

Are you using data to solve a common problem for large enterprises?

Are you interested in working with a FTSE250 partner to help drive growth?

TechMarketView is once again working with **Capita Scaling Partner** to find startups and scale-ups with innovative, scalable, data driven solutions.

If your application is successful, you will be invited to a pitch day in late March with the Scaling Partner and TechMarketView teams to review and discuss what a strategic partnership might look like.



APPLY NOW

Apply for the opportunity to become a Scaling Partner and unlock your growth potential!



Application deadline: Friday 4 March 2022



Further information on this partnership opportunity can be found on the TechMarketView website.



Further info on Capita Scaling Partner can be found on their website.

Capita Scaling Partner has been helping startups and scale-ups accelerate growth and enhance their valuations since 2018

TechMarketView has been working with Capita Scaling Partner (CSP), the corporate venture arm of the UK's largest business services company, since 2018. Over that time, CSPs disruptive partnership model has developed as an attractive alternative in unlocking potential and accelerating growth in start-ups and scale ups. With ten investments under its belt to date, CSP recently announced its second successful exit for a partner company.

EXAMPLES OF THE POWER OF THE CSP PARTNERSHIP MODEL

COMPANY



Adepto was acquired by a US based learning experience platform, Degreed in 2019.

CSP'S VALUE ADD

- ✓ Successful exit in 2019 to a US Silicon Valley tech firm
- ✓ 6 x revenue growth within 18 months of CSP partnership
- ✓ Introductions to 150 + companies across the UK, Singapore and South Africa



Cloud-based adaptive learning platform that allows organisations in high-skill areas to create, deliver and monitor adaptive online learning.

- ✓ 3 x revenue growth in the first 9 months of CSP partnership
- ✓ Transforming the way legacy training is being delivered internally to clients including large corporate and government entities and leading UK retail banks



Network of fully managed, globally distributed software developers and data engineers that work remotely within an AI powered platform.

- ✓ 12 x run-rate revenue growth in the first 20 months of CSP partnership
- ✓ Integrated into three multi-million-pound public sector bid submissions
- ✓ Signed first Middle East customer

WHY PARTNER WITH CAPITA?

- **Market access:** We provide partners with access to Capita's network of over 9,000 clients and 8,000 suppliers across the biggest companies in the UK. This is an opportunity which cannot be replicated by any other form of growth strategy, including traditional angel, VC or PE funding.
- **Dedicated support team:** We deploy full-time employees from the Capita Scaling Partner team who work with the partner to help unlock opportunities and accelerate sales. This is a hands-on relationship that wouldn't be seen in usual corporate venture models. We work with every business to reach a common goal over a minimum of three years.
- **Market credibility:** Partnering with the UK's largest business services company in the FTSE 250 greatly augments your company's market credibility.
- **Internationalisation:** If appropriate, we can help support your company on its international expansion. We leverage Capita's relationship with British Chamber of Business and the Department for International Trade to target five global trade hubs (UAE, Singapore, US, EU and South Africa).
- **Outstanding track record:** Capita Scaling Partner has helped numerous startups and scale-ups achieve extraordinary growth and enhanced valuations.

ELIGIBILITY CRITERIA

- **Data driven B2B solution:** You should be the supplier of a cross-sector or sector-agnostic, enterprise-class, data driven B2B solution.
- **Technology platform:** Your solution should play to themes such as AI, ML, Cloud, Cyber and automation and be delivered as SaaS*, PaaS** or BPaaS***
- **UK focus:** Your company should have a strong focus on the UK market and preferably have its head office in the UK.
- **Established use cases:** Your solution should be at least at the MVP stage and demonstrate an established use case with at least one corporate client.
- **Strong desire to grow:** You will typically have annualised recurring revenues of between £150k-£2m and be ready, willing and able to accelerate growth.
- **Privately held:** You must not be publicly listed or a subsidiary of larger enterprise (but you may have external investors).
- **Strategic Capita fit:** Your solution needs to be relevant to Capita clients across multiple sectors and be complimentary or enhancing to Capita's proposition.

* Software as a Service
 ** Platform as a Service
 *** Business Process as a Service



If you are the **Founder, CEO or MD** of a business that meets the eligibility criteria, then fill in the **application form** by close of business on **Friday 4th March 2022**.

ABOUT CAPITA SCALING PARTNER

Capita Scaling Partner is the corporate venturing arm of FTSE 250 Capita plc, the UK's leading business services provider. Capita Scaling Partner enables early-stage businesses to scale fast, by providing them with access to Capita's huge network of clients, suppliers, investors and subject matter experts to secure sustainable, long-term growth and profitability.

ABOUT TECHMARKETVIEW

TechMarketView is the most influential boutique analyst & advisory firm in the UK. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight. Launched in 2018, the TechMarketView Innovation Partner Programme (TIPP) is helping some of the UK's leading enterprise software & IT services companies find innovative start-ups and scale-ups as potential partners.



For more information visit **www.techmarketview.com** or email us at **info@techmarketview.com**