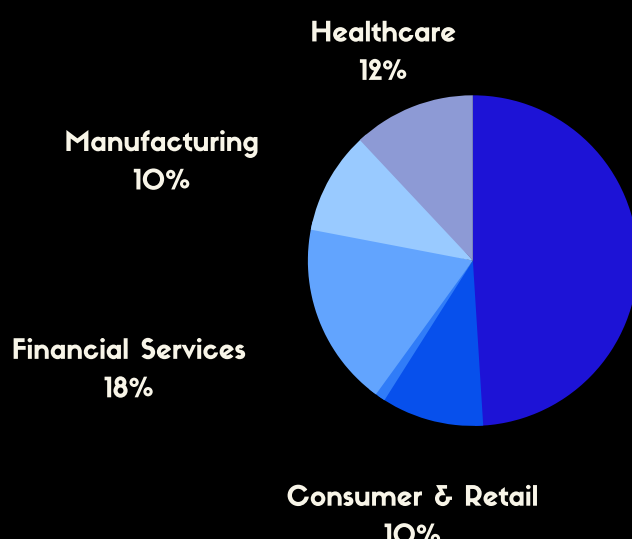
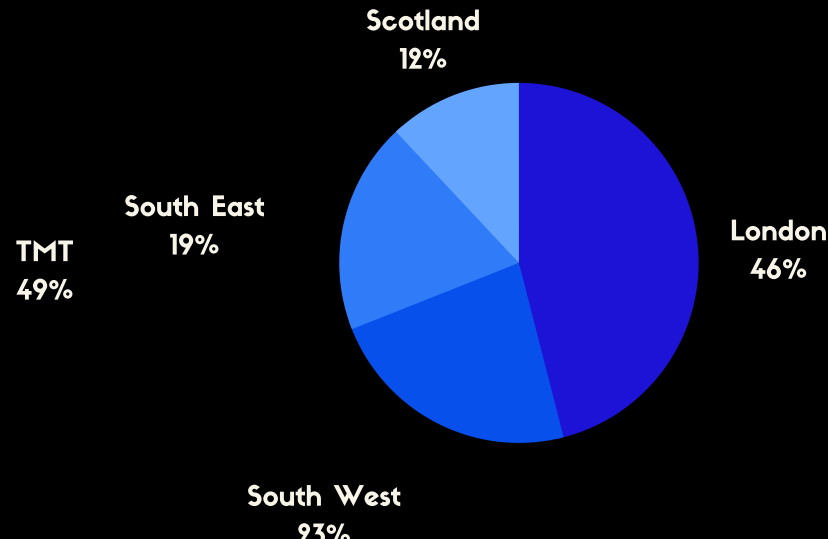


SCALEUP CAPITAL SURVEYED 106 CORPORATE FINANCE ADVISORS COVERING 2200 UK-BASED COMPANIES IN THE FIRST HALF OF 2021 TO UNDERSTAND THE LATEST TRENDS IN SCALE-UP INVESTING.

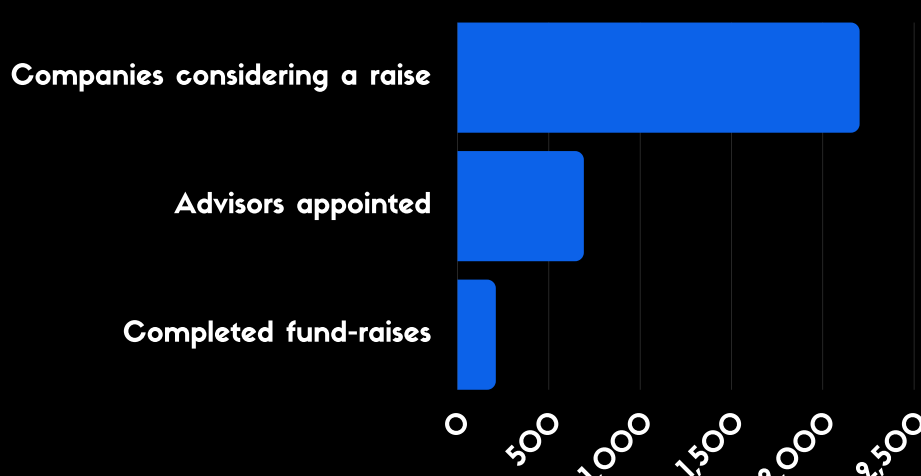
SECTOR BREAKDOWN OF NEW MANDATES



REGIONAL BREAKDOWN OF NEW MANDATES



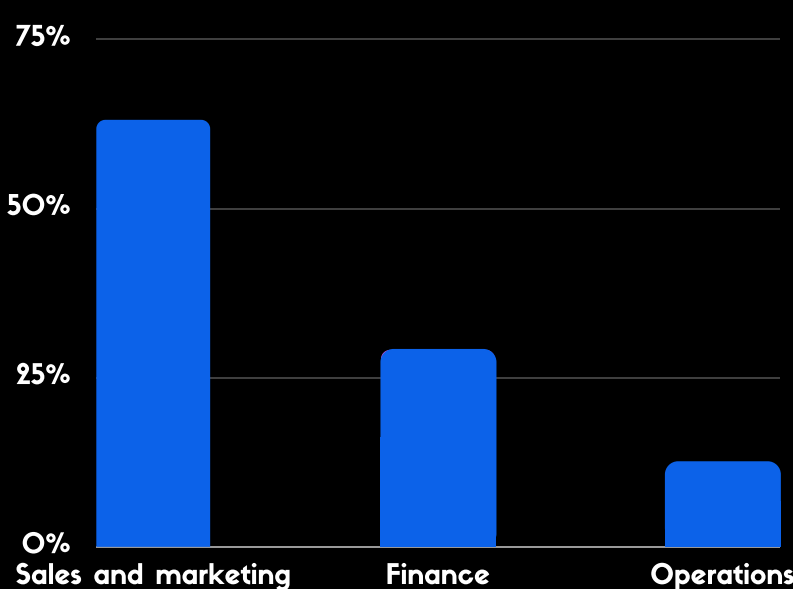
HALF OF NEW MANDATES COME FROM THE EVER-GROWING TECHNOLOGY SECTOR, WHILST LONDON CONTINUES TO LEAD THE WAY IN COVERAGE OF NEW SCALERS



LESS THAN 10% OF COMPANIES SUCCEEDED AT RAISING FUNDS

WHAT MANAGEMENT SKILL GAPS WERE A MAJOR CAUSE OF FAILED FUND-RAISES?

PERCEIVED LACK OF SKILLS IN SALES AND MARKETING SEEN AS PRIMARY REASON FOR FAILED FUND-RAISES IN 63% OF CASES



FACTORS BEHIND FAILED FUND-RAISES

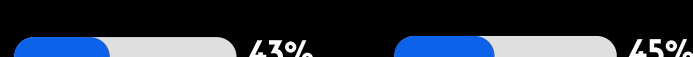
VALUATION EXPECTATIONS TOO HIGH



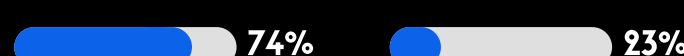
REVENUES TOO LOW



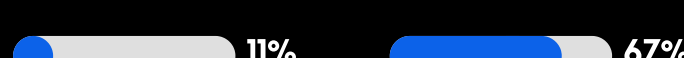
GROWTH RATES TOO LOW



PROFITS TOO LOW



QUALITY OF THE MANAGEMENT TEAM



HOW HAS SCALEUP CAPITAL HELPED OVERCOME SCALEUP CHALLENGES BEFORE?

DIGITAL THEATRE – BUILDING A WORLD-CLASS SALES AND MARKETING TEAM

SCALEUP CAPITAL MET DIGITAL THEATRE AT A CHALLENGING TIME AFTER SIGNIFICANT VENTURE CAPITAL FUNDS HAD ALREADY BEEN EXHAUSTED TRYING TO BUILD OUT A B2C NETFLIX-FOR-THEATRE PLATFORM.

HAVING ACQUIRED DIGITAL THEATRE OUTRIGHT, SCALEUP CAPITAL DIVOTED THE BUSINESS FROM B2C TO B2B. THE FOCUS THEN MOVED TO BUILDING OUT A NEW INSIDE SALES FUNCTION AND MARKETING ENGINE TO DRIVE GROWTH TOWARDS SCHOOLS AND UNIVERSITIES RESULTING IN AN AVERAGE ANNUAL GROWTH RATE OF >50%.

KOOTH – SUPERCHARGING GROWTH TO DRIVE INCREASED REVENUES

SCALEUP CAPITAL QUICKLY SAW THAT KOOTH WAS A SPECIAL COMPANY WITH THE POTENTIAL TO CHANGE THE FACE OF DIGITAL MENTAL HEALTH AS IT WAS BEGINNING THE CHALLENGING TRANSITION FROM A SMALL BUSINESS TO A TRUE SCALE-UP.

SCALEUP CAPITAL PROVIDED THE METHODOLOGY AND EXPERIENCE TO SUPPORT AND FUND THE GROWTH FROM £1 MILLION IN REVENUES TO OVER £12 MILLION. KOOTH HAS GONE FROM STRENGTH TO STRENGTH, GROWING CONSISTENTLY AT MORE THAN 40% PER YEAR, CULMINATING IN AN IPO DURING THE COVID LOCKDOWN OF 2020.

GET IN TOUCH AT [INFO@SCALEUPCAPITAL.COM](mailto:info@scaleupcapital.com) TO FIND OUT HOW TO OVERCOME YOUR SCALEUP CHALLENGES.