

# Private capital in London

In 2022, London attracted a substantial £15.5 billion in private capital investments, almost half of which, £7.6 billion, flowed into the pioneering technology enterprises which are driving the UK's tech advancements. This capital influx has not only enriched the technological landscape but has also had a profound impact on London's job market, directly and indirectly supporting around 1,311,000 jobs across various sectors in the city.

London has undeniably cemented its status as a global hub for private capital, leading the way in Europe. The city's enduring appeal is rooted in its robust financial infrastructure and abundant investment opportunities conducive to private capital growth. It's worth noting that London-based firms also play a crucial role in investing not only in the city itself but also in the regions and nations of the UK. This commitment to regional and national development underscores London's holistic approach to private capital, reinforcing its reputation as a preeminent destination for investors worldwide.

Members of the BVCA actively support innovative London-based companies like Seldon, backed by Albion Capital, which empowers data scientists and machine learning engineers to deploy their AI models at scale. And TangleTeezer, the pioneering British haircare brand renowned for its revolutionary teeth technology, receives support from Mayfair Equity Partners, further exemplifying London's role in advancing groundbreaking enterprises.

## JOB

753,000

jobs in London are backed by PE and VC, 26% more than in 2021, this represents 35% of the total number of private capital supported jobs in the UK jobs<sup>1</sup>

## ECONOMIC FOOTPRINT

£9.85bn

GDP contribution of PE and VC firms in London, and 77,000 jobs<sup>2</sup>

## GROWING BUSINESSES

London

received the highest number of venture capital investment in the UK with 530 companies receiving vital venture investment, some £2.3 billion invested<sup>3</sup>

## COMPANIES

94%

of private capital's investments in London were in small and medium-sized businesses<sup>3</sup>

## COMPANIES

705

companies received investment by PE & VC in London in 2022<sup>3</sup>

## INVESTMENT

£15.5bn

was deployed into companies in London in 2022<sup>3</sup>

## TECH-FOCUS

403

London-based Tech businesses received £7.6 billion in investment in 2022<sup>3</sup>

# Private capital in action



London

Tech

Albion Capital

Seldon was founded in 2014 to help data scientists and machine learning engineers put their AI models into production at scale. The company has an open core business model: a free version available to the open-source community as well as a commercial product for enterprise customers, especially in regulated industries. Albion led the Series A in 2020, providing finance and support to bolster the senior leadership team as well as to build the sales and marketing capabilities. Since then, Seldon has continued to develop a highly engaged open-source community and increased commercial traction, with a customer base now spanning several sectors such as J&J, Ford, Paypal and Rakuten. The company raised a £17m Series B from Portuguese VC Bright Pixel in February 2023. The latest funding will be used primarily for commercial expansion along with continued development of the product.

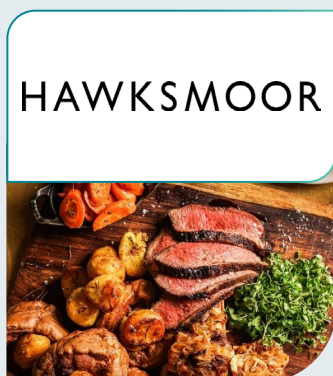


London

Consumer goods & services

Mayfair Equity Partners

London-based Tangle Teezer is the category-defining British haircare brand that produces a range of detangling, blow-dry and styling hairbrushes famous for their unique teeth technology. In 2021, Mayfair Equity Partners made a significant growth investment in Tangle Teezer as it recognised the potential for the business to grow rapidly due to its innovative product and strong brand reputation. As part of this growth, Mayfair Equity Partners saw several key ESG opportunities for the business, including a need to reduce the use of plastic in both its single-use acetate packaging and brush design. Mayfair Equity Partners has supported Tangle Teezer in its R&D activities to reduce the amount of plastic being used in its brush manufacture by exploring the use of various plant-based materials, resulting in the business recently launching its first innovative plant-based brush in a newly designed cardboard package.



London, UK-wide

Food & Agriculture

Graphite Capital

Hawksmoor is the operator of twelve premium steak restaurants, seven of which are in London, as well as one in Manchester, Edinburgh, Liverpool, Dublin, and New York. Since its initial investment into Hawksmoor in 2013, private equity firm Graphite Capital have assisted Hawksmoor management with their ESG journey, identifying ESG KPIs, targets, and a set of metrics to measure and manage ESG. Graphite also ensures these metrics are reviewed regularly at board meetings and that management allocates sufficient resource to continue to meet targets and improve on all aspects of ESG. As an investor, Graphite is committed to keeping ESG fully embedded within their investment strategy and maintaining it as a core part of their identity.