

EIS Eligible.

Novum Insights Ltd seeks £450,000 development capital



Sector:
Data analytics

Stage:
Development

Location:
London

Resourcing:
Sales/marketing expertise B2B

Every year multiple companies are being hatched which are redefining their industries, like Uber has transformed the taxi and transport market, Airbnb has upended the hotel industry, and Facebook has profoundly reshaped media and social life.

At the same time the money invested in research and development coming from the startup world has shifted from single digit percentage points, to more than 30% of overall industry innovation spending in recent years. For large corporations this means they need to be thinking about ways to partner, invest and acquire the small fast-growing businesses which will be transforming their competitive landscape.

Novum Insights, formed by a number of the team behind the analytics platform of another successful innovation media company, wants to focus on the partnering element of these deals. The reason most corporates say they are working more closely with startups is because they are looking for strategic insights and benefits.

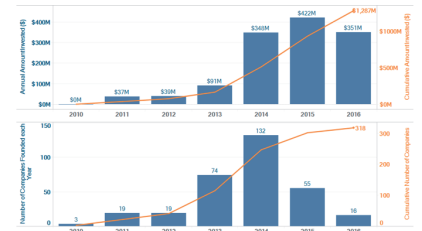
Yet the commercial links between corporations and startups are not sufficiently tracked by any existing data provider. By contrast the world of investment and mergers and acquisitions has thrown up countless numbers of research organisations.

We believe tracking corporate partnerships will provide a wealth of new information that will be valuable to corporations, investors and startups, as early movers in a less competitive but potentially extremely lucrative market.

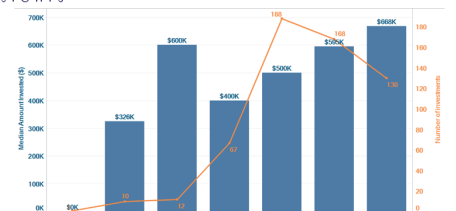
We intend to focus on specific technical areas, initially fintech and cybersecurity, to differentiate Novum from many of the other major data providers which cover the waterfront of startup investing, but do not drill down deep into particular sectors to the satisfaction of most players in the market.

We will use this round of funding to take us to break-even in 2018 and have as our goal of 400 corporate customers by 2019.

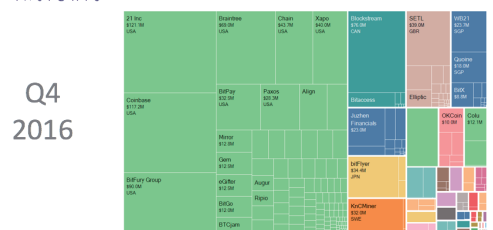
Blockchain Companies over Past 7 Years
Numbers of Companies and Amount Invested



Blockchain Companies over Past 7 Years
Median Investment Size and Numbers of Investments



Total Investments in Blockchain Companies



The value of investments can go down as well as up, so you could get back less than you invested.

For more information, please contact:

Toby Lewis on toby@novuminsights.com or call **07500 863 625**

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