdsummit.com).

**About Lance**

Lance gives freelancers a path to financial success. From setting up LLCs and business banking accounts to suggesting real-time tax savings and insurance policies, Lance provides freelancers with clear financial backend management. For more information, visit [justlance.co](https://justlance.co).

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