

Media Kit.



www.forwardpartners.com
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Forward-thinking capital for the UK's next top tech businesses.

PORTFOLIO

46

Active portfolio
companies.

VALUE

£500m

Value created.

PERFORMANCE

66%

Already raised an up-
round.

 PATCH

gravity
sketch

 KoruKids.

appear [here]

 ably

LEXOO



Forward at a glance.

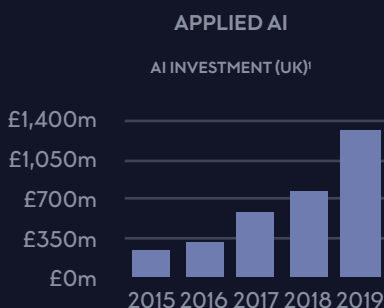
We partner with ambitious teams building the UK's next top technology businesses from the ground up. We work together from the start of their journey, so we can provide hands-on support through the toughest moments.

We provide forward-thinking capital, to help founders beat the odds. We view entrepreneurs as our customers not just recipients of finance. Our proposition is built around the challenges they face in the early stages of building a business. Our funding is flexible, fair and supportive: we provide venture capital investment through Forward Ventures, equity-free revenue funding through Forward Advances and hands on support through the Forward Studio.

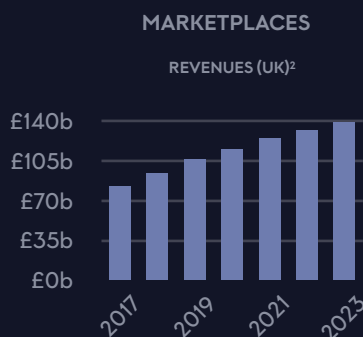
Forward was established in 2013 by Nic Brisbane. Inspired by Venture Capital funds in the U.S. that were offering a better service for founders alongside excellent returns for investors. He shaped an approach to investing in and nurturing companies from the very early stages of growth, with high value-add services.

We're at the heart of Europe's fastest growing ecosystem. Tech sectors like applied AI, eCommerce and marketplace hold exciting opportunities for those that understand the UK market. At Forward, we've built an 8-year track record here in the UK - we are a recognisable and respected brand in a market that is experiencing unprecedented growth.

OUR INVESTMENT FOCUS



Investment in UK AI companies grew more than 5x from 2015 to 2019



UK eCommerce is predicted to grow by ⅓ from 2017 to 2023—with Covid likely to accelerate growth



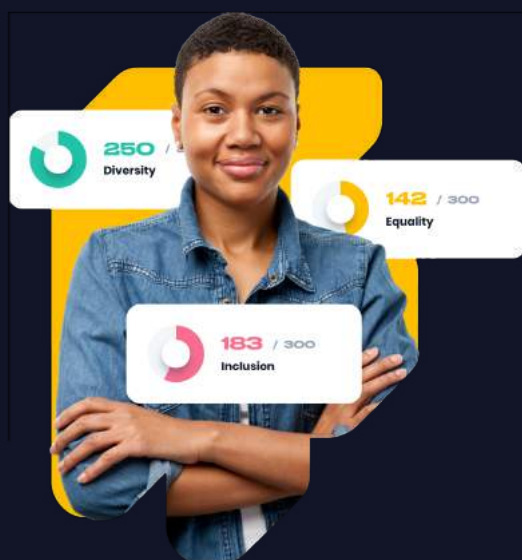
Global marketplace revenues are predicted to more than double from 2017 to 2022

1. <https://technation.io/report2020/#21-global-innovation>
2. <https://www.emarketer.com/content/uk-ecommerce-2019>
3. <https://coresight.com/research/quick-take-the-boom-in-marketplace-platform/>

What we believe in.

We believe that entrepreneurs have the power to solve some of the world's biggest problems. We're motivated by the incredible impact early-stage investments can have on our economy, society and environment. So we recognise that the support we provide, the deals and the actions we take should not only deliver consistent, sustainable growth but also consider the impact we have across every aspect of society.

We recognise the importance and benefits of a workforce and portfolio that are representative of UK society too. We see this as a key part of our ambition to become London's leading and most admired early stage venture fund. So we're doing away with old industry traditions that have led to a culture of exclusivity in venture capital. We actively favour diverse and balanced founding teams - our office hours pitching sessions and free Founders Programme are open to all, no warm introduction needed.



We believe that a scientific, data-driven approach is the best way to identify the most important issues and our impact upon them.

That's why we've invested in FairHQ. We not only work with the team as investors, we're a customer and a champion within the sector for them too.

Funding that fits, for founders at the start of their journey.



// We worked out of their studio for the first year, we were literally born there. We're very close to them, they're more than just an investor and the Studio really help us get off the ground. //



gravity sketch

// Working with Forward's enterprise sales coach was the most formative intervention we made in 2018. We'd spent two years building a world-class product but the months of workshops, developing our sales playbook helped us to step-up our sales operation. //



Our model.

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.

Leadership team.



Nic Brisbane

Founder + CEO, Forward.

Career VC.

Almost 20 years in Venture Capital.

Partner at Draper Esprit.

Reuters Ventures.

Nic is the founder and CEO of Forward Partners. He has worked in venture capital in London and Silicon Valley for over 20 years. Prior to founding Forward in 2013, he was a founding Partner at leading venture capital firm Draper Esprit. Before entering the venture capital industry he worked as a strategy consultant for Gemini Consulting and at London based startup Operis Group plc. He has worked and invested in London and Silicon Valley, leading over 80 investments and enjoying a number of successful exits including buy.at (acquired by AOL for \$125m) and Zeus Technology (acquired by Riverbed for \$140m).



Matt Bradley

CFO + Partner, Forward Ventures Investment

Ex-entrepreneur + investor

6 years in VC

BarCap trader

MBA

Matthew leads Forward Partner's investment team and has been with the fund for almost 7 years. He's passionate about creating a more scientific approach to investing and brings insights from both sides of the table. Before getting into venture capital, he was an entrepreneur and angel investor, following an MBA and 5 years in investment banking.



Jasel Mehta

COO + Partner, Head of Forward Partners Studio.

Innovation consultant.

13 years at AKQA.

Clients included Audi, Coca Cola, Nike and Nissan.

Jasel leads Forward's startup Studio, a multidisciplinary team across product, tech, design, marketing and talent. The Studio partners with portfolio companies to enable sustainable growth. Forward's Studio has been heavily influenced by Jasel's 20 years of experience leading high performing teams during his time on the executive team at AKQA - bringing ideas to market for the world's most iconic brands.





Why IPO?

We're opening access to incredible early stage technology businesses for investors of all sizes - a traditionally restricted investment opportunity. We will also be able to provide solutions to underserved segments of the market like the booming SME eCommerce sector.

This not only means capital for future expansion, but also release from a number of restrictions in our current legal structure that hold us back from supporting more founders and bring more brilliant ideas to market. We see this new structure as a way to unlock opportunities for continued innovation unavailable to our privately funded competitors and as a critical step towards realising our mission of becoming the UK's leading and most admired early stage investment firm.

Useful links.

- [News and downloadable assets.](#)
- [Forward Ventures.](#)
- [Forward Advances.](#)
- [Forward Studio.](#)
- [The Path Forward.](#)
- [Diversity & Inclusion policy.](#)
- [Environmental policy.](#)
- [Investor portal](#)

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