

THE DEAL

2015/16

AN OVERVIEW OF UK
HIGH-GROWTH COMPANIES,
THEIR INVESTORS AND DEALS IN 2015

Beauhurst 

CONTENTS

Introduction	04
High-growth in the UK	06
2016: End of a golden era?	08
Secret deals	11
Value for money?	14
Convenience appeal	17
Analysis	
1. Undisclosed	20
2. Stages of evolution	24
3. Sectors	32
4. Investors	41
5. Geography	44
Methodology	59



Introduction

Last year was another record year for equity investment into the UK's fast-growth companies.

That's a sentence we've been writing every year for the past four years – it's been quite a run. But this time the outlook might not be so rosy.

Despite record levels of investment in 2015, we're seeing some worrying trends emerging – fundraising numbers stagnating and seed-stage activity in particular taking a nose-dive at the end of the year. The market is not quite in panic mode but we're predicting 2016 to be flat over 2015 in terms of the number of fundraisings, with the amount invested only slightly up on last year.

The mix of funders is something else that's caught our eye. Crowdfunding's impact is now really being felt, particularly on institutional seed-stage investors who almost disappeared from the market in Q4. In fact, equity crowdfunding is now the second most active funder type, far ahead of angel networks and private investment vehicles. We expect that these platforms have yet to reach their full potential, despite the controversy that they continue to attract.

On a more personal note, I have been extremely interested to see the results of our team's work uncovering unannounced fundraisings. We've always suspected that announcements from funds or in company press releases don't tell the full picture and now we have the data to prove it. Taking these into account has more than doubled the number of fundraisings we witnessed during the year and has revealed an extra £757m investment. It's especially interesting that these weren't just 'family and friends' rounds – the average investment size was £450k. It's fantastic to be able to shed light on these fundraisings and the fast-growth companies they have backed.

I would like to take this opportunity to thank our team for putting together this report. I hope that you find it an interesting and informative read. Finally, never wanting to miss the opportunity for a shameless plug, if you can see how this data could benefit your organisation then please don't hesitate to get in touch.

Best Regards,

Toby Austin
CEO, Beauhurst

Why equity investment?

Beauhurst tracks the UK's private fast-growth companies. The majority of these companies have raised equity finance to fuel their growth. By looking at equity fundraising activity across the UK we're able to see the emerging trends and patterns from the perspective of investors and the businesses themselves.

What do we cover?

Beauhurst identifies and monitors growing companies in every sector across the UK. We're interested in companies whether they're only just receiving their first proof-of-concept grant, or a growth investment worth hundreds of millions.

This report looks at every UK company that we've seen raise equity funding since we started researching them in 2011.

Announced vs Unannounced

We categorise equity fundraising transactions into two types.

- Announced deals are those investments that had an accompanying press release or were mentioned in the news.
- Unannounced deals are investments that were uncovered by our in-house researchers. The information about these deals, such as the amount invested and the company's valuation, is not publicly available.

Most of the articles and analysis in this report look at announced deals only.

Our full technical methodology is available at the back of this report.

About Beauhurst

Beauhurst is the leading provider of deep data on ambitious, high-growth UK companies.

Using a combination of human and artificial intelligence, our London-based research team tracks a huge range of fast-growing companies and their investors across the UK, even including unannounced deals and valuations.

HIGH-GROWTH IN THE UK

INVESTMENT
IN THE UK'S
HIGH-GROWTH
COMPANIES
IN 2015

OVER **£4.9 BILLION**

INVESTED IN UK START-UPS AND
SCALE-UPS



2,989 TOTAL TRANSACTIONS



1,640 WERE UN-ANNOUNCED

LARGEST SINGLE TRANSACTION **£205 MILLION**

 **crowdcube**

WAS THE MOST
PROLIFIC SINGLE
INVESTOR WITH
TRANSACTIONS

136

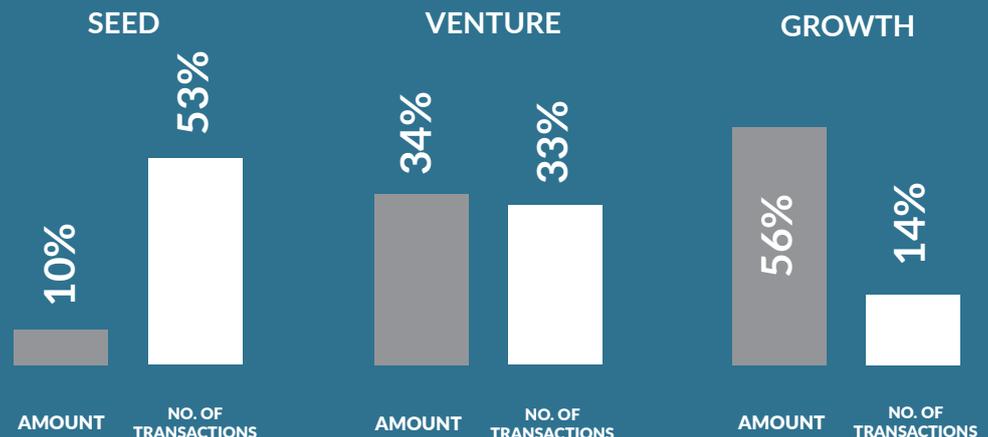
(INVESTOR: woodford
COMPANY: IMMUNOCORE)

INVESTMENT HAS BEEN
GROWING STEADILY SINCE 2012



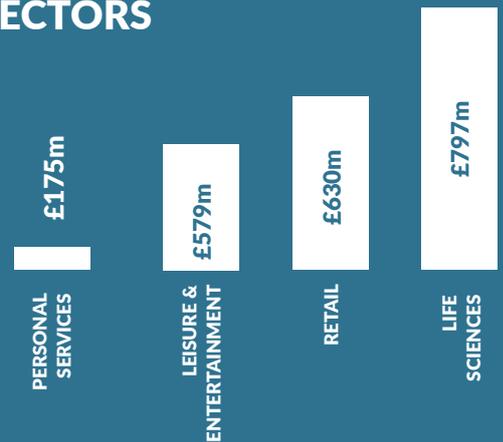
SEED-STAGE
INVESTMENTS MAKE UP
MOST TRANSACTIONS

BUT THE VAST MAJORITY
OF THE **AMOUNT**
INVESTED WAS AT THE
GROWTH STAGE



HIGHEST PRE-MONEY VALUATIONS

FOUR OF THE FASTEST-GROWING SECTORS



LONDON STILL DOMINATES

NO REGION COMES CLOSE TO THE CAPITAL IN DEAL NUMBERS



ACTIVITY HEAT MAP



BUT IT'S NOT ALL ABOUT LONDON...



This data reflects both announced and unannounced equity deals into private companies in the UK in 2015.

2016: END OF A GOLDEN ERA?

2015 was another record-breaking year, but worrying trends are emerging.



2015 was another strong year for equity investment in the UK. However, while we saw good growth in terms of the total amount invested, the number of fundraisings increased only 3% from 2014. This is a marked slowdown following 3 years of sustained double-digit growth.

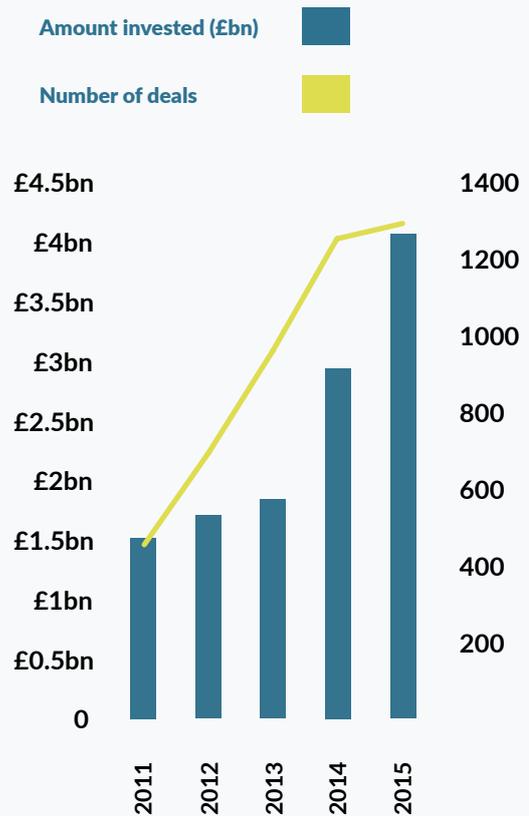
In order to explain this slowdown, we need to break down investments by the stage of development of the recipient company.

Looking first at fundraisings by seed-stage companies, it is apparent that there was a notable decline in the number of transactions completed during the second half of the year. This was primarily driven by institutional investors backing away from the seed-stage market. Indeed, if it wasn't for the continued rise of crowdfunding platforms, then this decline would have been even more significant.

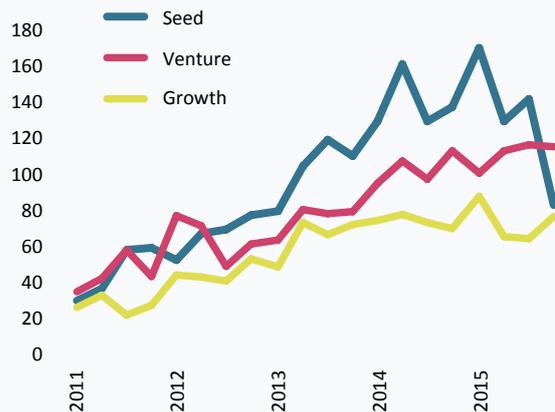
However, despite this drop in the number of seed-stage investments, the average investment raised actually increased. For the first time in our records, seed-stage companies saw their average fundraising bring in close to £650k. This is due to the remaining VCs who are active in this space investing ever-larger amounts of cash into individual rounds.

Looking at 2016, we anticipate that the total number of seed-stage investments will fall below 2015's total. However, we think that the rise in average investment amount will continue as companies

Number of deals and amount invested



Quarterly deal numbers by stages of investment



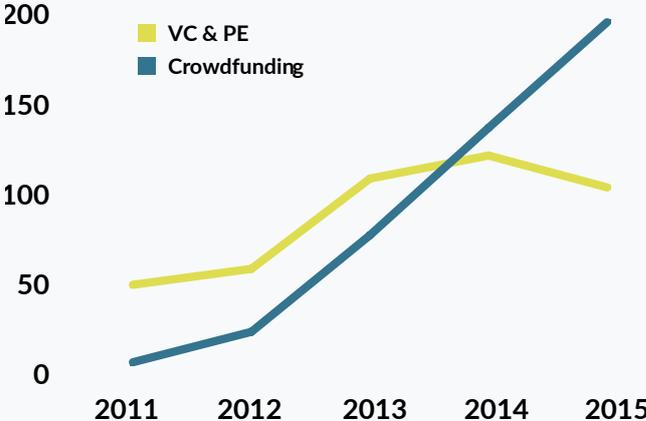
look to secure more cash earlier on, increasing their runway and decreasing risk.

Switching to the growth-stage, the story is very different. 2015 was another strong year and we saw a particular uptick in investment amounts in Q4. Assuming that early 2016's public market tremors continue, then funds should look to avoid riskier early-stage investments and instead focus on more established businesses. We are therefore predicting continued growth in the number of investments made to growth-stage companies through 2016.

Venture-stage is definitely stuck in the middle, broadly flat-lining over the course of the year in terms of number of fundraisings. It's a difficult one to predict for 2016. We should see a lot of promising, class of 2014/2015 seed-funded companies come to fruition and come looking for capital to prove scale. But we think a key driver will be investor risk-reward appetite and here the recent spate of 'unicorn' valuations in the US might be ringing alarm bells. If investors lose sight of the reward, we could see a significant scaling back of venture activity in the UK this year.

Taking a step back, the biggest story for the market as a whole has to be the continued rise of equity crowdfunding platforms. This is the only investor type whose deal numbers increased by a significant amount (45%) between 2014 and 2015. We expect that, despite the increasing levels of controversy surrounding the sector, it will continue

Venture capital and Private Equity vs crowdfunding deal numbers at seed-stage



Average investment size (£) at seed-stage



to facilitate more transactions than ever in 2016.

As they establish themselves in the mainstream, crowdfunding platforms' deal sizes will also grow. This may create a virtuous circle of greater investment and greater confidence in the new platforms: larger investments earlier on can mean a new business is less likely



to run out of runway and will therefore be more likely to succeed, thereby encouraging new investors.

So, prediction time. Overall, we predict that the total number of announced equity fundraising transactions will stay static. We expect around 1,300 announced investments in 2016. On the flip side, the total amount invested will continue to grow, albeit slower than in previous years. We expect around £4.8bn of announced investment in 2016.



SECRET DEALS

**Announced deals saw over
£4bn invested into
fast-growth companies.**

**But that's only half the
picture.**

Equity investment in the UK can be a murky business. In an effort to shed more light on the space, we've spent the last year unearthing fundraisings that weren't publicised – the first time this work has been undertaken in the UK.

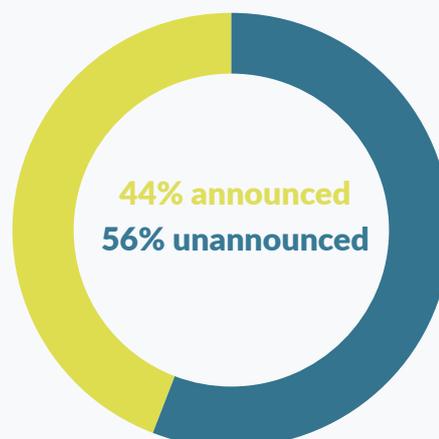
Over the course of 2015, these 'unannounced deals' constituted £757m of investment into the UK's growing businesses. This was spread across 1,640 fundraisings – an astonishing number when we consider that this is 348 more than the 1,292 publicised fundraisings in the same period. This implies that the market of private companies raising equity investment is approximately 127% larger than previously estimated.

It is important to stress two points: firstly that these unannounced fundraisings are not just micro-investments or small 'friends and family' rounds. The average unannounced investment was worth around £460k, with a handful in excess of £10m – including £19.2m invested in one single transaction.

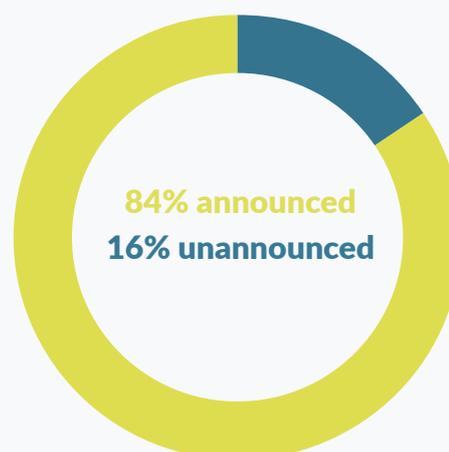
Secondly, the companies receiving these unannounced deals are not just the very youngest of the UK's fast-growth companies. The oldest company to raise an unannounced investment in 2015 was incorporated in 1980.

While these figures are just for 2015, our preliminary data for previous years shows that the size of the iceberg sitting unannounced below the surface is just as large. There are so many more growing companies in the UK than those that steal the headlines.

Deal numbers: Announced vs unannounced



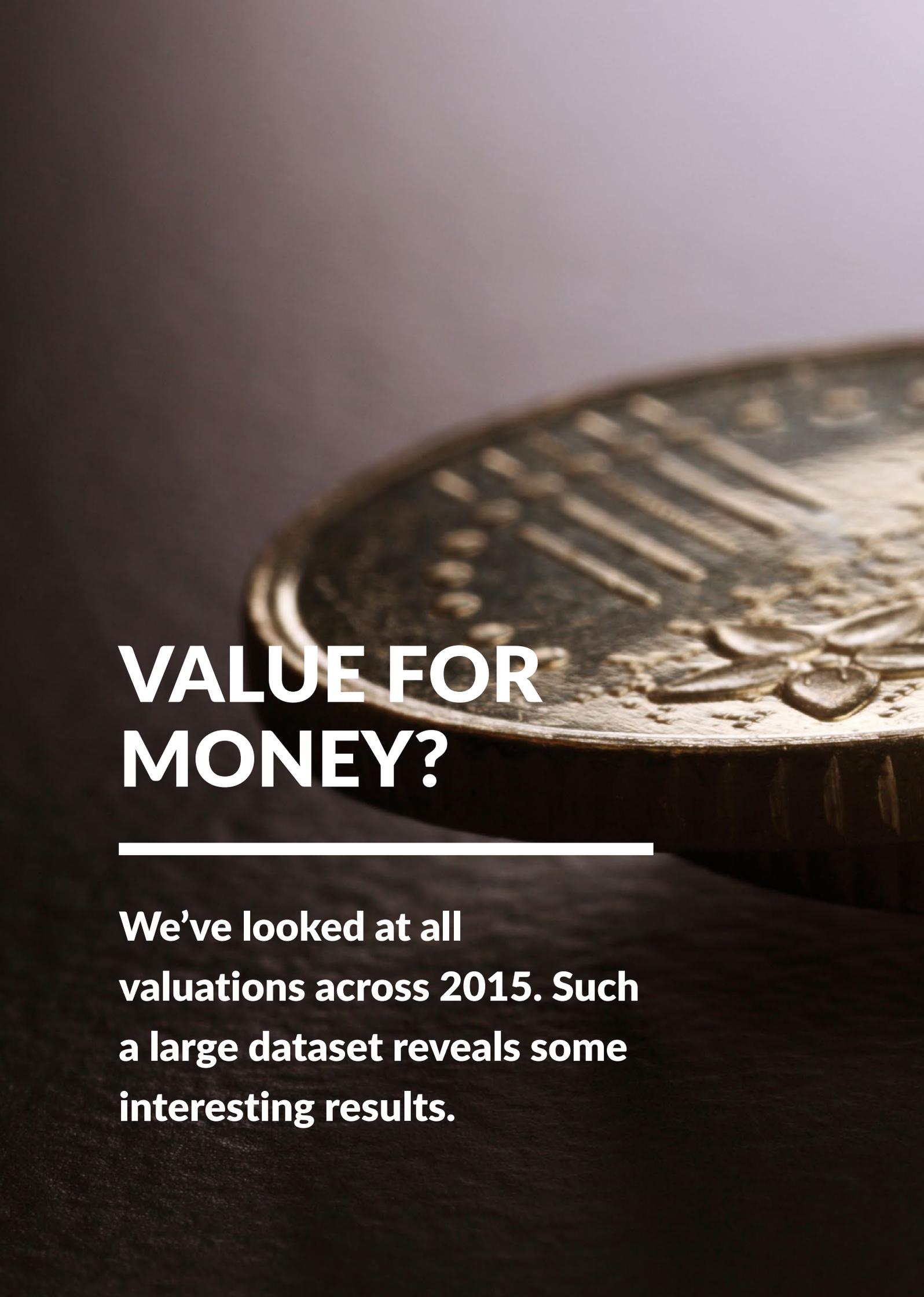
Investment: announced vs unannounced



In 2015, our research team uncovered:

1,640 Unannounced fundraisings

£757 million Total unannounced value

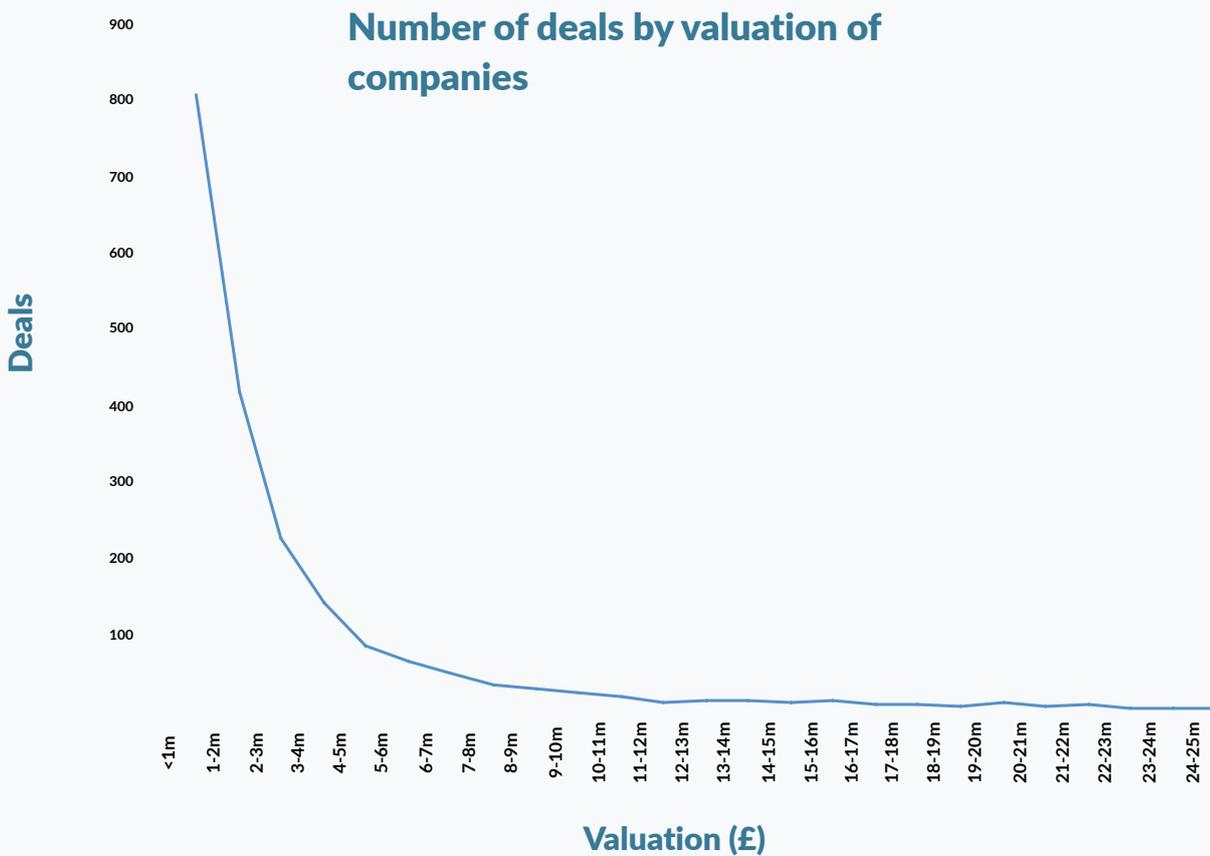


VALUE FOR MONEY?

We've looked at all valuations across 2015. Such a large dataset reveals some interesting results.

As well as uncovering hidden investments, our Research team invests a lot of time calculating pre- and post-money valuations for fundraisings (both announced and unannounced). We've unearthed valuations for almost 80% of the equity fundraisings that closed in 2015. With such a large dataset, we

However, the curve is steeper than one might expect. For example, in 2015 we saw 807 fundraisings completed at pre-money valuations below £1m, but only 29 were completed at a £8m-9m pre-money. In fact, our statisticians inform us that the data fits nicely onto a power law decay curve – doubling the pre-money decreases the frequency of



thought some analysis was in order – and this has yielded interesting results.

We've looked at the frequency of fundraisings secured at different pre-money valuations (split into £1m intervals). At a basic level the graph validates instinct: the higher the pre-money valuation, the rarer the transaction.

fundraisings by two thirds.

The implication for UK fast-growth companies is that increasing your pre-money is likely to be hard work. One way of interpreting the data is that if you manage to double your pre-money valuation between rounds then you're doing extremely well – two thirds of companies won't make it. A sobering thought.

The five highest valuations of 2015



£930 million

We looked at Oxford Nanopore in our Q3/15 instalment of the The Deal, but still the spin-out continues to grab headlines. With follow-on investment from IP Group, Invesco Perpetual, and Woodford Patient Capital Trust, Oxford Nanopore has completed 8 equity fundraisings to date. The company is developing and commercialising a DNA sequencer based on nanopore sensing.



Stratified Medical

£705 million

Stratified Medical is another life sciences start-up that has caught Neil Woodford's discerning eye. CF Woodford Equity Income Fund, together with undisclosed investors, invested £39.1m into the company for a 20% equity stake back in 2010. The Camden-based start-up is developing an AI tool for pharmaceutical R&D data analytics.



Funding Circle

£629 million

Funding Circle, a peer-to-peer lending platform for UK SMEs, has raised £191m in equity finance to date. The platform also secured repeat investment from both Accel Partners and Index Ventures. In October 2015, Funding Circle expanded operations into Germany, Spain, and the Netherlands after acquiring German start-up Zencap.



TransferWise

£450 million

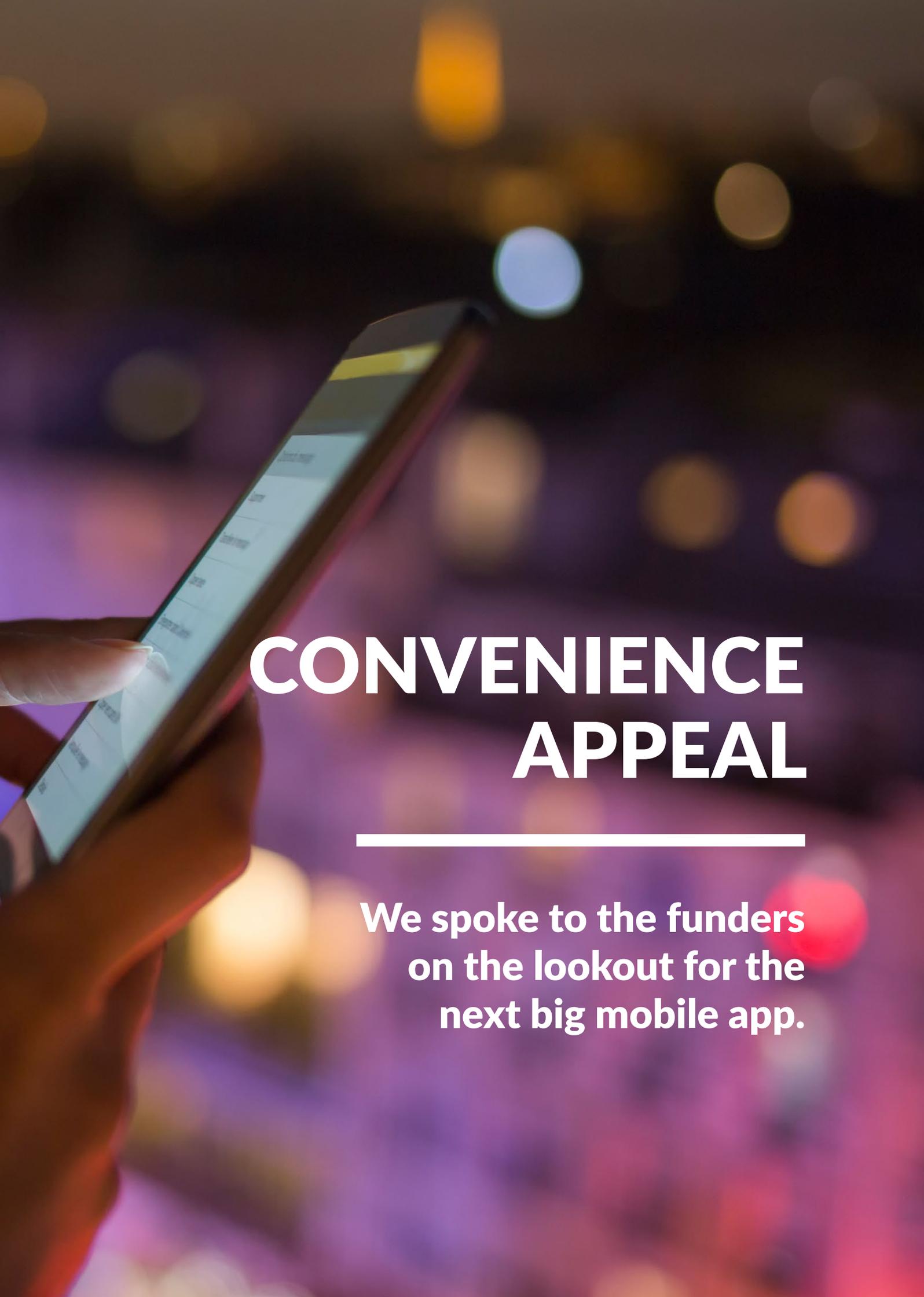
TransferWise is another business that embodies the FinTech revolution. The currency exchange platform has raised 5 rounds of equity finance since it was founded in 2010. Having allegedly been in talks with Facebook concerning remittance services, TransferWise can list Andreessen Horowitz, Index Ventures, Valar Ventures, and a coy Richard Branson as backers.



£400 million

Immodulon Therapeutics is another life sciences company with an immense valuation. The start-up has operated largely in stealth mode – announcing none of its 4 equity fundraisings. Our shareholder data tells us that John Lawson Stanford, Professor of Medical Microbiology at UCL, holds a significant stake. The company is developing immuno-therapeutic treatments for pancreatic cancer.

Looking at these companies' products and their trajectories, these valuations seem positively restrained. We'll be keeping an eye on each of these companies to see whether they live up to their investors' expectations.

A hand holding a smartphone with a blurred background of colorful bokeh lights. The phone screen shows a list of items with a yellow highlight. The text 'CONVENIENCE APPEAL' is overlaid in large white letters.

CONVENIENCE APPEAL

**We spoke to the funders
on the lookout for the
next big mobile app.**

Despite enjoying record amounts of equity investment in Q1/15, the mobile app sector mirrored the wider UK market with a drop-off in subsequent quarters. This movement was particularly steep for investments into seed-stage mobile app companies – even taking in to account the general fall-off in seed-stage investment. So are investors being turned off from new apps?

We spoke to some of the funds that invested into mobile app companies during 2015 to discover whether they think the market is awash with copycats, and consequently in danger of slowing down.

“I’ve seen certain arguments saying that it’s already saturated,” says Matt Ellams, Director at Jenson Partners – one of the top investors into apps in 2015. But he adds, “If you’re producing a new app that is a me-too, but it’s better – for me it doesn’t matter. I don’t have a problem with last-mover advantage. Very often they are the best.”

“We don’t per se go out looking for businesses that are based around apps,” says Puneet Raj Bhatia, Fund Manager at the London Co-Investment Fund. “And I think that’s true of our partners as well: they’re not actively looking for businesses which are based around mobile technologies. But mobile technologies are a strong medium for delivering business.”

Puneet cited education app Gojimo as

one that embodies the “convenience factor” he believes makes apps attractive investments. “It happens to be an app because mobile is convenient. There’s no reason why it couldn’t actually be delivered on a PC, or on a different medium if that was popular. The content is important, but equally it’s the user interaction – the ability for the user to get comfortable with the experience.”

It is worth remembering that a host of new apps did receive funding over 2015. The London Co-investment Fund backed a number of mobile app companies in 2015, including Chirp, the app which allows devices to transfer data via sound, and house-sharing expenses app Splittable.

And there are certainly some growth areas left for app-led companies. For example, ClearlySo’s philanthropic

The content is important, but equally it’s the user interaction – the ability for the user to get comfortable with the experience.

Puneet Raj Bhatia
Fund Manager, London
Co-Investment Fund

approach to investment means the fund looks for apps that are a “powerful force for good.” Stefan van Maaren, Partner

at ClearlySo, says his fund has specific criteria when looking at mobile apps. “We find a lot of apps that are trying to make accessing health services easier, and improving patient experiences. There’s a lot of opportunity there, and room for growth.”

Indeed, we did see a host of UK e-health companies with apps secure investment in 2015. Medopad, a supplier to both the NHS and BMI Healthcare, completed an unannounced £114k fundraising in July. Physitrack and Patientrack, who have also partnered with NHS hospital trusts, secured investment in February and June respectively.

It would seem that the market is not disappearing but evolving. Being a mobile app is no longer enough – companies need to show that they have more to their business, whether that’s the ability to scale very quickly or provide something truly unique.

Looking to 2016, we expect mobile apps to be an important part of several sectors, with convenience playing an important role in success. Payment processing, e-health, and education apps are all on our radar in the year ahead. The losers will be those with little new to offer.

**I don’t have a problem
with last-mover
advantage. Very often
they are the best.**

Matt Ellams

Director, Jenson Partners

ANALYSIS

1. Undisclosed

Overview

In 2015 there were 1640 unannounced deals, which totalled £757m.

The majority of these investments had a value below £500k, with only a handful in excess of £10m.

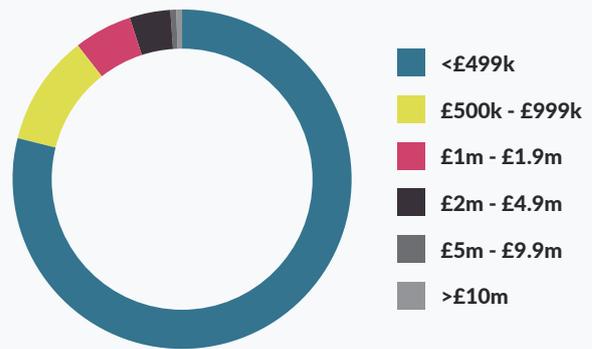
Unannounced deals were most common at the seed-stage, and least common at the growth-stage. This reflects the distribution that is also seen for announced deals.

Unlike announced deals, however, the majority of unannounced investment was into companies at the venture-stage. Indeed, the amount of venture-stage investment was almost equal to the seed- and growth-stages combined.

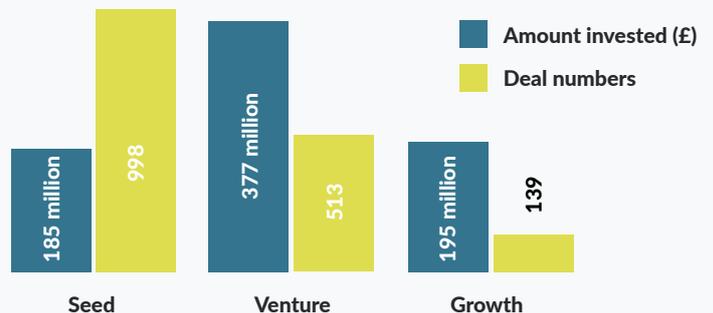
Unannounced growth-stage investments are smaller than one might expect. The average unannounced growth-stage fundraising in 2015 was £1.37m – the average announced was £10.57m. This makes sense: the larger deals, with more investors, are the most likely to merit press releases.

In 2015 non-tech companies received the lion's share of unannounced funding. Only 33% of unannounced deals went to tech companies, compared with 37% of announced deals. This could potentially suggest that tech companies are more likely to announce a deal – perhaps as a way of gaining momentum for their product.

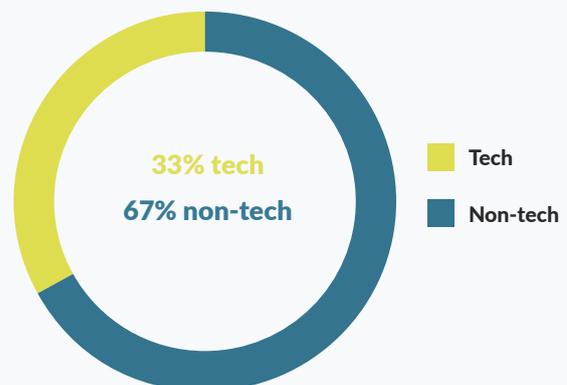
Unannounced deals by investment size (£)



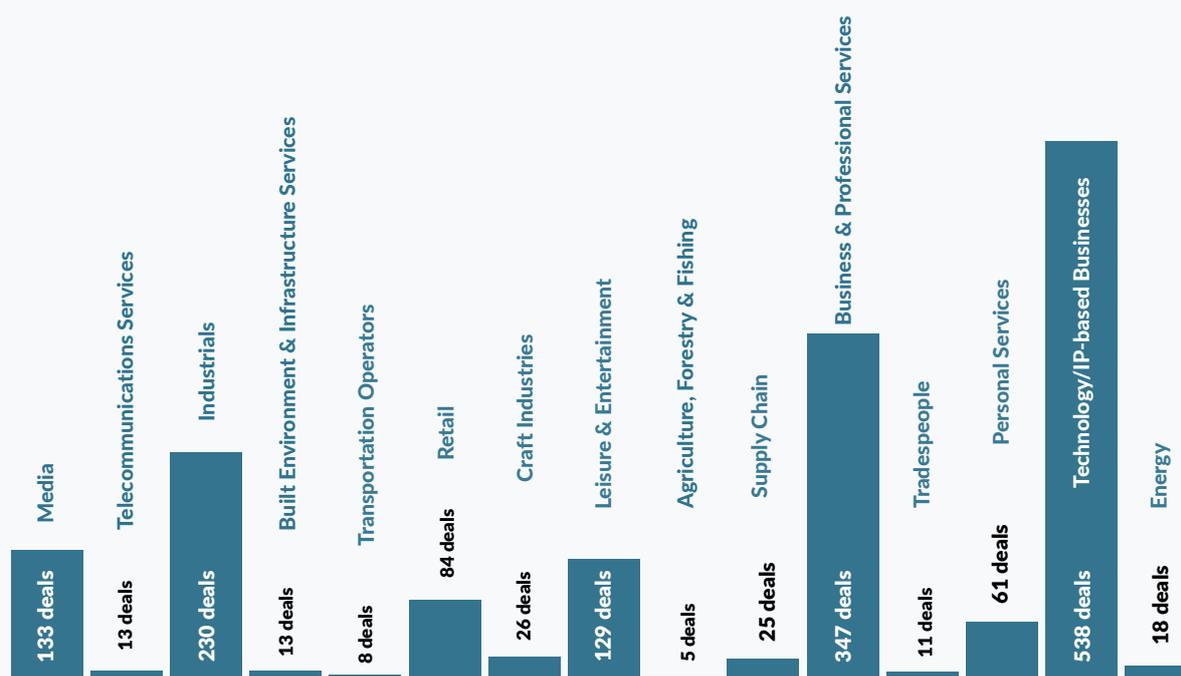
Investment and deal numbers by stage of evolution



Unannounced deal numbers: tech vs non-tech



Unannounced investment deal numbers by sector



Top sectors for unannounced investment

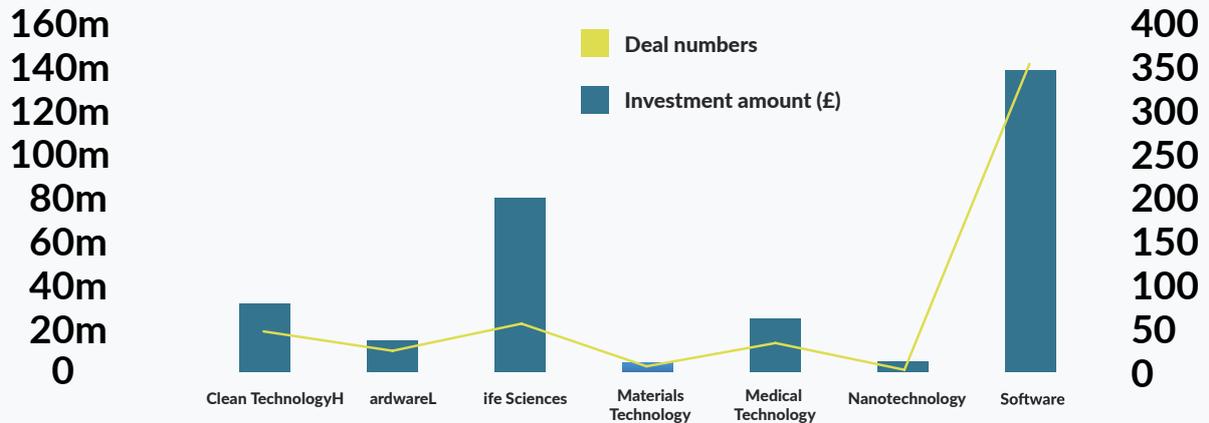
Rank	Sector	Deal numbers	Investment
1	Tech & IP-based Businesses	538	£307m
2	Business & Professional Services	347	£149m
3	Industrials	230	£80m
4	Media	133	£60m
5	Leisure & Entertainment	129	£50m

The top sector for unannounced deals and total investment was Technology & IP-based Businesses, as it was for announced deals and investment.

Within Technology & IP-based Businesses, the top sub-sector was Software, with an enormous lead for transaction numbers and a still sizeable lead for amount invested. Life Sciences was well behind in deal numbers but did see nearly £80m of unannounced investment.

London, unsurprisingly, was the venue for the most unannounced deals with 787 individual investments totalling £377m. The South East, benefiting from the London bubble, also did well. It is unsurprising to see the East of England in 4th place for deal numbers and 3rd for amount invested since Cambridge acts as a powerful magnet for investment.

Unannounced investment amounts (£) and deal numbers within technology



Top 5 regions for unannounced investment

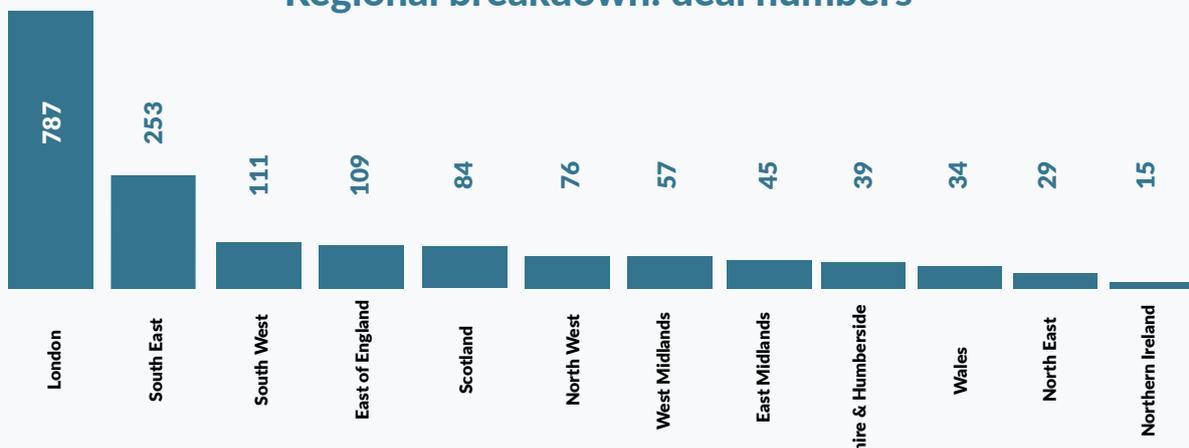
By deal numbers

Rank	Region	Number of deals
1	London	787
2	South East	253
3	South West	111
4	East of England	109
5	Scotland	84

By investment amount

Rank	Region	Amount invested
1	London	£377m
2	South East	£128m
3	East of England	£81m
4	South West	£40m
5	North West	£28m

Regional breakdown: deal numbers



ANALYSIS

2. Stages of evolution

Overview

All three stages of evolution witnessed an increase in the amount of investment in 2015. The number of deals grew at the seed and venture-stages but decreased slightly at the growth stage.

Seed-stage growth slows

The number of seed-stage investments in 2015 only increased by two deals compared with the previous year. The total amount of investment increased by 28%.

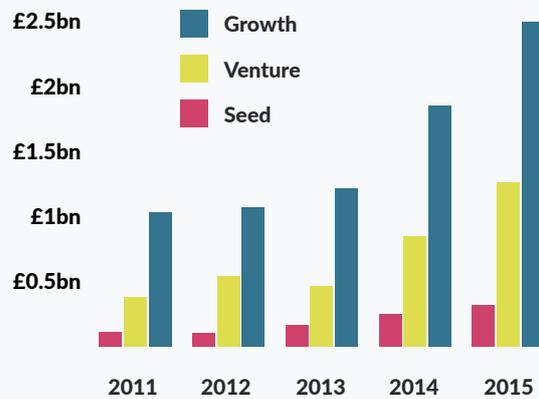
Venture-stage experiences the best growth

The amount invested and the number of deals at the venture-stage both achieved record highs. Deal numbers rose for the fourth consecutive year, growing by 9%. The amount invested at the venture-stage grew by a massive 48% compared with 2014.

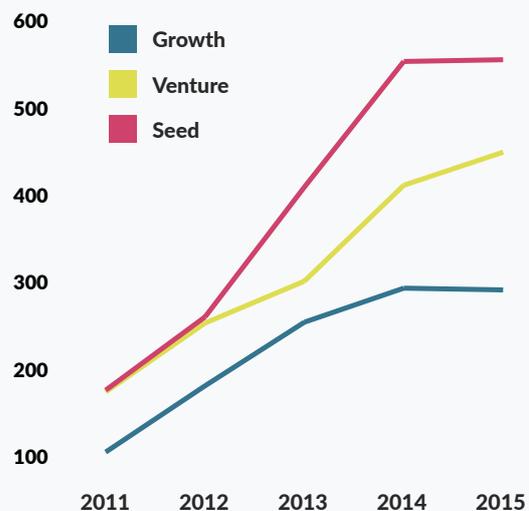
Growth-stage just shy of £2.5bn mark

The growth-stage saw its deal numbers fall by 2 deals (0.7%) in 2015. The amount invested rose by 35% compared with 2014, reaching a record £2.49bn.

Investment amount by stage of evolution over time



Deal numbers by stage of evolution over time



Seed-Stage

Summary

UK-based seed-stage companies completed 554 equity fundraising transactions in 2015. Investment amounts were disclosed for 507 deals, totalling £315m. The average seed-stage investment size was £648k.

Annual deal numbers faltering

After 4 years of steady growth, deal numbers were roughly flat in 2015 against the previous year – there was only 0.3% growth. The seed-stage was the busiest stage in 2015, as is the norm.

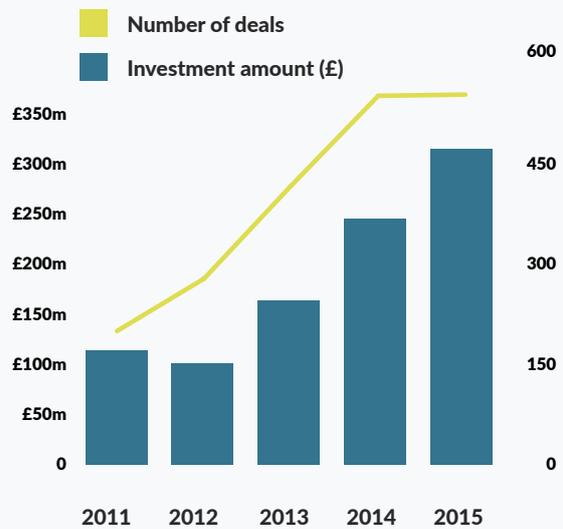
Annual investment up by 28%

The total amount invested at the seed-stage in 2015 grew by 28% compared with 2014, reaching a record high. Investment in 2015 was three times the total invested in 2012, the weakest year on our records.

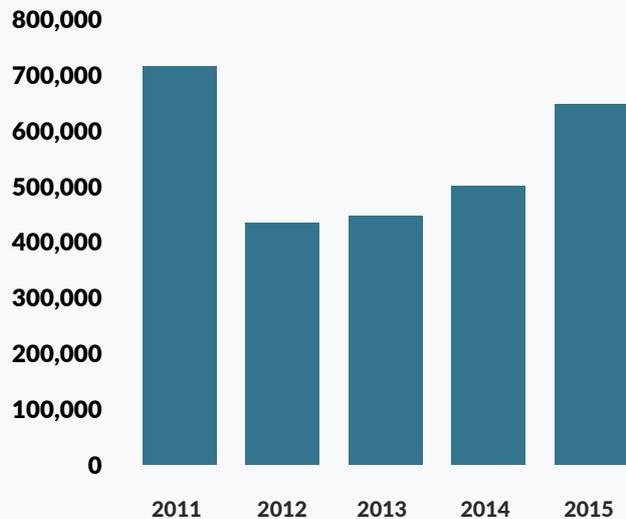
Average investment size rises for third consecutive year

The average seed-stage investment has been growing each year since 2012 but has still not reached the record that was set in 2011.

Investment amount and deal numbers over time (seed-stage)



Average investment amount (£) over time (seed-stage)



Crowdfunding continues to dominate the seed-stage

Crowdfunding accounted for 228 seed-stage deals in 2015 and was the most active type of investor. Crowdcube, Seedrs and Angels Den unsurprisingly topped the list of top investors. Seedcamp and Collider are both incubators and therefore natural seed-stage investors.

Top 5 seed-stage investor types by deal numbers

Rank	Investor type	Deals
1	Crowdfunding	228
2	Private Equity	116
3	Private Investment Vehicle	114
4	Incubator	80
5	Local & Regional Government	45

Top 5 seed-stage investors by deal numbers

Rank	Investor	Deals
1	Seedrs	98
2	Crowdcube	88
3	Angels Den	33
4	Seedcamp	16
5	Collider	13

Venture-Stage

Summary

UK-based venture-stage companies completed 448 equity fundraising transactions in 2015. Investment amounts were disclosed for 407 deals, totalling £1.26bn. The average venture-stage investment size was £3.1m.

Annual deals climb to new heights

Venture-stage activity increased by 9% between 2014 and 2015 - it was the only stage that saw significant growth. Deal numbers have more than doubled since 2011.

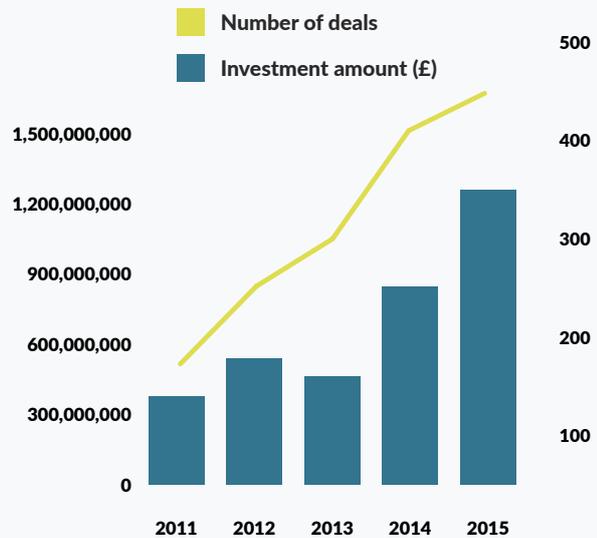
Annual investment breaches £1bn mark

2015 was a record year for investment at the venture-stage, passing the £1bn mark for the first time on our records to reach a massive £1.26bn. The amount invested grew by 49% compared with 2014.

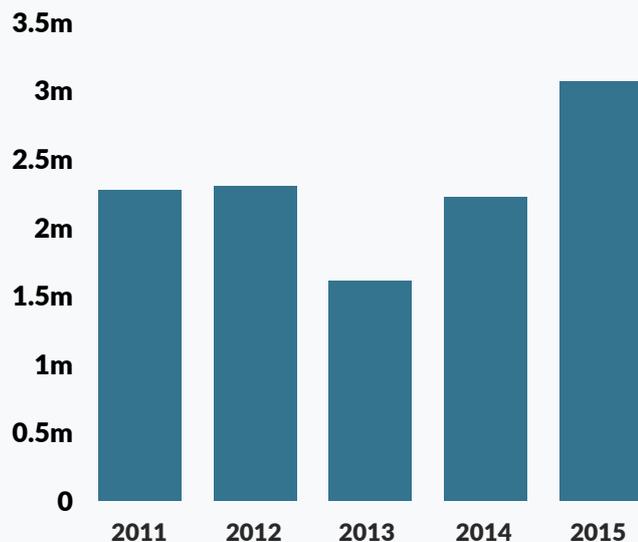
Record average investment size

The average investment size increased by 38% compared with 2014, reaching its highest value on our records.

Investment amount and deal numbers over time (venture-stage)



Average investment amount (£) over time (venture-stage)



Private Equity still top dog

Private Equity (incorporating Venture Capital) was the most active investor type at the venture-stage, as it was in 2014. Private Investment Vehicles remained in second place in 2015. Crowdfunding has moved up into third place, increasing its venture-stage deal numbers by 141%.

Crowdcube remains at the top

Crowdcube, which participated in 40 deals, was the most prolific investor at the venture-stage in 2015, retaining its position from 2014. Seedrs makes second place in the list – having not been in the top 5 at all in 2014.

Top 5 venture-stage investor types by deal numbers

Rank	Investor type	Deals
1	Private Equity	150
2	Private Investment Vehicle	90
3	Crowdfunding	89
4	Local & Regional Government	68
5	Angel Network	64

Top 5 venture-stage investors by deal numbers

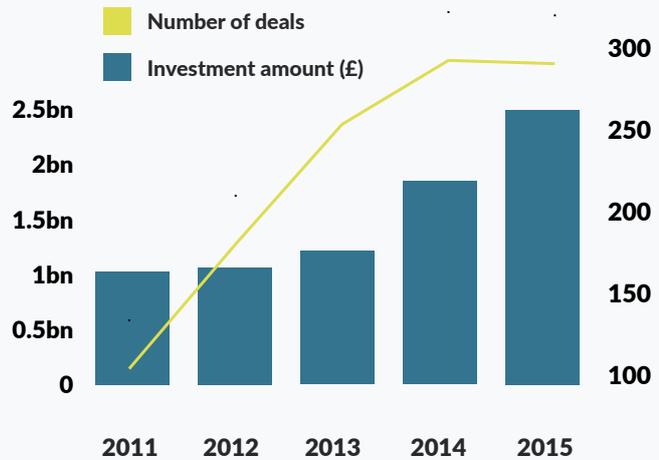
Rank	Investor	Deals
1	Crowdcube	40
2=	Seedrs	18
2=	London Co-Investment Fund	18
3	Scottish Enterprise	17
4	Angels Den	14

Growth-Stage

Summary

UK-based growth-stage companies completed 290 equity fundraising transactions in 2015. Investment amounts were disclosed for 236 deals, totalling £2.49bn. The average growth-stage investment size was £10.6m.

Investment amount and deal numbers over time (growth-stage)



Deal numbers failing to grow

For the first time on our records growth-stage deal numbers have failed to grow year-on-year, falling by 0.7% (2 deals). The first quarter of 2015 was a record quarter for deal numbers, but a weak Q2 and Q3 brought down the annual figure.

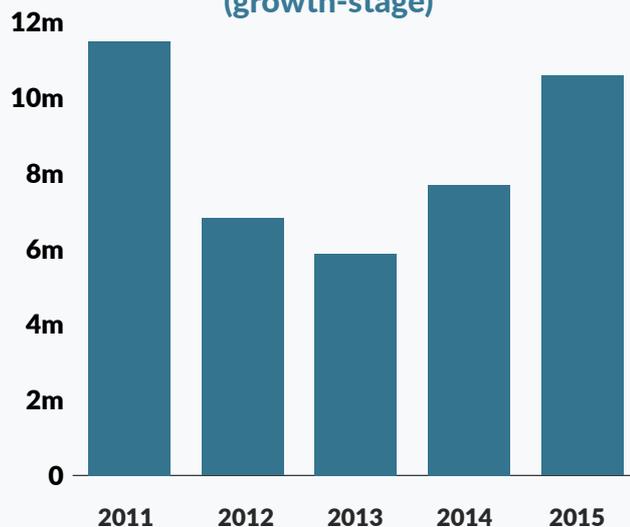
Record investment into growth-stage companies

Despite a poor performance for deal numbers, 2015 saw a record amount of investment into growth-stage companies, up 35% on the previous year. Growth-stage investment represented 61% of all investment in 2015.

Average investment size grows by 38%

In 2015 the average growth-stage investment grew by 38% compared with 2014 but failed to reach the record of £11.5m set in 2011.

Average investment amount (£) over time (growth-stage)



Private Equity responsible for the majority of growth-stage investments

60% of growth-stage investments in 2015 had Private Equity participation. Local & Regional Government, in second place, had 12% fewer deals than 2014. Crowdfunding is a new entrant to the list for 2015 with 17 deals.

Business Growth Fund keeps the top spot

The Business Growth Fund was the top investor at the growth-stage, for the third year in a row. BGF was three times more active than its closest rival. Octopus, with 10 deals, has moved up to 2nd place in 2015. Woodford Investment Management is a new entrant in joint third place, having made 8 growth-stage investments in 2015 through its two funds.

Top 5 growth-stage investor types by deal numbers

Rank	Investor type	Deals
1	Private Equity	175
2=	Local & Regional Government	30
2=	Private Investment Vehicle	30
3	Corporate	23
4	Crowdfunding	17

Top 5 growth-stage investors by deal numbers

Rank	Investor	Deals
1	Business Growth Fund (BGF)	32
2	Octopus Investments	10
3=	Balderton Capital	8
3=	Index Ventures	8
3=	Woodford Investment Management	8
3=	Crowdcube	8

ANALYSIS

3. Sectors

Overview: deal numbers

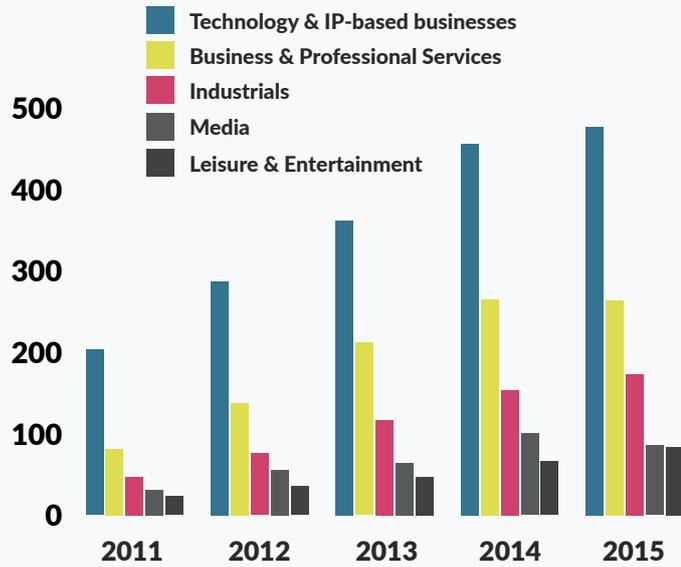
Top 5 sectors: deal numbers

Top 5 Sectors by annual deal numbers

The top five sectors by number of announced equity fundraising transactions have been the same for the past five years.

Technology stays on top

Technology was again the busiest sector in 2015, with 35% of all activity.



Top 5 sectors: deal numbers (2014 v 2015)

Sector	2015 deal numbers	% change	2014
Technology	477	+ 4.6	456
Business & Professional Services	264	- 0.3	265
Industrials	173	+ 12.9	153
Media	85	- 14.6	100
Leisure & Entertainment	84	+ 27.1	66

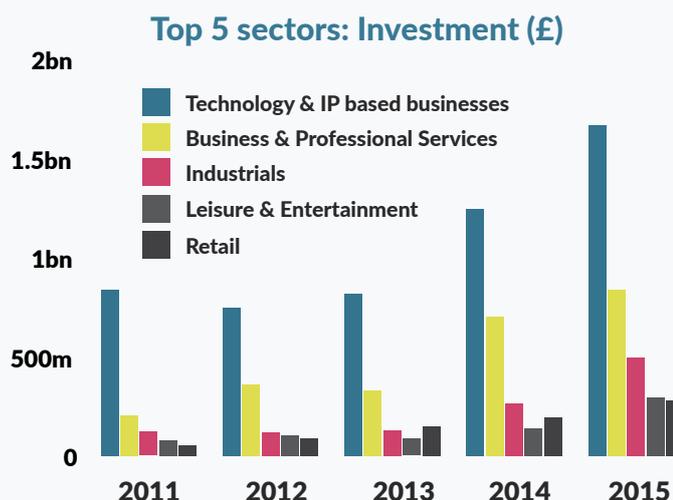
A big year for the Leisure & Entertainment sector

In 2015 Leisure & Entertainment saw its deal numbers climb by 27% compared with the previous year, making it the biggest mover in the top five sectors for activity.

Overview: investment amount

Top sectors remain static

The top three sectors for amount invested were the same as in 2014, with Leisure & Entertainment and Retail trading fourth and fifth place.



Top 5 sectors: deal numbers (2014 vs 2015)

Sector	2015 investment amount	% change	2014
Technology	£1.66 billion	+33.8	£1.24 billion
Business & Professional Services	£838 million	+19.5	£701 million
Industrials	£495 million	+87.9	£263 million
Media	£294 million	+115.7	£136 million
Leisure & Entertainment	£277 million	+43.8	£192 million

Leisure & Entertainment had a record year...

The amount invested into Leisure & Entertainment in 2015 broke previous records, rising by 116% compared with the previous year.

...as did Technology

Technology companies received a record amount of equity investment in 2015, up 33% on 2014. The amount invested in technology has risen every year since 2011.

Technology

Summary

UK-based Technology companies completed 812 equity fundraising transactions in 2015. A total of £2.52bn was invested into Technology companies. The average investment was £3.4m.

Technology deal numbers faltering....

2015 saw only a 2% rise in deal numbers compared with 2014 - it was the slowest rate of growth since 2011.

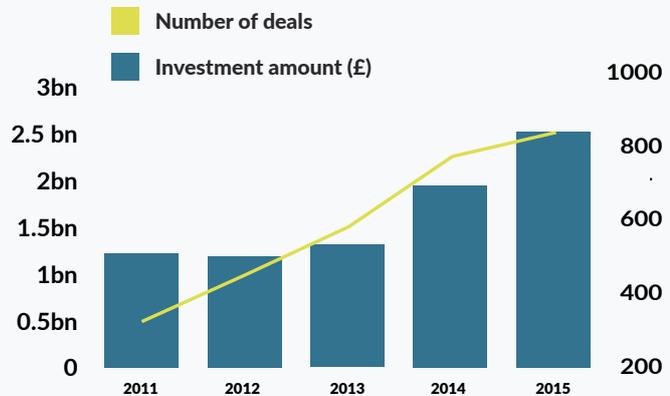
...but a record amount invested in the sector

The amount invested into the Technology sector in 2015 grew by 29% compared with the previous year, passing the £2bn mark for the first time - and by a huge £520m.

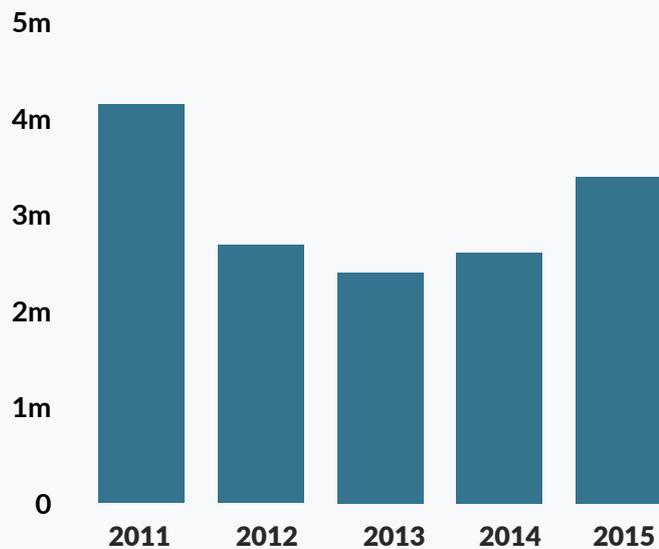
Average investment on the rise

The size of the average Technology deal grew for the second year in a row but still falls short of the record set in 2011.

Technology investment (£) and deal numbers over time



Average Technology investment (£) over time



Technology: top investors

Crowdfunders keep the top spots for Technology investment activity...

Crowdcube and Seedrs have swapped places in 2015 with Seedrs establishing a strong lead.

...but Crowdfunding is still behind Private Equity

Crowdfunding as a whole lagged behind Private Equity in 2015 for Technology investment activity. Crowdfunding did, however, grow its deal numbers by 86% – compared with Private Equity's 3% growth.

Rank	Investor	Deals
1	Seedrs	81
2	Crowdcube	56
3	Angels Den	28
4=	Mercia Fund Management	27
4=	Scottish Enterprise	27
5	SyndicateRoom	21
6	The London Co-Investment Fund	20
7	Imperial Innovations	16
8=	North West Fund for Biomedical	15
8=	Woodford Investment Management	15

Technology: top investor types

Rank	Investor type	Deals
1	Private Equity	271
2	Crowdfunding	162
3	Private Investment Vehicle	149
4	Local & Regional Government	83
5	Angel Network	78

Business & Professional Services

Summary

UK-based Business & Professional Services companies completed 486 equity fundraising transactions in 2015. A total of £1.49bn was invested into Business & Professional Services companies. The average investment was £3.5m.

Deal numbers fall for the first time...

The number of equity fundraising transactions in the Business & Professional Services sector, fell for the first time after three years of solid growth. Investment activity in 2015 fell by 26% compared with 2014.

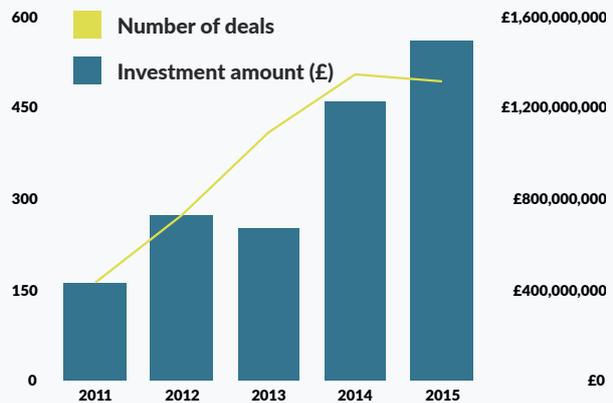
...but investment climbs to record heights

Despite a fall in deal numbers, overall investment into the sector grew by 21% to a record high just shy of £1.5bn.

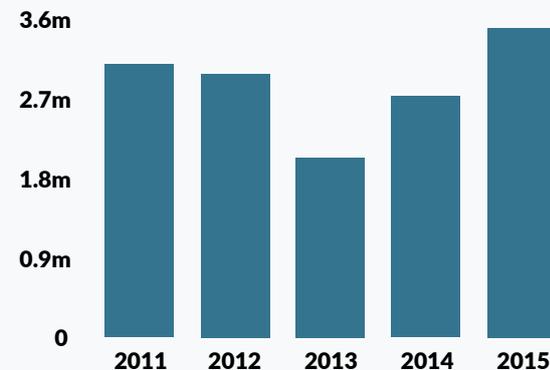
Average investment size grows for second year in a row

In 2015 the average deal in the Business & Professional Services sector rose by 28% to a record high.

Business & Professional Services investment (£) and deal numbers over time



Average investment amount (£) Business & Professional Services over time



Private Equity dominates Business & Professional Services

Private Equity remains the most active investor type into the Business & Professional Services sector. Crowdfunding moves up into third place, displacing Local & Regional Government.

Seedrs spurts ahead

Seedrs has taken the lead as the most active investor into the Business & Professional Services sector in 2015, knocking Crowdcube off the top spot it held in 2014. The Business Growth Fund took fourth place in 2015, having tied with Seedrs the previous year.

Business & Professional Services: top investors

Rank	Investor	Deals
1	Seedrs	55
2	Crowdcube	26
3	Angels Den	17
4	Business Growth Fund (BGF)	15
5	Seedcamp	13
6	Finance Wales	11
7	Mercia Fund Management	10
8=	Collider	9
8=	London Co-Investment Fund	9

Business & Professional Services: top investor types

Rank	Investor type	Deals
1	Private Equity	187
2	Private Investment Vehicle	113
3	Crowdfunding	109
4	Local & Regional Government	54
5	Incubator	52

Life Sciences

Summary

UK-based Life Sciences companies completed 74 equity fundraising transactions in 2014. A total of £694m was invested into Life Sciences companies. The average investment was £9.8m.

Annual deal numbers are ailing...

The number of investments into the Life Sciences sector fell by 3%, after three years of steady growth.

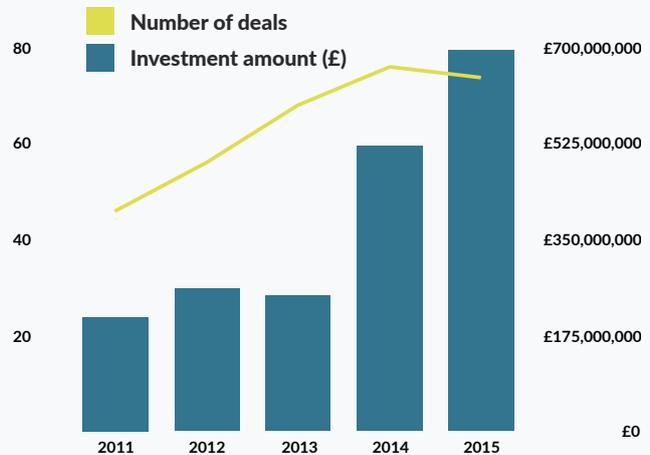
...but investment amounts are palliative

2015 was another record-breaking year for the amount invested into the Life Sciences sector. As is often the case in Life Sciences, a few very large deals have helped to buoy the figures.

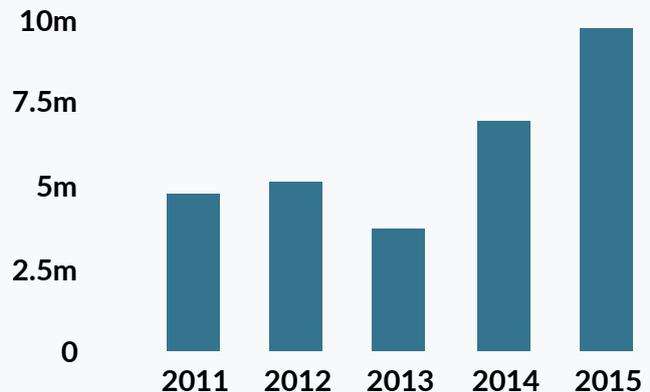
Average investment size reaches record in 2015

Life Sciences' handful of big deals have brought the average deal size up to an all-time high of nearly £1m – growing by 41% compared with 2014.

Life sciences investment (£) and deal numbers over time



Average investment amount (£) Life Sciences over time



Woodford is the top Life Science investor in 2015

Only three of the top Life Sciences investors from 2014 made it into the 2015 rankings. The North West Fund for Biomedical was at the bottom of our list in 2014, with three deals, but is joint third this year. Woodford Investment Management made nine investments through its two funds.

Private Equity remains unchallenged

Private Equity was again the most active investor type into Life Sciences, completing as many deals as the next four most active investor types combined.

Life Sciences: top investors

Rank	Investor	Deals
1	Woodford Investment Management	9
2	Scottish Enterprise	8
3=	North West Fund for Biomedical	7
3=	Imperial Innovations	7
4	Mercia Fund Management	5
5=	Epidarex	4
5=	SyndicateRoom	4
6=	Invesco Perpetual	3
6=	Rainbow Seed Fund	3
6=	Syncona Partners	3

Life Sciences: top investor types

Rank	Investor type	Deals
1	Private Equity	41
2	Local & Regional Government	13
3=	Commercialisation Company	10
3=	Devolved Government	10
4	Crowdfunding	7

ANALYSIS

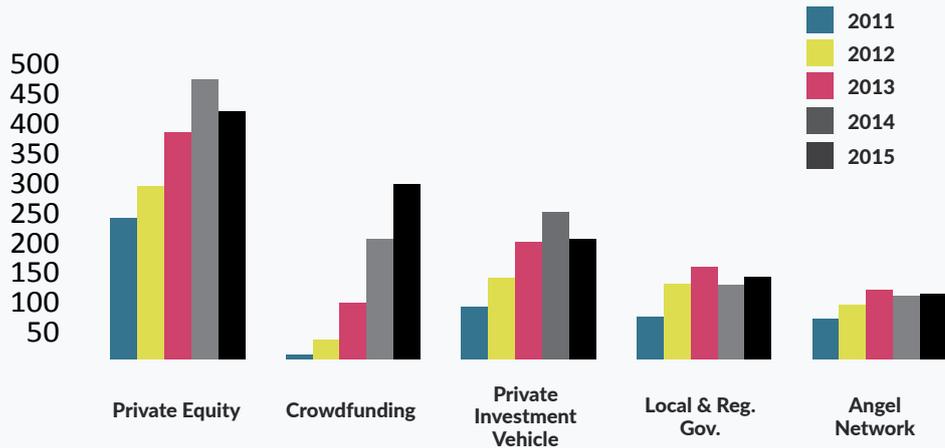
4. Investors

Overview

Private Equity slowing down

Private Equity investors and Private Investment Vehicles saw an 11% and 18% decrease in their respective deal activity between 2014 and 2015.

Deal numbers by investor type over time



	2015	% change	2014	2013	2012	2011
Private Equity	416	-11.3	469	381	290	237
Crowdfunding	293	+45.8	201	94	32	7
Private Investment Vehicle	202	-18.2	247	196	136	88
Local & Regional Government	138	+10.4	125	154	127	71
Angel Network	110	+3.8	106	116	91	67

Crowdfunding continues to grow

Crowdfunding platforms continued to increase the number of investments they facilitated in 2015, seeing a 46% increase against 2014's numbers. Whereas last year Crowdfunding's activity growth seemed to come at the cost of Angel Network's and Local & Regional Government funds, this year it is Private Equity and Private Investment Vehicles that have taken the hit.

Rank	Investor	Deals
1	Crowdcube	136
2	Seedrs	118
3	Angels Den	48
4	Business Growth Fund (BGF)	33
5	Mercia Fund Management	30
6	Scottish Enterprise	29
7	The London Co-Investment Fund (LCIF)	25
8	SyndicateRoom	23
9	Octopus Ventures	22
10	Northstar Ventures	20
11	Woodford Investment Management	19
12=	Finance Wales	17
12=	Northwest Fund for Biomedical	17

Local & Regional Government Funds recover

2015 saw Local & Regional Government funds participate in more investments than in 2014, growing activity by 10%. However, their deal numbers remain below the record set in 2013.

Angel Networks' deal numbers are flat-lining

The number of deals completed by Angel Networks has been hovering around the 100 mark for the past 4 years. Although activity increased slightly in 2015, it was still behind 2013's record of 116 investments.

Crowdcube and Seedrs retain the top spots

For the second year in a row, Crowdcube and Seedrs occupy first and second place. Crowdcube's 136 and Seedrs' 118 deals represent the first time any fund or platform has been responsible for more

than 100 investments. Together Crowdcube and Seedrs accounted for 80% of all crowdfunding activity.

New entrants

It is interesting to see both Woodford Investment Management and the Northwest Fund for Biomedical enter the list, after a busy year investing into Life Sciences and Medical Technology companies. Indeed, the Northwest Fund for Biomedical's 17 deals makes it the first sector-specific fund to enter our list.

ANALYSIS

5. Geography

Overview

Summary

Southern regions had another good year in 2015, experiencing growth across the board – except in the South West, where the amount of investment fell by 18% and deal numbers by 21%.

Four regions experienced a decline in both deal numbers and the amount of investment: the East of England, the South West, Wales, and Northern Ireland. Northern Ireland was the worst affected, seeing its investment fall by 35% and deal numbers by 43%.

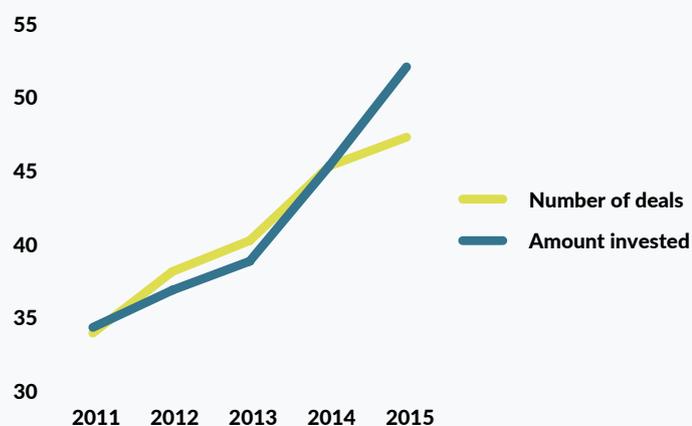
London's dominance is growing

In 2015 London saw £186m more investment than every other region of the UK combined. London received 52% of the total amount invested in the UK, and 46% of the deals. London saw the third largest growth rate for both its amount of investment and its number of deals, which respectively rose by 58% and 13% compared with 2014.

Huge boost for the Midlands

The amount invested into the West Midlands grew by a staggering 368%, moving the

London's share of UK total investment (%)



Total investment by region

Region	2015	2014	% change
London	£2.13bn	£1.35bn	58%
South East	£665m	£439m	51%
West Midlands	£318m	£68m	368%
Scotland	£183m	£135m	35%
East of England	£159m	£260m	-39%
South West	£138m	£167m	-18%
North West	£127m	£221m	-42%
Yorkshire & Humberside	£103m	£83m	24%
North East	£101m	£52m	92%
East Midlands	£89m	£78m	14%
Wales	£20m	£30m	-33%
Northern Ireland	£38m	£57m	-35%

region from eighth place in 2014 to third last year. The majority of this increase in the amount invested was at the growth-stage, which saw a rise of 426%. The number of deals in the West Midlands grew by a more moderate 24%. The East Midlands also did well, seeing growth in both amount invested and number of deals.

Total deal numbers by region

Region	2015	2014	% change
London	594	525	13%
South East	146	132	11%
North West	85	81	5%
Scotland	83	84	-1%
East of England	78	102	-24%
North East	60	62	-3%
South West	60	76	-21%
West Midlands	57	46	24%
Yorkshire & Humberside	48	63	-24%
East Midlands	41	23	78%
Wales	28	39	-28%
Northern Ireland	12	21	-43%

London

Summary

London-based companies completed 594 deals in 2015. Investment amounts were disclosed for 550 deals, totalling £2.13bn. The average deal size for 2015 was £3.86m.

A record number of transactions...

The 594 announced equity fundraising transactions in 2015 set a new record for the capital, representing 13% growth compared with the previous year.

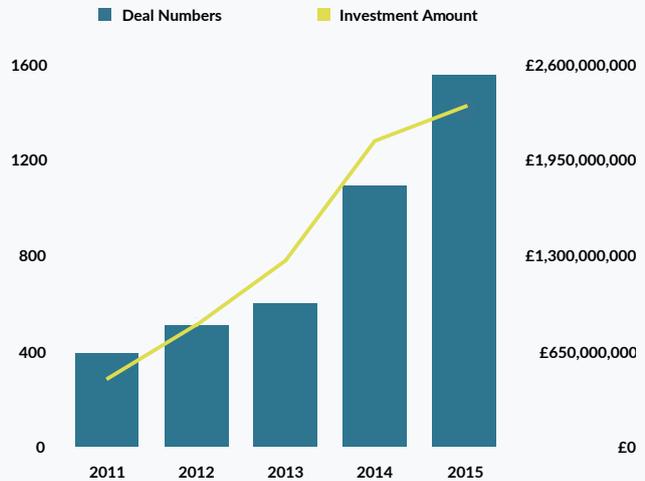
...and a record amount of investment

2015 saw just over £2.1bn invested into the capital's growing companies. This is a new record, up 58% on the previous year.

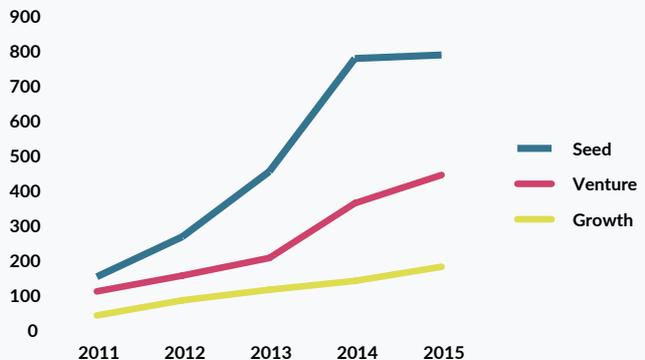
Growth for all stages

Deal numbers grew at the seed, venture, and growth-stages. Venture-stage saw the fastest growth of any stage of evolution.

London: deal numbers and investment amount over time



London: deal numbers by stage of evolution



Private Equity still king in London

Private Equity (incorporating Venture Capital) investors held on to the top spot in London, participating in over 200 equity fundraising transactions. Crowdfunding climbed to second place, pushing Private Investment Vehicles down a spot. Crowdfunding saw the best growth in London, upping its deal numbers by 238% compared with 2014.

Crowdcube loses pole position

Crowdcube has lost pole position to Seedrs for the number of transactions it facilitated in London in 2015. Between the two they accounted for 80% of all crowdfunding activity in London last year.

Top London investor types

Rank	Investor	Deals
1	Private Equity	213
2	Crowdfunding	207
3	Private Investment Vehicle	147
4	Incubator	75
5	Angel Network	42

Top London investors

Rank	Investor type	Deals
1	Seedrs	89
2	Crowdcube	82
3	Angels Den	23
4	London Co-Investment Fund	22
5	Seedcamp	18

East of England

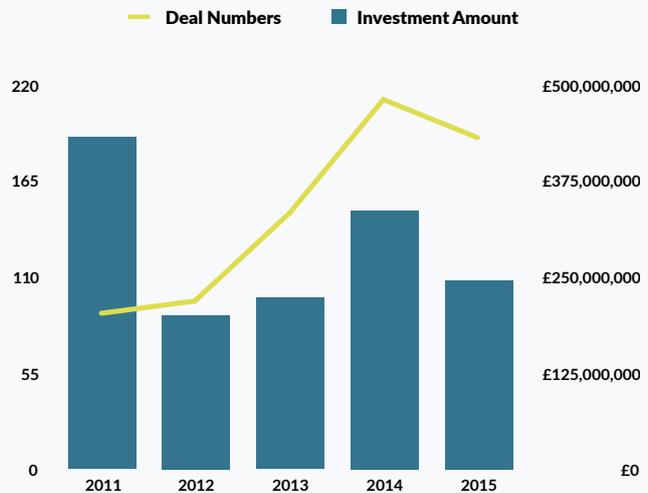
Summary

Companies based in the East of England completed 78 deals in 2015. Investment amounts were disclosed for 69 deals, totalling £159m. The average deal size for 2015 was £2.3m.

Deal numbers down across the board

The number of equity investments made into the East of England in 2015 fell by 24% in comparison with 2014. While deal numbers fell at every stage, the drop was most pronounced at the growth-stage, which saw a 40% year-on-year drop.

East of England: deal numbers and investment amount over time



Annual investment plummets

The amount invested into the East of England fell dramatically in 2015 (by 39%). The amount was the second lowest since 2011.

Technology takes over half the amount invested

57% of the investment in the East of England in 2015 went to fast-growing technology companies – a higher percentage than the previous year. The amount invested into technology companies fell in real terms.

East of England: deals by stage of evolution over time



Crowdfunding nabs the top spot

In 2015 crowdfunding became the most active investor type in the East of England, displacing Private Equity.

Crowdcube rising in the East

Crowdcube facilitated the most deals in the East of England in 2015 – 6 deals ahead of its nearest competitor. Cambridge Innovation Capital and the University of Cambridge Enterprise Fund – both closely tied to the University – are each new entrants to the list.

Top East of England investor types

Rank	Investor	Deals
1	Crowdfunding	24
2	Private Equity	20
3	Private Investment Vehicle	15
4	Angel Network	8
5	Corporate	7

Top East of England investors

Rank	Investor type	Deals
1	Crowdcube	11
2=	Angels Den	5
2=	Seedrs	5
3	Cambridge Innovation Capital (CIC)	4
4=	SyndicateRoom	3
4=	The University of Cambridge Enterprise Fund	3
4=	Amadeus	3

North East

Summary

Companies based in the North East completed 60 deals in 2015. Investment amounts were disclosed for 52 deals, totalling £101m. The average deal size for 2015 was £1.9m.

Deal numbers keep falling...

The number of equity fundraising transactions completed in the North East fell for the second year in a row but only by 3%.

while investment amounts keep climbing

The amount invested into the North East, on the other hand, grew for the third year in a row – by a staggering 92% – to a new record of just over £100m.

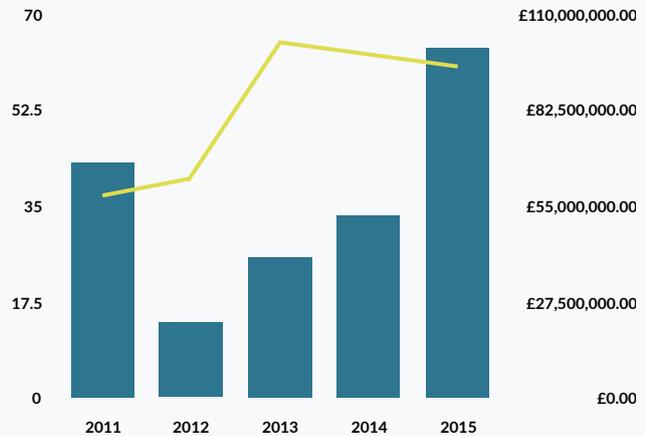
The venture-stage bucks the trend

Although overall deal numbers fell in the North East in 2015, the venture-stage saw more transactions than in 2014. Investments at the growth-stage fell sharply for the second year in a row.

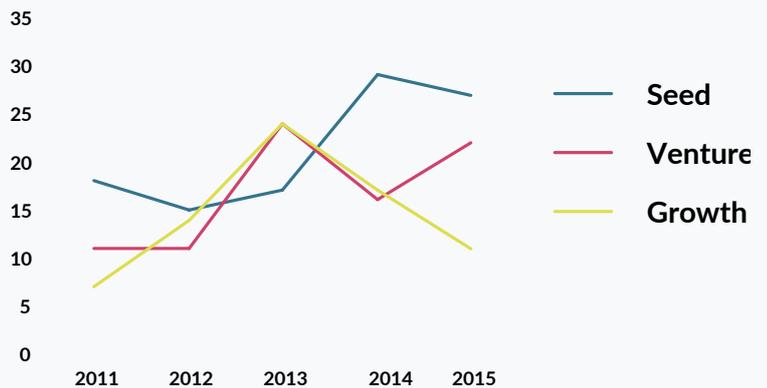
Business & Professional Services rake in the cash

More than half (52%) of all investment in the North East in 2015 went to Business & Professional Services companies. The busiest sector, however, was Technology, followed closely by Industrials.

North East: deal numbers and investment amount over time



North East: deal numbers by stage of evolution over time



Local & Regional Government funds continue to support the North East

2015 saw Local & Regional Government funds again make more investments into the North East than any other type of investor – they were responsible for 62% of transactions. Crowdfunding, third on the list in 2014, has fallen away, having facilitated only two deals in 2015. This runs contrary to the trend of growth in crowdfunding in most other regions.

Government-backed investors top the charts

Northstar Ventures made 17 investments through the Local & Regional Government funds it manages. The Finance for Business North East Growth Fund, managed by NEL Fund Managers, was previously the region's top investor in 2014, backing the same number of deals as it did this year (16).

Top North East investor types

Rank	Investor	Deals
1	Local & Regional Government	37
2	Private Equity	9
3	Private Investment Vehicle	7
4	Angel Network	3

Top North East investors

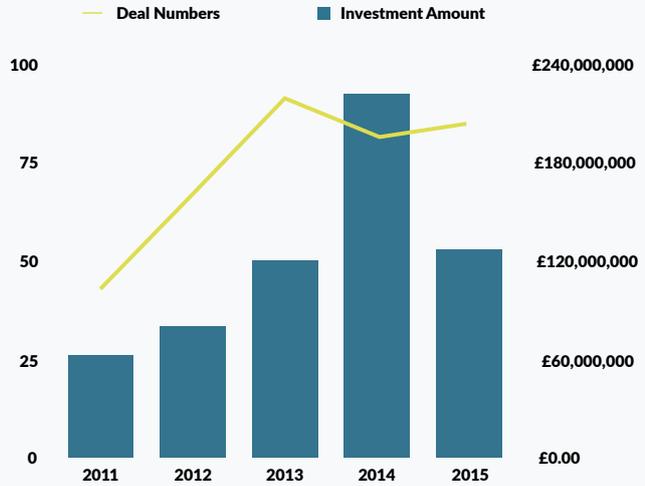
Rank	Investor type	Deals
1	Northstar Ventures	17
2	Finance for Business North East Growth Fund	16
3	Rivers Capital Partners	5
4	UK Steel Enterprise	4
5=	Business Growth Fund (BGF)	3
5=	IP Group	3

North West

North West: deal numbers and investment amount over time

Summary

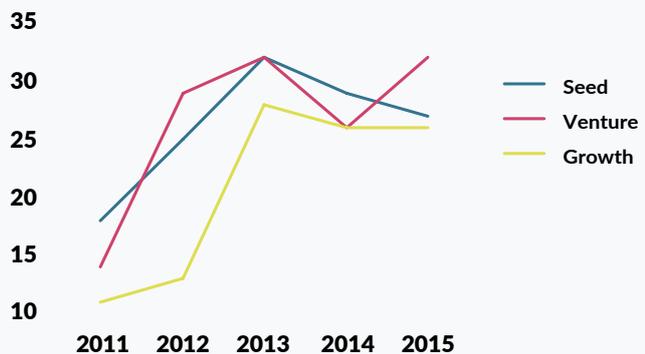
Companies based in the North West completed 85 deals in 2015. Investment amounts were disclosed for 71 deals, totalling £127m. The average deal size for 2014 was £1.8m.



Deal numbers rebound....

The number of investments made into North West companies in 2015 rose by 5% compared with 2014, but is still down against the record set in 2013. This overall growth was caused by 23% rise in the number of deals completed at the venture-stage. Deals at the seed-stage fell, and flat-lined at the growth-stage.

North West: deal numbers by stage of evolution over time



but investment amount plummets

After a record £221m of investment in 2014, the amount invested into the North West fell by 42% but remains at a higher level than in 2013.

Tech is the North West's busiest sector

Business & Professional Services companies in the North West received slightly more (2.7%) investment than Technology companies. Technology companies, however, were able to claim over a third of the region's deal activity.

Private Equity falls behind

Local & Regional Government funds were the most active type of investor in the North West in 2015, as they were the year previously. Private Equity continues to occupy second place but its deal numbers have fallen by 33% compared with 2014. Crowdfunding remains in fourth place, having facilitated nine deals in both 2014 and 2015.

A good year for the North West Funds

The North West Funds for Biomedical, Digital & Creative and Venture Capital were all also top investors into the region in 2014. The North West Fund for Biomedical shoots to the top of the leaderboard, completing as many deals as the other two funds combined.

Top North West investor types

Rank	Investor	Deals
1	Local & Regional Government	39
2	Private Equity	18
3	Private Investment Vehicle	11
4	Crowdfunding	9
5	Angel Network	8

Top North West investors

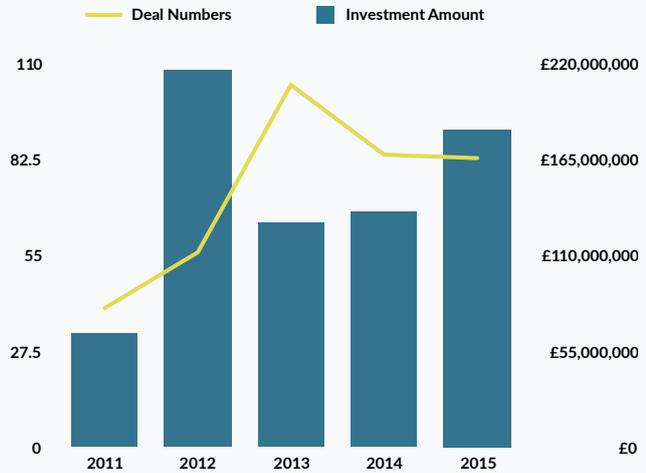
Rank	Investor type	Deals
1	The North West Fund for Biomedical	14
2	The North West Fund for Digital & Creative	8
3	The North West Fund for Venture Capital	6
4=	Dragons' Den	4
4=	Greater Manchester Investment Fund	4
4=	Seedrs	4

Scotland

Scotland: deal numbers and investment amount over time

Summary

Scottish companies completed 83 deals in 2015. Investment amounts were disclosed for 77 deals, totalling £183m. The average deal size for 2015 was £2.4m.



Deal numbers flat-line...

Only one less investment was made into Scottish companies in 2015 than in 2014 – still well below the record set in 2013. The number of deals at the seed-stage fell dramatically but was compensated for by growth in the number of investments made at the venture-stage.

Scotland: deal numbers by stage of evolution over time

but the amount of investment continues to grow



The amount of investment received by fast-growing companies in Scotland grew by 35% – the second year of growth in a row. The figure still lags behind the record amount of investment seen in 2012.

Tech is the busiest and most valuable sector in Scotland

42% of all investment in Scotland went to Technology companies, who were also involved in over a third of all deal activity. Industrials was the next busiest sector.

Devolved Government funds take the lead

Last year Devolved Government and Angel Networks were tied for first place, having each completed 28 deals. In 2015 Devolved Government pushed its deal numbers above 30 and clinched the top spot. The popularity and success of Angel Networks in Scotland continues to keep crowdfunding platforms from getting a firmer foothold.

Scottish Enterprise is (unsurprisingly) top Scottish investor

Scottish Enterprise made nearly 30 investments in Scotland through the various funds it manages. Archangels remain in second place with one less deal than it completed in 2014.

Top investor types in Scotland

Rank	Investor	Deals
1	Devolved Government	34
2=	Angel Network	28
2=	Private Equity	28
3	Crowdfunding	11
4	Private Investment Vehicle	7

Top investors in Scotland

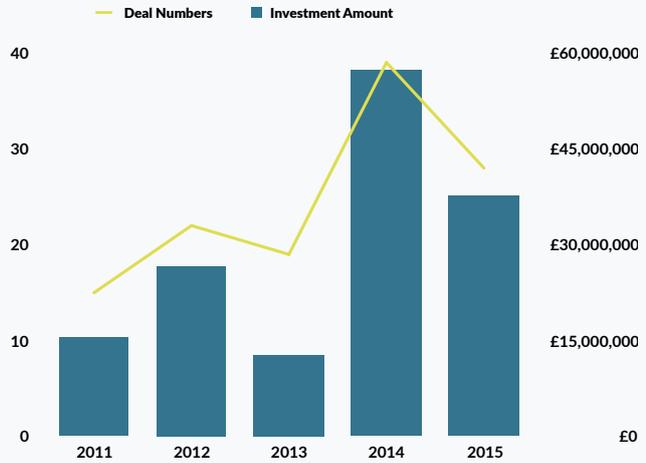
Rank	Investor type	Deals
1	Scottish Enterprise	28
2	Archangels	9
3	Business Growth Fund (BGF)	7
4=	Crowdcube	6
4=	Par Equity	6

Wales

Wales: deal numbers and investment amount over time

Summary

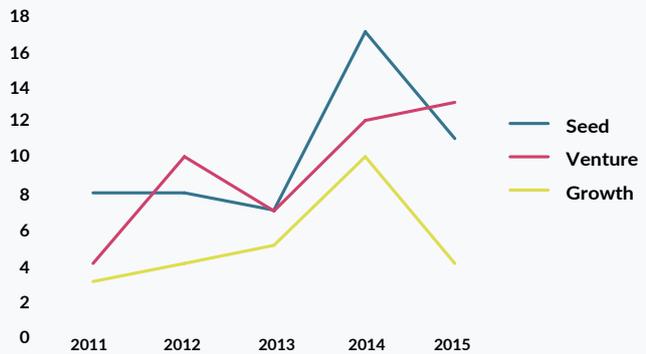
Welsh companies completed 28 deals in 2015. Investment amounts were disclosed for 23 deals, totalling £38m. The average deal size for 2015 was £1.6m.



Deal numbers regress....

After massive growth in deal numbers between 2013 and 2014, deal numbers fell by 28% in 2015. But with 23 deals it remains above the figures seen prior to 2014. Despite a small amount of growth in deal numbers at the venture-stage, depression at the seed- and growth-stages meant that the overall figures shrank.

Wales: deal numbers by stage of evolution over time



...and investment follows suit

The record amount of investment seen in 2014 has not been able to hold and the figure for 2015 fell by 33%. Like the number of deals, the amount of investment remains above the levels seen in 2011-13.

Wales' most valuable sector is Tech

Technology companies received 73% of the total amount invested into Wales in 2015. Over a third of all transactions were into Technology companies.

Private Equity falls to the bottom of the pile

In 2014 Private Equity was the second most active investor type in Wales, with 12 deals. In 2015, Private Equity completed only two transactions.

Finance Wales is (unsurprisingly) top Welsh investor

Finance Wales made the most investments into Wales in 2015 – its various funds completed 13 equity fundraising transactions. The Wales Life Sciences Investment Fund (managed by Arthurian Life Sciences), Seed Mentors and Seedrs each completed two transactions.

Top investor types in Wales

Rank	Investor	Deals
1	Devolved Government	11
2	Private Investment Vehicle	9
3=	Central Government	3
3=	Charity/Not-for-Profit Organisation	3

Top investors in Wales

Rank	Investor type	Deals
1	Finance Wales	13
2=	Wales Life Sciences Investment Fund	2
2=	Seed Mentors	2
2=	Seedrs	2

METHODOLOGY

When discussing UK investment totals and deal numbers in our blogs, articles and reports, we use the following methodology, unless we state otherwise.

The deals we include in this report are equity investments into UK-based businesses. The majority of articles and analysis contained herein are based only on announced equity investment. Wherever unannounced deals are being mentioned or analysed, it will be explicitly mentioned within that article.

This data is based on our own independent monitoring of fast-growth UK companies, their deals and their investors. We have comprehensive coverage of announced equity deals from Q3 2010 to present, and comprehensive coverage of unannounced equity deals from Q1 2015 to present.

What we include when analysing UK equity investment

Equity financing: Funding from either “organised” or “unorganised” investors. The former include institutions such as private equity firms, corporate venturing arms or formal networks such as business angel groups. The latter include business angels that are not investing through an angel network.

Crowdfunding investment:

Investments of money in return for equity from crowd funding intermediaries are included.

Deals only partly equity: Venture debt, loans or grants issued to private companies are included only if they have come alongside equity financing. The entire round (including debt) is included in the data.

Investment only into private

companies: Publicly listed companies of any kind that are actively traded on any exchange are excluded from our numbers.

Announced vs. unannounced

deals: We categorise equity fundraising transactions into two types. Announced deals are those investments that had an accompanying press release or were mentioned in the news.

Unannounced deals are investments that were uncovered by our in-house researchers. Information about these deals, such as the amount invested and the company’s valuation, are not publicly available.

What we do not include when analysing UK equity investment

Buyouts, mergers and acquisitions:

These transaction types involve the change in ownership of existing shares (to buy out existing shareholders) rather than the creation of new shares (and the injection of new money into the company).

Private placements:

Private investment in public equities even if made by a venture capital or private

equity arm.

Solely debt/grant funding: Venture debt or grants issued to growing companies without any equity in the funding round.

Cash for rewards: Investment into companies for non-financial rewards, e.g. Kickstarter.

Project finance: Equity funding for individual films, construction projects and other individual projects.

Fund commitments: When a fund manager raises a new fund from which to disburse investments, it is not per se giving away equity in itself (though it might do that separately as well). This fundraising by the fund does not constitute equity investment. Therefore fund commitments are excluded from our analysis.

Further details

Sectors: We have developed our own sector matrix that we believe more accurately reflects the way in which investors and others in the industry think about fast-growth companies.

Cross-sectors: When analysing cross-sector data, i.e. comparing sectors, we weigh deal numbers and investment amounts across all of the investee's sectors. For example, a company in the Internet Platform and Theatre sectors will be counted as half a deal in each of these two sectors.

Single-sectors: When analysing single-sector data we do not apply weighting. For example, when looking at the Mobile Apps sector in isolation we count fully all deals and investment amounts related to all investee companies with Mobile Apps as one of their sectors. That same deal may also be counted fully when looking at the E-commerce sector in a different section of the report if the company is in both the Mobile Apps and E-commerce sectors.

Currencies: Where investment amounts have been provided in foreign currencies, these have been converted to GBP at the average exchange rate for the quarter in which they were completed.

Seed/Venture/Growth: We categorise businesses as being at the seed-stage, venture-stage, or growth-stage based on proprietary research and criteria. A deal is a seed-stage deal if the company was at the seed-stage when it received the investment.

Location: This information is based on the head office location of the company receiving investment. For example, if a company has offices in multiple cities or was founded in a particular city but has moved its headquarters, our data only reflects this headquarters address.

Second closing of a round: If, for example, a company completes a second closing of its Series B round for £5m this quarter having previously

closed £2m last quarter (for a £7m total), only the £5m second closing is included in our data this quarter with the £2m first closing counting towards the previous quarter's figures.

Overfunding: If a company sets out to raise a certain amount of money (via e.g. equity crowdfunding), but continues its fundraising after it has reached that amount, and then does manage to raise that second amount, we would count this as one deal, placing it at the date on which the second amount of money was raised.

Close deals: if a series of similar deals are announced for the same company within a short time period and these in our opinion actually form one single deal then we will count these in aggregate as one deal.

Ongoing fundraising: If a company indicates the closing of £1m out of a desired raise of £10m, our data only reflects the amount that has closed.

Contingent funding: If a company receives a commitment for £10m subject to certain milestones being achieved but first gets £5m, the entire £10m is included in our data.

Timing: Investments are allocated based on the date given in the announcement of the deal. This may differ from the date on which the deal legally closed. On occasion we see deals announced later than the date given, for example, a press release may be distributed in May that discloses

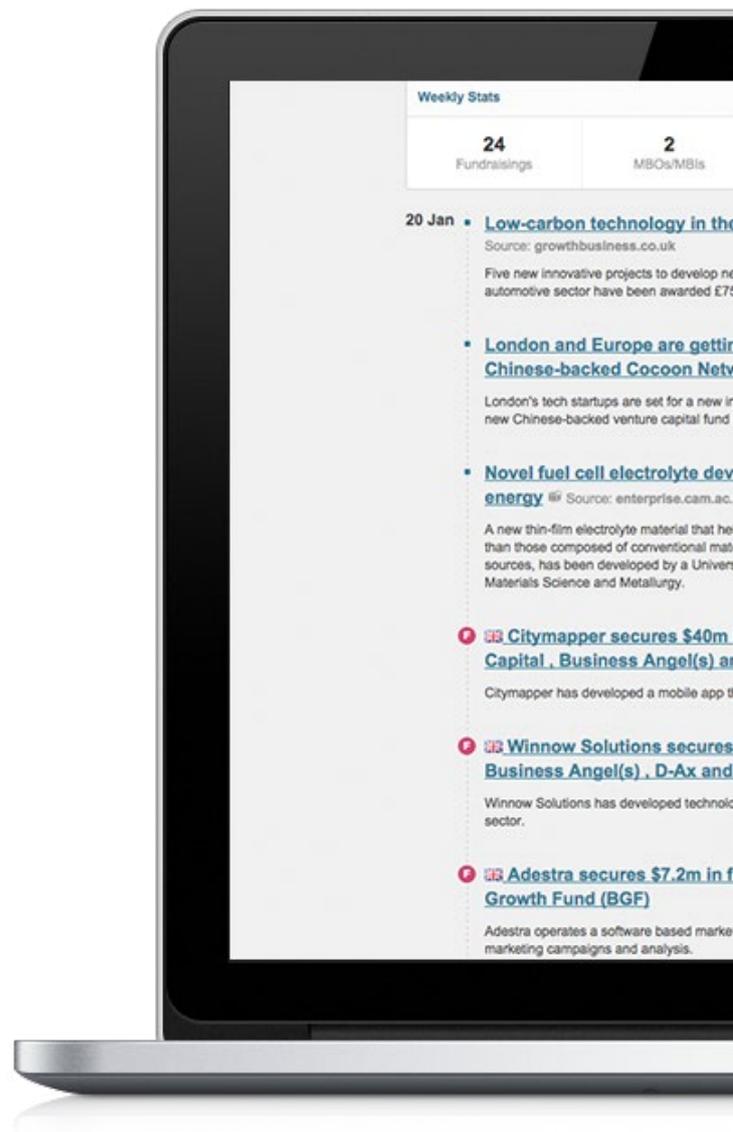
that a deal happened in March. In this case we will take March as the deal date.

Data for this report was finalised on 22/1/15 – deals disclosed after this date are not included.

Interested in fast-growth companies, their investors and deals?

You need Beauhurst.

- Target investors
- Nurture client relationships
- Spot promising start-ups
- Receive leading industry insight



Our users include:

Ebury



crowdcube

Innovate UK



London Bridge Capital



ClearlySo

Find out more:

www.beauhurst.com

Beauhurst

Beauhurst is the leading provider of deep data on ambitious, high-growth UK companies.

Using a combination of human and artificial intelligence, our London-based research team tracks a huge range of fast-growing companies and their investors across the UK, even including unannounced deals and valuations.

www.beauhurst.com

Text: Henry Whorwood, Joe Gardiner, Toby Austin

Data and analysis: Henry Whorwood, Pedro Madeira, Jennifer Glover, Ben Stockermans, Simone Dauti

Production: Jonathan Ross