



## VentureFounders supports VC-backed idio's £1.5m equity fundraiser

VentureFounders, the UK-based equity investment platform, is now taking investment in idio, a content intelligence platform that allows companies to tailor their online content to the individual reader, in order to drive engagement.

idio already has strong backing, with existing investors – including Notion Capital – supporting this £1.5 million EIS eligible fundraiser. The Co-Founders, Andrew Davies and Edward Barrow, are seasoned and highly motivated technology entrepreneurs, supported by an experienced management team with a track record of several successful exits.

idio has established a solid customer base across several different countries and sectors, particularly the financial services market. Key clients include JP Morgan, Direct Line Group, TD Canada Trust and IG Group.

idio's technology helps brands understand their customers and prospects, predicting their interests and intent. This powerful dataset drives content effectiveness, engagement, and helps bridge marketing and sales misalignment in order to drive revenue. The results are evidenced by a strong record of upsells to existing clients, as well as growth in new business.

**James Codling, co-founder & Managing Director of VentureFounders, said:**

“idio is run by two highly entrepreneurial and ambitious individuals, who are aiming to revolutionise the way companies manage their online content to drive customer engagement. We are impressed by idio's performance to date and its client portfolio including some of the global financial institutions.”

**Andrew Davies, co-founder of idio, added:**

“We have found a unique way of helping large enterprises deliver effective customer experiences, and this round of fundraising will be critical to drive our growth in the UK and US. We chose VentureFounders to support part of this fundraiser because the team really understand the kind of fundraiser we are doing, understand our value proposition for financial services businesses and have experience in working with VC backed companies.”

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