

Investment Opportunity

Project Name: Theseus
Sector: Wealth Management

Forster Chase Ventures is a business accelerator and incubator that partners with fast-growing start-ups to take them to the next level. Our strength is in our provision of Blue-Chip C-Level NEDs that will help the companies formulate and implement tried and tested growth strategies.



WHY WE'VE PARTNERED WITH THEM

- Effective and targeted marketing has already generated £62m of enquiries pre-launch and £6m AUM in 4 months.
- Founders are former extremely experienced Wealth Management, Insurance and Annuity C-level executives.
- Highly targeted and niche customer profile of 60+ year olds with over £250,000 in pensions.
- Current product offerings are fragmented and complex due to the collapse of the annuity market.
- Market leaders in the retirement planning industry are not currently meeting customers' expectations in surveys.
- Current investors include several well-known Financial Services and Private Equity UHNW individuals.
- Strong annual recurring revenue of 10+ years from each client.

COMPANY VISION

- **MISSION:** To simplify retirement for over 60s with a large pension pot.
- **OPPORTUNITY:** Retirement planning market is worth £14bn a year and grew by 27% in 2019.

HIGHLIGHTS

- **TURNOVER:** AUM target of £23m (Year 1), £600m (Year 3), and £2.7bn (Year 5) which will lead to revenues of £0.3m (Year 1), £6m (Year 2) and £27m (Year 5).
- **DISTRIBUTION:** Full advised service supported by a direct to consumer website.
- **BRANDING/MARKETING:** Marketing led by the former Marketing Director of M&S; Paid advertisement in the Saturday and Sunday times generated £47m of enquires.
- **USP:** First mover advantage offering retirees fixed monthly income on a life-time basis with no erosion of capital. Proprietary investment strategy ensures annual recurring revenue for the company and the client.
- Exit strategy likely to be acquisition by Private Equity or trade.

INVESTMENT TERMS

- £750k investment with a pre-money valuation of £4.3m with EIS advance assurance already received.
- Investment will be used to complete the development of the interactive web tools and to accelerate the digital marketing.



Featured in



When the sun rises on the first day of your retirement, what you need is a reliable monthly income.



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In order to obtain the Investor Deck, please register your interest by sending an email to esthergrove@forsterchase.com.