

About Forward.



Forward-thinking capital.

Our mission is to build London's leading and most admired early stage venture firm. We're doing it by putting founders at the heart of what we do.

Our secret sauce is a unique approach to venture funding that is flexible, fair and supportive: venture capital investment through Forward Ventures, revenue based funding through Forward Advances and hands on support through the Forward Studio.



Ventures.

Venture capital investment through Forward Ventures.



Advances.

Equity-free revenue based funding through Forward Advances.



Studio.

Strategic support and expert execution through our Studio.

www.forwardpartners.com
pr@forwardpartners.com



Forward Ventures.

Highlights (May 2021):

PORTFOLIO

46

Active portfolio companies.

VALUE

£500m

Value created.

GROWTH

66%

Already raised an up-round.

We focus on the hottest sectors. UK Venture Capital investment has grown rapidly, dominating the European market. We focus on three scalable technology-led operating models - eCommerce, marketplace and applied AI. This enables us to build significant experience, network and expertise, driving competitive advantage and stronger decision-making around new investments.

We find the best teams. We look for ambitious teams with big ideas. The Forward brand attracts a diverse pipeline of deals and we have developed a unique, data-driven approach to screening companies and founders at pre-seed and seed stages.

We invest early. We focus on pre-seed and seed stage investments. Investing early means smaller investments with significant ownership stakes, and a naturally diversified portfolio. We grow with our businesses, participating in follow-on rounds up to round A.

We supercharge growth. Investing early means we can support right from the start. We roll up our sleeves - supporting founders at board level and on the ground, through strategic advice and expert execution.

Forward Advances.

Highlights (May 2021):

GROWTH

>25%

IRR

RISK

<1%

Defaults

Forward Advances provides growth capital for high-growth digital SMEs. Unlike traditional venture capital or bank loans, a Forward Advance unlocks way for founders to finance marketing spend without giving up equity, or having to commit to personal warranties. We charge a one-off fixed fee. No personal guarantees or loss of equity, no late fees or penalties. Repayments are taken as a small percentage of monthly revenue. This protects founders during tough times - if sales slow down so do repayments.

Why we launched Advances. For startups not running the venture race, or for VC-backed startups needing to boost growth in-between raises, viable options for accessing capital are slim. Traditional loans can take weeks to clear, and tend to require personal warranties and high-interest rates. And if the founder doesn't want to give away any more of their company, traditional equity investors aren't a viable option. This means many startups either grow slower than they know they can, or opt for a sub-optimal funding solution.



Leadership.

Hasam Silva, Managing Director.

After spending 4 years in the British Army, Hasam progressed through the ranks at Bank of America and Paypal, and founded 2 startups before joining us at Forward Partners.

Forward Studio.

Companies across our Ventures and Advances portfolios get exclusive access to a full-stack studio team. This means Forward can provide a level of support to entrepreneurs that traditional funds cannot match, helping founders find market fit, build impactful brands, scalable products, high-performing teams - and strong sales operations.

Our proposition for founding teams includes product strategy, customer experience, brand development, technology services, growth marketing, talent, PR and more.



Develop a product
customers love.

Create the right product, ready to launch, based on deep customer insight and understanding.



Create a technology
that scales.

Develop technology with growth in mind. Our engineering and design experts will help you avoid the common pitfalls.



Attract and engage
more customers.

Move faster with the support from our growth team. We cover everything from paid marketing to B2B sales.



Build a brand that matters.

Build a brand. Your story. One that speaks to your customers, drives sales and creates an unfair advantage.



Craft your culture.

From developing core values to collaborative goal-setting and executive coaching - we're here to support.



Recruit a killer team.

Work with a team that understands your business. Find the right people at the right time.

What VC means to us.



Nic - "I love VC because it gives us the opportunity to support entrepreneurs solving the world's problems. Startups are the engine of innovation and economic growth and have been the source of net job creation for decades. Being able to support them is a privilege. Working with inspiring founders across a range of exciting new markets to play even a small part in their success is very interesting and highly rewarding."



Matt - "I love the opportunity to learn. You work with driven, talented people across the entrepreneurial ecosystem every day. There's always a new market, challenge or otherwise to familiarise yourself with. That dynamic atmosphere is so satisfying. Beyond that, the companies and founders that we work with are creating such huge value on so many fronts: to be able to play a part in that is a rare opportunity."



Jasel - "What I love is the relentless obsession with value and impact when working with ventures vs chasing revenue and awards so often associated with agencies. Founders are inspiring: their passion is infectious - it's people like this I will do anything I possibly can to help succeed."

FAQ.

Why does Forward invest in early-stage businesses?

We focus on pre-seed and seed stage investments. Investing early means smaller investments with significant ownership stakes, and a naturally diversified portfolio. We can grow with our businesses, participating in follow-on rounds up to round A.

What does Forward offer investors?

Buying shares in Forward means you get access to a diverse portfolio of the UK's most exciting early-stage applied AI, eCommerce and marketplace businesses.

Does Forward invest in particular areas or industries?

We operate a focused investment strategy in the UK market, centred around three scalable technology-led operating models - eCommerce, marketplace and applied AI. This enables us to build experience, network and expertise in these areas, driving competitive advantage and stronger investment decisions.

What does an IPO mean for Forward?

As well as providing the capital for future expansion, an IPO will remove a number of restrictions in our current legal structure that are holding us back. It will unlock opportunities for continued innovation unavailable to our privately funded competitors.

Does Forward invest only in UK-based companies?

Yes, our portfolio companies and their management teams are currently only UK-based.

What are Forward's policies on Environmental, Social + Corporate Governance?.

Entrepreneurs have the power to solve some of the world's biggest problems. Early-stage investments in particular can have a huge impact on our economy, society and environment. We recognise that for our impact to be in line with the future we believe in, we need to deliver consistent, sustainable growth whilst ensuring our impact is positive. [Learn more.](#)

Useful links.

→ [News and downloadable assets.](#)

→ [Forward Ventures.](#)

→ [Forward Advances.](#)

→ [Forward Studio.](#)

→ [The Path Forward.](#)

→ [Diversity & Inclusion policy.](#)

→ [Environmental policy.](#)

→ [Investor portal](#)

Contact

US.

Press enquiries

Jared Ruddy

Head of Marketing

jared@forwardpartners.com

pr@forwardpartners.com

Financial & investor enquiries

Maitland/AMO

info@maitland.co.uk

[+44 \(0\)20 7379 5151](tel:+442073795151)