

Browne Jacobson advises AI start-up Growth Intelligence on successful £1.7m fundraising

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As part of the investment Stuart Dawson will join the Board as Chairman, along with Andy Robertson and Martin Brown.

Established in 2013, Growth Intelligence is a technology start-up that offers a software-as-a-service (SaaS) predictive marketing platform to assist B2B sales and marketing teams in analyzing existing sales activity and recommending potential sales targets. Current clients include American Express, FedEx, Western Union, iZettle and Vitality Health.

24Haymarket is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any particular company. 24Haymarket's Investor Network includes several highly-experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators.

Thomas Gatten, CEO of Growth Intelligence, adds: *"This is a great opportunity to invest on top of our triple-digit revenue growth. Trade is the human super-power, by applying AI to boost trade we are helping companies and economies grow faster."*

Browne Jacobson corporate finance partner Jon Snade, supported by Daniel Thomas, advised Growth Intelligence.

Jon Snade, added:

"We are delighted to have used our considerable expertise and experience working with investors and investees in the tech sector to ensure the funding round went as smoothly as possible and secured the necessary investment key to the growth of the business."

"Interest amongst investors in this latest round is testament to the long term potential many see in the company and the strength of its product offering."

"The funding will underpin the development and commercialization of its cutting edge AI platform and support its recruitment strategy."

"The business has delivered impressive growth in a short period of time and this latest investment, along with the new additions to the senior management team, should ensure further growth and success."

This is the latest significant venture capital round Browne Jacobson's corporate technology team have advised on recently. These include, amongst others, advising:

- Digital Fineprint Limited on its US\$2.7m funding round led by UK-based software-focused VC Pentech, Force Over Mass and angel investors from the insurance and FinTech community;
- Digital Risks on its £2.25m investment round led by VC firm Concentric; and
- Next Fifteen Communications Group on the \$4m Series A funding round investment in Phrasee led by Albion Capital.

Browne Jacobson's award winning [corporate finance team](#) has recently been ranked by Experian as a top 20 UK corporate team for the year to date, based on the volume of transactions completed and is recognised by independent legal directory Legal 500 UK as a leading

firm in London for advising on venture capital deals.

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