



MAVEN

THE MAVEN VCTS

Investing in the future

A portfolio focused on
entrepreneurialism and innovation

The Maven VCTs back ambitious, growth focused UK companies across many of the country's most vibrant sectors.

The Maven VCT portfolios are highly diversified and invested in dynamic private companies which typically provide products or services that address defined markets or have a sector disruptive business model that is likely to have a significant impact on its market, and will often have proprietary technology or intellectual property.

We have created this brochure to help you learn more about some of the entrepreneurial businesses that the Maven VCTs are currently invested in.

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BRIGHT NETWORK

THE COMPANY

Bright Network is a technology platform that analyses millions of behavioural and psychometric data points to enable employers to identify and recruit high quality graduates and young professionals from all socio economic and ethnic backgrounds.

With over 700,000 of the UK's brightest graduates on its books, Bright Network creates personalised experiences, targeted advice and relevant career recommendations for its members, whilst providing an innovative end to end recruitment solution for employers.

WHY WE INVESTED

- Management team with extensive sector experience
- Track record of growth in revenues
- Low churn and good customer pipeline
- Core products proven in the marketplace
- Clear and credible business strategy
- Blue chip client base

SECTOR RECRUITMENT SERVICES

LOCATION LONDON

DATE OF INVESTMENT JULY 2018

WEBSITE BRIGHTNETWORK.CO.UK

BRIGHT
NETWORK



BIOASCENT

THE COMPANY

BioAscent is a leading provider of integrated drug discovery services. It assists clients during the discovery phase to help identify potential drug candidates for preclinical trials, testing the interaction of a drug against over 1.5 million chemical compounds and providing a detailed profile of the absorption, distribution, metabolism, toxicity and characteristics of a drug.

BioAscent operates from a state of the art R&D facility near Glasgow, working with global pharmaceutical clients from assay development through to preclinical and clinical candidates across all biological target classes and major therapeutic indications. The business offers a cost effective alternative to maintaining in-house facilities for larger Tier 1 pharmaceutical and biotechnology companies.

WHY WE INVESTED

- High barriers to entry
- An established leading provider
- Attractive high growth market with robust underlying drivers
- Impressive annual recurring revenue growth
- Sector experiencing significant M&A activity

SECTOR BIOTECH

LOCATION NORTH LANARKSHIRE

DATE OF INVESTMENT JUNE 2018

WEBSITE BIOASCENT.COM



The logo for BioAscent, featuring the word "bio" in a dark blue font, followed by three small orange dots, and then "ascent" in a larger, bold, dark blue font.



CYSIAM

THE COMPANY

CYSIAM is a cyber intelligence specialist offering world leading expertise in offensive security and critical incident response for governments, the military, and the private sector. The business provides a range of niche cyber defence services and consultancy from diagnosis and threat identification, through to a wraparound managed service to mitigate against the risks that cyber incidents pose to critical systems and data.

CYSIAM operates at the cutting edge of technical cyber expertise and its proposition is enhanced by the project delivery and operational support experience of its senior team who have backgrounds in central government, military intelligence, and law enforcement.

WHY WE INVESTED

- Management team with extensive sector experience
- Profitable business with consistent revenue growth
- High quality client base
- Large addressable market with robust underlying drivers
- High barriers to entry

SECTOR CYBER SECURITY

LOCATION BUCKINGHAMSHIRE

DATE OF INVESTMENT JANUARY 2022

WEBSITE [CYSIAM.COM](https://cysiam.com)



CYSIAM

GURU SYSTEMS

THE COMPANY

Moving to low-carbon heat is the biggest challenge in the transition to a net zero emissions future. Guru Systems is helping to accelerate this transition by creating more cost effective, lower carbon heat networks.

The business provides market leading hardware and data analytics platforms for heat networks, gas boilers and heat pumps. Its technology captures data, provides detailed analytics of performance and enables remote configuration of the heating systems, improving the efficiency of these systems for residential developers, heat suppliers and customers.

WHY WE INVESTED

- Compelling proposition serving clear market need
- Significant levels of repeat business and low customer churn
- Attractive high growth market with robust underlying drivers
- Strong ESG credentials

SECTOR ENERGY TECH

LOCATION LONDON

DATE OF INVESTMENT MARCH 2022

WEBSITE GURUSYSTEMS.COM



guru

HORIZON CEREMONIES

THE COMPANY

Horizon is creating a new generation of community crematoria, with a key focus on improving the level of service and facilities. The crematoria are different to most others in the country, built with distinctive designs and where the architecture aims to create calm and tranquil places for families to reflect and remember.

The VCT funding is enabling the business to progress with new sites in areas where existing crematoria are unable to cope with the current demand and needs of the local community. Horizon now operates three crematoria across the UK and has additional planned sites at various stages of planning.

WHY WE INVESTED

- Clear and credible business strategy
- Visibility in earnings
- Management team has extensive sector and property planning experience
- Limited competition
- Active consolidators in the sector provide exit visibility

SECTOR	FUNERAL SERVICES
LOCATION	LONDON
DATE OF INVESTMENT	JUNE 2017
WEBSITE	HORIZONCREMATION.CO.UK



HORIZON TECHNOLOGIES

THE COMPANY

Horizon Technologies is a leading manufacturer of airborne signals intelligence systems for Intelligence, Surveillance, and Reconnaissance purposes. Its applications are being used by a number of large corporations, government agencies and government backed bodies, including the UK Ministry of Defence, the National Maritime Information Centre and NATO.

Horizon's flagship technology, Amber™, uses a proprietary method of geolocation and fingerprinting of radio frequency signals to locate and track shipping worldwide which has significant appeal for shipping companies and insurers to help ensure regulatory compliance and to implement better route planning to optimise fuel efficiency and keep shipping away from high-risk areas. Horizon's solutions are also being used by defence companies and government agencies in identifying illegal maritime activity such as piracy, smuggling, illegal fishing and terrorism.

WHY WE INVESTED

- Large addressable market with robust underlying drivers
- Significant opportunities to grow revenues
- Existing business of scale with established track record
- Extensive technology suite and low overhead base

SECTOR	NICHE MANUFACTURING
LOCATION	LONDON
DATE OF INVESTMENT	MAY 2021
WEBSITE	HORIZONTECHNOLOGIES.EU



LIFTANGO

THE COMPANY

Liftango provides a B2B2C Demand-Responsive Transport platform for governments, transport authorities, operators, and corporations to implement public and private transport networks globally. Its cloud based On-Demand Bus technology platform enables operators to create a personalised service whilst optimising vehicle scheduling and routing to improve efficiency and reduce carbon emissions.

The company's carpool application helps larger employers and institutions internally match drivers and passengers in real-time, enabling them to offer its employees a viable way to reduce personal vehicle use. This helps tackle parking congestion and creates a safe and convenient shared transport experience to and from offices or campuses. Liftango holds major contracts with multinational clients including Tesla, Unilever and Nike.

WHY WE INVESTED

- Blue chip client base
- Attractive growth market with robust underlying drivers
- Limited competition
- IP protected technology
- Strong ESG credentials

SECTOR

TRAVEL TECH

LOCATION

EDINBURGH

DATE OF INVESTMENT

JANUARY 2022

WEBSITE

LIFTANGO.COM



Liftango

NANO INTERACTIVE

THE COMPANY

Nano is an award winning Adtech platform that connects advertisers to relevant users at the moment that they are most receptive to the marketing message, harnessing the power of live intent signals such as search queries. Its technology uses next generation contextual analysis that can understand the underlying meaning, sentiment and emotion of content and advanced machine learning capabilities to better target users at their moment of intent.

Nano's technology is built to help businesses deliver advertising campaigns in a 'cookieless' environment where there are no personal identifiers. This allows brands to connect with their audience across the entire open web without IDs or any other proxy for identification, extending the reach of campaigns and ensuring that they are highly relevant.

WHY WE INVESTED

- Management team with extensive sector experience
- Large addressable market with robust underlying drivers
- Track record of growth in revenues
- Strong customer pipeline
- Blue chip client base

SECTOR	ADTECH
LOCATION	LONDON
DATE OF INVESTMENT	NOVEMBER 2020
WEBSITE	NANOINTERACTIVE.COM



NOVATUS GLOBAL

THE COMPANY

Novatus enables its customers to meet their most complex, mission-critical regulatory and compliance requirements. Its flagship product, Novatus En:ACT, is a market-leading SaaS platform that ensures accurate, complete and timely reporting to satisfy ever-changing global regulations for which Novatus customers are responsible.

En:ACT is a fully-scalable, cloud-native platform trusted by major global firms to reconcile both source systems and submission files and for all G20 transaction reporting regimes. In addition, Novatus offers expert-led advisory services, leveraging its SaaS solution and decades of industry experience, to help clients of all size and maturity solve their most complex compliance, risk management, ESG and organisational transformation challenges.

WHY WE INVESTED

- Attractive growth market with robust underlying drivers
- Market leading technology
- Experienced management team
- Proven track record with a growing base of blue-chip clients
- Scalable business model

SECTOR REGTECH

LOCATION LONDON

DATE OF INVESTMENT JULY 2022

WEBSITE NOVATUS.GLOBAL

novatus 
global



ORCHA

THE COMPANY

ORCHA is a global leader in assessing and distributing health technologies, enabling private, local and national health systems to confidently prescribe healthcare solutions and apps to patients. The business holds the world's largest active digital health data set, containing 6 million data points and which is continuously updated through an AI-powered review of over 350,000 products, categorised across multiple domains and against 350+ objective criteria, to maintain a database of 17,000 digital health assessments.

ORCHA's award winning technology solution has gained the trust of some of the world's largest healthcare systems and conducts reviews for providers including the NHS in the UK, as well as across Europe, North America, the Middle East and Australasia.

WHY WE INVESTED

- Impressive annual recurring revenue growth
- Good customer pipeline
- Attractive growth market with robust underlying drivers
- First mover advantage
- Opportunity to invest alongside experienced co-investors

SECTOR HEALTH TECH

LOCATION CHESHIRE

DATE OF INVESTMENT MARCH 2022

WEBSITE ORCHAHEALTH.COM



RELATIVE INSIGHT

THE COMPANY

Relative Insight is a comparative text analytics software that helps organisations generate actionable insights from text data. The solution combines AI powered natural language processing with advanced comparative linguistics to analyse any source of data and drive enhanced contextual understandings of target audiences, competitors and trends.

Relative Insight's technology is being used by clients across a range of sectors to analyse reviews, interviews and other customer feedback to inform marketing, customer service and product development. It is also helping brands to transform relevant public discourse from social media, forums and the media into valuable market research insights.

WHY WE INVESTED

- IP protected technology considered unique in its capabilities
- Software built upon 30 years of R&D
- Impressive annual recurring revenue growth
- High barrier to entry given the years developing the platform

SECTOR	MARTECH
LOCATION	LANCASTER
DATE OF INVESTMENT	SEPTEMBER 2019
WEBSITE	RELATIVEINSIGHT.COM



REVLIFTER

THE COMPANY

RevLifter is a disruptive AI powered technology provider helping e-commerce clients to boost revenue through real-time personalised incentives. Its platform helps brands to make sense of anonymous site visitors by using signals from their journey to deliver hyper-personalized offers, recommendations and messages that improve conversion rates and encourage higher average customer spend.

RevLifter's technology can be utilised to tailor each customer touchpoint, allowing marketers to cultivate meaningful relationships and maintain a level of engagement up to and following the point of conversion.

WHY WE INVESTED

- Large addressable market with robust underlying drivers
- Solid commercial traction
- Blue chip client base
- Compelling proposition serving clear market need
- Sector experiencing significant M&A activity

SECTOR	ADTECH
LOCATION	LONDON
DATE OF INVESTMENT	NOVEMBER 2020
WEBSITE	REVLIFTER.COM



RevLifter

ROCKAR

THE COMPANY

Rockar is a leading global automotive e-commerce platform, which enables major automotive manufacturers to sell direct to customers. Its flexible microservices solution can be tailored for specific projects and integrated with existing systems to suit the manufacturers needs and business objectives.

Rockar's technology simplifies the buying process for new vehicles, digitising the retail experience for customers to enable them to do everything they could do through a dealership but from the comfort of their own home. Rockar's innovative platform has been utilised by a range of global manufacturers including Hyundai, Ford, Mitsubishi and Jaguar Land Rover.

WHY WE INVESTED

- Large addressable market with robust underlying drivers
- Disruptive offering serving clear market need
- Proven technology
- Future sales visibility

SECTOR E-COMMERCE SOFTWARE

LOCATION YORK

DATE OF INVESTMENT NOVEMBER 2016

WEBSITE ROCKARTECH.COM



Rockar.

SNAPPY SHOPPER

THE COMPANY

Snappy Shopper is one of the UK's fastest growing home delivery solution providers. Its app enables local stores to deliver from local stores direct to customers' doors in as little as 30 minutes.

Snappy Shopper has opened a significant new route to market for retailers by expanding the reach of their store to the wider local community, particularly for those who don't currently have the technology to offer home delivery. Snappy's platform lets users browse the inventories of local stores that are registered on the app, enabling retailers to capitalise on increased demand for local home deliveries.

WHY WE INVESTED

- Attractive growth market with robust underlying drivers
- Management team with significant sector experience
- Clear and credible business strategy
- Solid commercial traction
- IP protected technology

SECTOR

RETAIL TECH

LOCATION

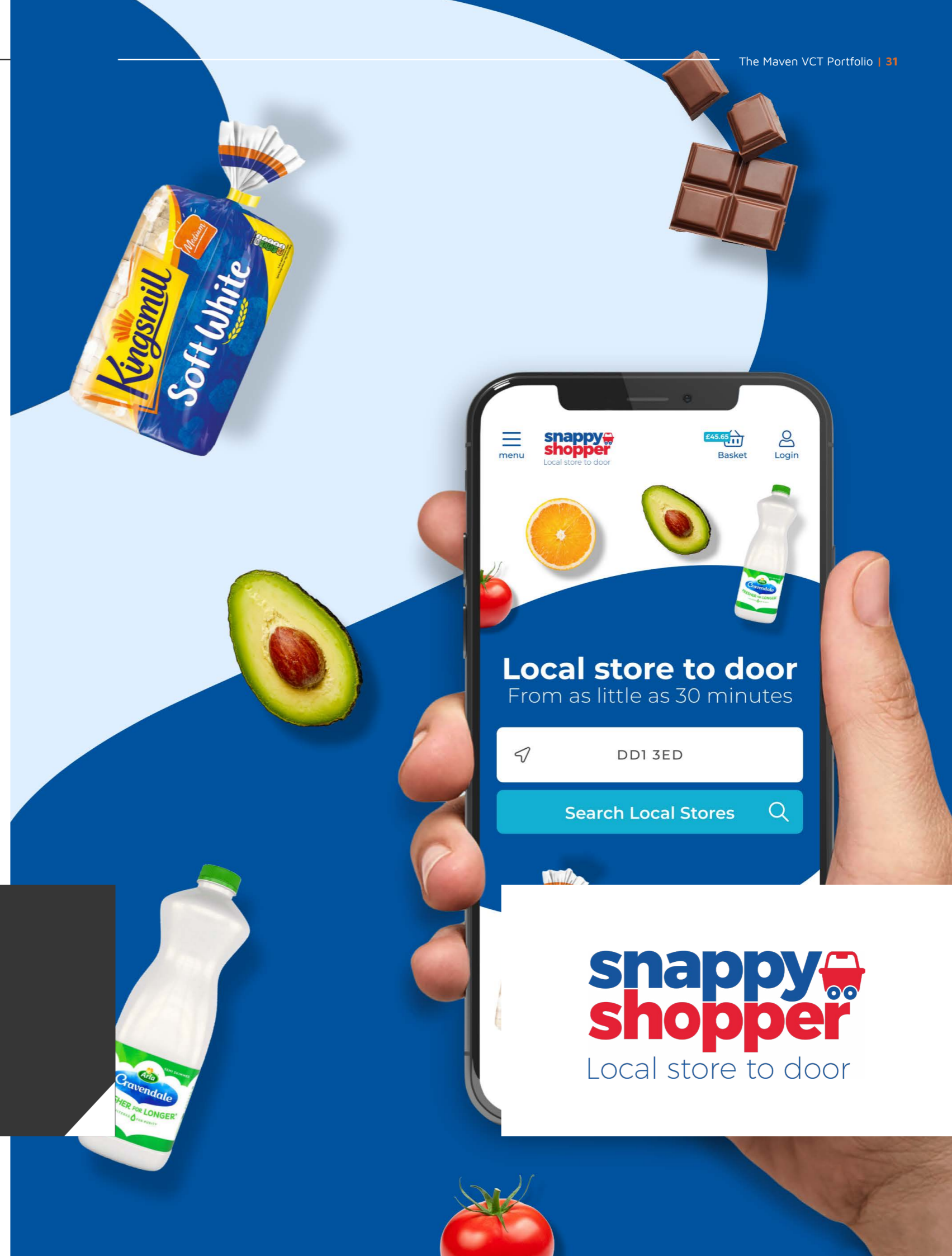
DUNDEE

DATE OF INVESTMENT

JULY 2021

WEBSITE

SNAPPYSHOPPER.CO.UK



**snappy
shopper**
Local store to door

WATERBEAR

THE COMPANY

WaterBear is a provider of private colleges which offers undergraduate and postgraduate art degrees across the creative industries. Maven invested when the business was a start-up, backing two high calibre veterans of the music education industry. The business opened its first college in Brighton in 2018 and in 2023 will open its second college in Sheffield.

WaterBear is revolutionising outdated teaching methods for music and has developed a syllabus, that combines online and onsite learning, tailored for today's musicians, artists and industry professionals. WaterBear offers courses across the full spectrum of music, including song writing, audio production, electronic music, performance and enterprise/business.

WHY WE INVESTED

- Management team that has grown and exited another business in the sector
- Innovative offering
- Strong market drivers
- Attractive revenue model

SECTOR	EDUCATION
LOCATION	BRIGHTON
DATE OF INVESTMENT	APRIL 2018
WEBSITE	WATERBEAR.ORG.UK



THE MAVEN VCT PRIVATE COMPANY PORTFOLIO

Adimo
Alderley Lighthouse Labs
AMufacture
Automated Analytics
BioAscent
Biorelate
Bright Network
Bud Systems
Cat Tech International
Connected Data
Coniq
CYSIAM
Delio
DiffusionData
ebb3
Filtered Technologies
Fixtuur
Fodabox
GEN inCode
Growth Capital Ventures
Guru Systems
HCS Control Systems
Hive HR
Horizon Ceremonies
Horizon Technologies
Hublsoft
iAM Compliant
Laverock Therapeutics

AdTech
BioTech
Niche Manufacturing
MarTech
BioTech
BioTech
Recruitment Services
EdTech
Niche Industrial Services
FinTech
RetailTech
Cyber Security
FinTech
Data Acceleration
Accelerated Computing Solutions
EdTech
Augmented Reality
E-commerce
Scientific Technology
FinTech
EnergyTech
Energy Services
Human Resources Software
Funeral Services
Niche Manufacturing
Data Analytics
Compliance Software
BioTech

Glasgow
 Cheshire
 Hampshire
 Doncaster
 Lanarkshire
 Manchester
 London
 Bristol
 Lincolnshire
 Nottingham
 London
 Milton Keynes
 Cardiff
 London
 Cheshire
 London
 Manchester
 London
 Oxford
 Durham
 London
 Glenrothes
 Newcastle
 Glasgow
 London
 York
 Cheshire
 Stevenage

Liftango
Manufacture 2030
Martel Instruments
Metrion Biosciences
MirrorWeb
MIS
Nano Interactive
Northrow
Novatus Global
Optimize
ORCHA
Plyable
Precursive
Pura
Relative Insight
RevLifter
RiskSmart
Rockar
RwHealth
Sensoteq
Snappy Shopper
Summize
TC Communications
VCG Group
WaterBear
Whiterock Group
XR Games
Zinc Systems

TravelTech
ClimateTech
Niche Manufacturing
BioTech
Archiving Software
InsurTech
AdTech
Compliance Software
RegTech
TravelTech
HealthTech
Niche Manufacturing
Resource Management Software
Baby Care Products
MarTech
AdTech
RegTech
E-commerce Software
HealthTech
Niche Manufacturing
RetailTech
Digital Contracting Software
Digital Marketing
IT & Telecoms
Education
Virtual Asset Management Software
Video Game Development
Crisis Management Software

London
 Oxford
 Durham
 Cambridge
 Manchester
 London
 London
 London
 London
 Newcastle
 Warrington
 Oxford
 London
 Cheshire
 London
 London
 Manchester
 York
 London
 Belfast
 Dundee
 Manchester
 London
 Stockport
 Brighton
 Aberdeen
 Leeds
 Kent

*The Maven VCTs also actively invests in selected AIM quoted companies, helping to maximise sector and asset diversification as well as spreading investment risk. With the inclusion of AIM investments, the Maven VCT portfolios have exposure, in aggregate, to over 120 early stage companies.



MAVEN

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