



Andromeda is an investor in software technology and related services that are applied to the stress points in the value chains of three key sectors:

- Marketing
- Financial
- Energy.

Specifically we seek out opportunities for Information Technology products and services that:

- Through improved access to markets, drive incremental revenues;
- Through efficiency improvements, or disintermediation drive reduction and control of costs.

Andromeda Capital makes targeted investments of up to £2m from a total committed fund of £20m. Our preference is to start with smaller amounts of capital related to specific achievable milestones in the growth of a company.

Often these milestones will be part of a change in strategy for a small company, away from a focus on formation, to a focus on rapid growth and the building of value, which requires new skills as well as new funds. Andromeda will always be an active investor and will participate with likeminded co-investors.

The need for Andromeda to provide active support to a large number of investments, coupled with a desire to keep a low cost base for our investors means that we work with key partners to execute our proactive investment strategy. These partners are experienced entrepreneurs with a strong early stage sectoral track record:

Venture4th

avantage
CAPITA

All this means that the experience and resource that Andromeda can deploy is truly vast. Andromeda is not just a fund, it is a coalition of committed business people focused on one thing: *The growth and realisation of maximum value in its investee companies.*