Money Wise UK®

Growing together, with integrity and respect

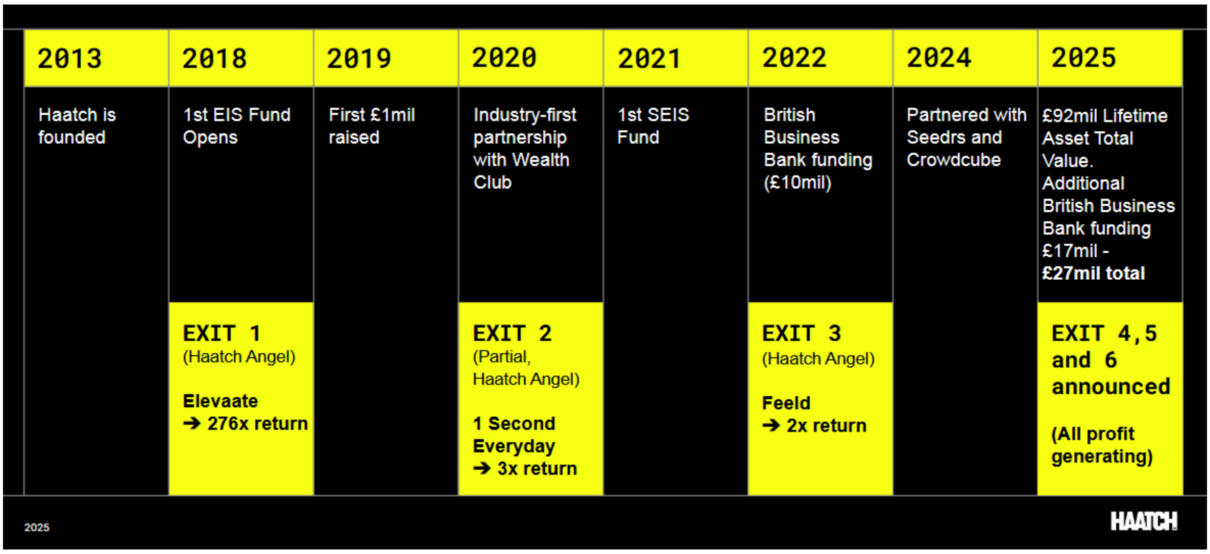
FUND REVIEW

Haatch EIS

Manager Overview

Haatch Ventures LLP is a specialist early-stage investment manager founded in 2013 by entrepreneurs Scott Weavers-Wright OBE and Fred Soneya, both experienced operators with successful exits. The wider team comprises senior operators from Google, Android, and SaaS sales leadership roles, providing the fund with an efficient perspective on scaling early-stage technology businesses.

Haatch launched its first EIS fund in 2018 and has since made 300+ investments across more than 140 portfolio companies. The firm is FCA authorised, operates evergreen EIS and SEIS funds, and has developed a repeatable, data-driven approach to identifying and supporting B2B software businesses with scalable recurring-revenue models.



Investment Category

An evergreen discretionary EIS portfolio service focused on B2B SaaS businesses at seed and early-stage. Each investor typically gains exposure to 4–7 portfolio companies, striking a balance between concentration for meaningful upside and diversified risk exposure across sectors and vintages.

The fund targets 3× returns (excluding tax relief) over 5–7 years and invests only in HMRC-approved EIS-qualifying shares.

Current Offer

Detail	Summary
Minimum investment	£20,000
Target return	3× (not guaranteed)
Deployment	Within 12 months of tranche close
Portfolio size	4–7 holdings
Holding period	Typically 5–7 years
Tax qualification	EIS (with advance assurance for each company)

Fees & structure

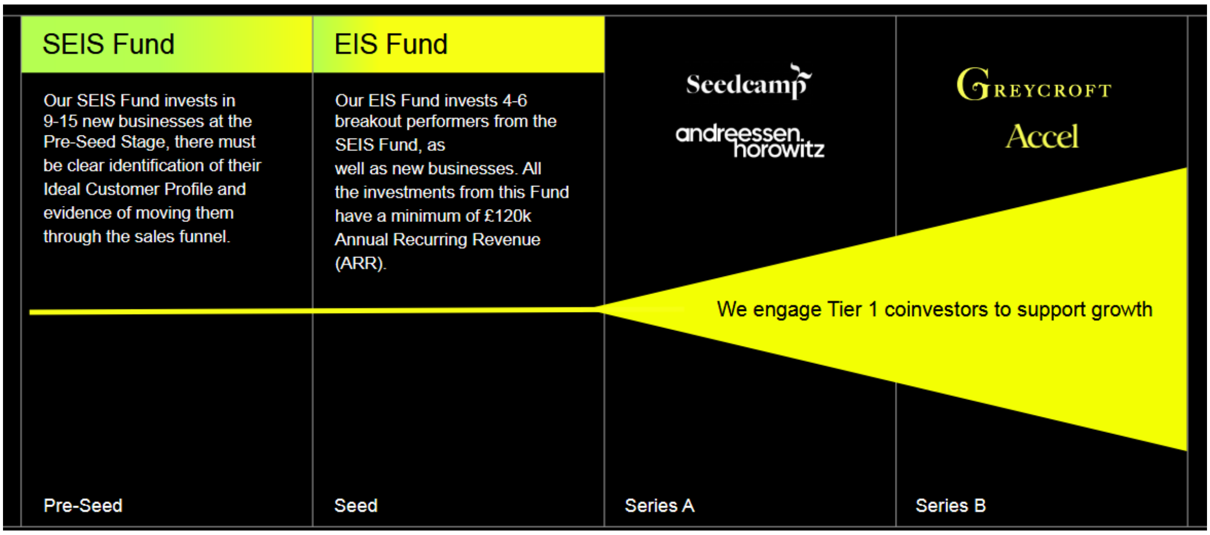
Fee	Details
Initial fee	2% per annum for five years (charged upfront – effective 10%)
Performance fee	25% on profits between 1×–5×, rising to 30% above 5×
Company fees	None charged to investee companies
Custody/nominee	Apex group
Exit timing	Fund-level exits typically 5–7 years

Investment Strategy

Haatch invests predominantly in early-stage, high-growth B2B SaaS companies solving “deep pain” problems for a defined customer base.

Key criteria include:

- Strong founding teams with proven domain knowledge.
- Clear evidence of product–market fit and recurring revenue potential.
- Scalable, capital-efficient business models.
- Defined ideal customer profiles (ICP) with measurable ROI for users.
- Preference for subscription-based or repeat-purchase models.



Typical deal sizes:

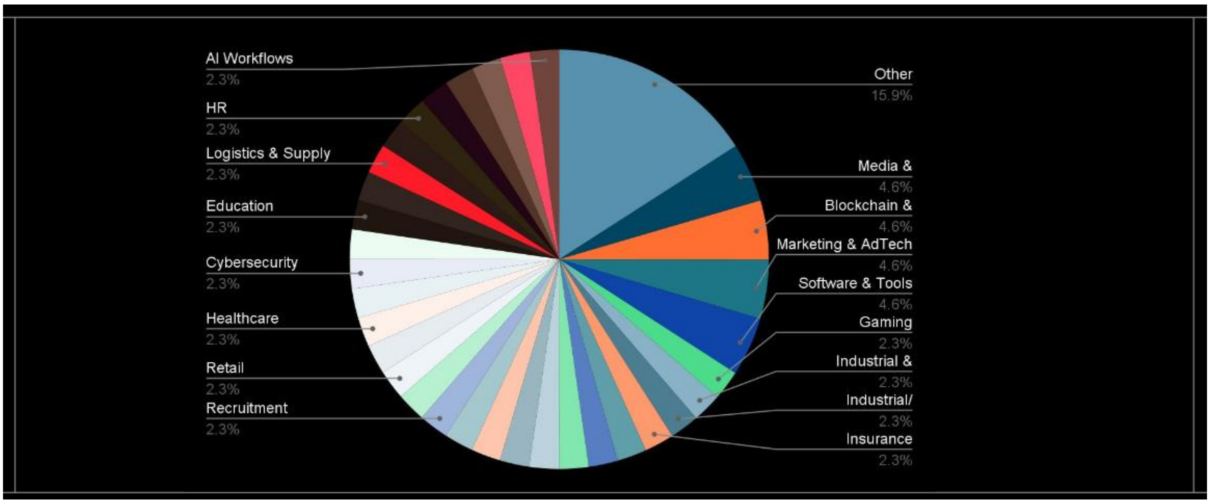
- New deals: £300k–£500k for 2–8% ownership.
- Follow-ons: £500k–£800k for 8–10% ownership.
- Policy range: £100k–£1m per investment.

Active support:

Portfolio companies receive ongoing GTM, sales, and partnership support from the Haatch operating team, including expertise from Google and leading SaaS executives.

Portfolio Overview

- Focus: B2B SaaS across diverse verticals such as data analytics, aviation, HR tech, and insure-tech.
- Stage: Seed and early-stage, with follow-on capital available for top performers.
- Portfolio scale (2025): 140+ portfolio companies, 300+ total investments, and over 250 follow-on rounds completed.
- Recent exits:
    - Re-Flow – trade SaaS platform, sold to PE buyer at up to 6.55× return (2020 EIS tranche).
    - Native Teams – SEIS exit at 7.4× in c.3 years.
    - Several other companies raised at 2–9× external-round uplifts.



British Business Bank Partnership

Haatch holds one of the most substantial co-investment agreements with the British Business Bank (BBB) under its Regional Angels Programme, providing both additional firepower and institutional validation.

Key highlights:

- £20 million commitment (Feb 2025) — doubling its original £10m allocation from British Business Investments, a BBB subsidiary.
- £7 million syndicate platform (Apr 2025) — managed by Haatch to expand co-investment capacity.
- Automatic co-investment: BBB typically invests alongside every Haatch deal, meaning Haatch investors benefit from institutional capital at the same entry point.
- Largest BBB partner: Haatch is the largest recipient of capital from the Regional Angels Programme.
- Benefits for investors:
  - Greater deal capacity and pricing strength in competitive rounds.
  - Enhanced due diligence oversight and governance credibility.
  - Broader geographic reach across UK regions, supporting national diversification.

In summary:

This partnership provides Haatch portfolios with a layer of institutional validation rarely seen in the EIS space. It amplifies deal quality, improves follow-on funding resilience, and demonstrates external confidence in Haatch's investment process and governance.

Working with British Business Bank

£27m

In 2022, Haatch secured a £10 million commitment from British Business Bank, a Government-backed institutional bank. In January 2025, they doubled down with a further £10m automatically investing alongside Haatch in every deal we do, across both funds. In April 2025, we announced an additional £7m of funding from BBB for our Syndicate proposition.

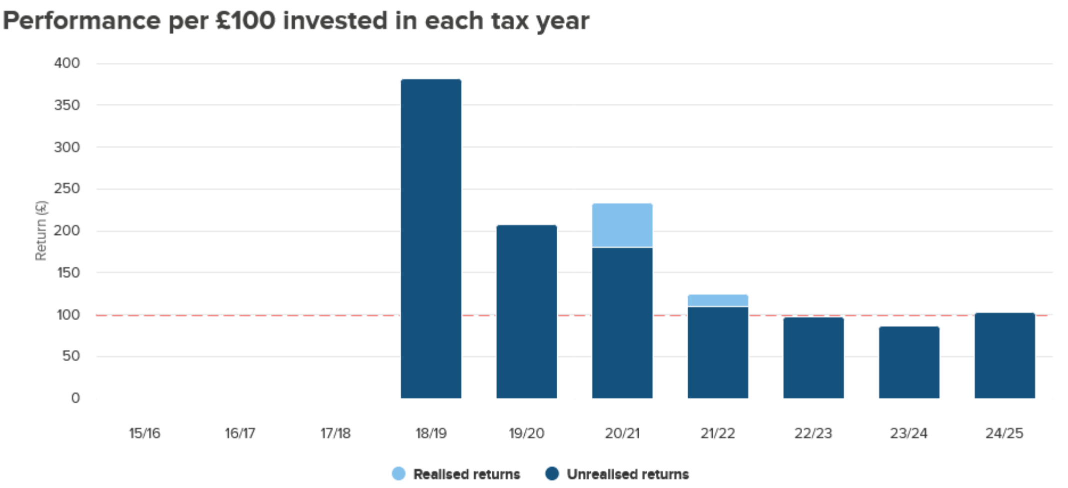
£335k

Our standard pre-seed investment

Our standard SEIS investment ticket is £335k. £250k SEIS eligible from Haatch and £85k from BBB.
BBB also co-invest alongside our EIS fund from £100k per deal.
This is testament to BBBs confidence in our decision making, and also helps us secure the most competitive deals.

Performance & track record (to date)

Metric	Outcome (as at mid-2025)
Realised exits	8 to date, including Re-Flow (up to 6.55×) and Native Teams (7.4×)
Unrealised uplifts	Multiple holdings 2–9× at external rounds
EIS 2019/20 cohort	6.52× TVPI pre-tax relief
Newer cohorts (2021–2023)	1.0×–2.5× TVPI (expected stage maturity)
Average hold period to exit	c.5- 7 years



Source: Haatch Ventures LLP, as at August 2025. Past performance is not a guide to future performance. The chart shows realised returns, if any (where share proceeds have been returned to investors as cash) and unrealised returns (where cash has not yet been returned and the value of the investments is based on the manager's own valuation methodology) There is no ready market for unlisted shares. The figures shown are net of all fees and do not include any income tax relief or loss relief.

Key Strengths

- Strong operator-led team with direct SaaS and digital-scale experience.
- Institutional backing through BBB partnership.
- No portfolio-company fees, full alignment with founders and investors.
- Disciplined investment process and narrow sector focus.
- Clear and verifiable performance record with early successful exits.

Risks & Failures

As with all EIS ventures, this is a high-risk, illiquid investment. Most portfolio companies are early-stage, and total loss of capital is possible.

Examples of past failures and learning:

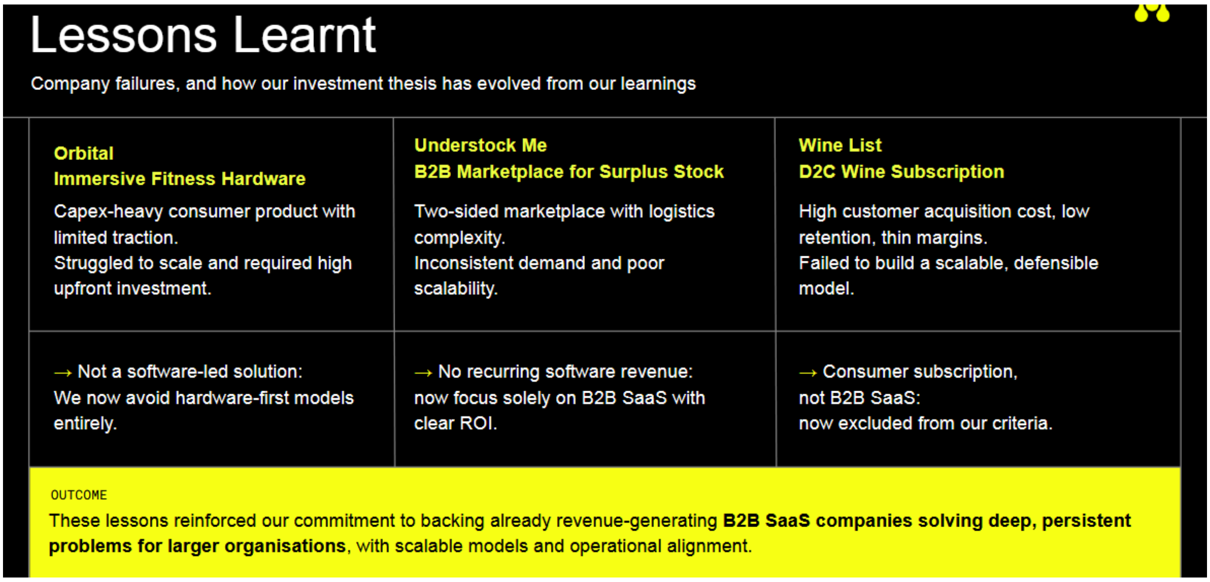
- Orbital – hardware-first fitness concept; excluded from future pipeline due to capital intensity.
- Understock Me – B2B marketplace model proved difficult to scale.
- Wine List – D2C subscription model lacked margin resilience.

Following these experiences, Haatch tightened its mandate strictly to B2B SaaS, focusing on clear ROI, recurring revenues, and enterprise retention.

In total, there have been 12 failures across 170 companies.

Other ongoing risks:

- Concentrated portfolios (4–7 holdings) increase outcome dispersion.
- Evergreen structure means investors in later tranches do not participate in earlier exits.
- Exit timing and liquidity are uncertain.



Fund Size, Fundraising and Deal Flow

Metric	Estimate (2025)
Portfolio companies	140+
Total investments	300+
Follow-on rounds	250+
Fund value	£90m+ total asset value across Haatch funds
Typical deal size	£300k–£800k
Investor portfolio	4–7 holdings
Exits to date	8 realised, several partials

Conclusions

The Haatch Ventures EIS Fund stands out as one of the most clearly differentiated early-stage offers in the EIS market. Its combination of hands-on operator expertise, a tight focus on B2B SaaS, and an institutional partnership with the British Business Bank creates a strong blend of entrepreneurial agility and governance assurance.

Best suited for:

Experienced investors seeking concentrated exposure to high-growth UK tech, comfortable with high risk and long holding periods.

Key differentiator:

The British Business Bank partnership, providing both credibility and additional co-investment capital, makes Haatch unique in its space and one of the few EIS funds with significant government-aligned backing.

Disclaimer

Past performance is not a reliable guide to future results. The value of investments can fall as well as rise, and investors may not get back the amount originally invested.

Money Wise UK is not authorised or regulated by the Financial Conduct Authority, and this document does not constitute investment advice or a recommendation to buy or sell any fund, security, or financial product.

This review has been prepared for informational purposes only, based on publicly available fund documentation, performance materials, and meetings with the fund manager. Money Wise UK has not received any fee for preparing this review.

Private investors should conduct their own research and seek independent financial advice before making investment decisions. Financial advisers may use this material as part of their own due diligence, but it should not be relied upon as the sole basis for making recommendations.

Review Completed: November 2025

Enterprise Investment Scheme (EIS) – Key Risks Summary

EIS investments can offer significant tax benefits and growth potential, but they also carry high levels of risk. They are suitable only for investors who fully understand the risks, can bear them, and receive independent financial advice.

Key Risk	What This Means for You	Comment
Capital at Risk	You may lose part or all of the money you invest. Many early-stage companies fail or underperform.	Recommend limiting exposure to a small proportion of a diversified portfolio.
Illiquidity	EIS shares are not listed and cannot easily be sold. You may be invested for 5–10 years or longer.	Investors must be prepared to hold for the long term with no guarantee of an exit.
Valuation Uncertainty	Valuations are based on internal or funding-round estimates, not daily market prices. Values can fall quickly if sentiment changes.	Treat paper uplifts with caution until cash exits are realised.
Tax & Legislative Risk	EIS tax reliefs depend on the qualifying company status and current legislation. These can change or be withdrawn.	Reliefs are subject to individual circumstances and future tax rules.
Concentration Risk	Portfolios often contain only a few holdings. One or two failures can significantly reduce returns.	Consider blending EIS exposure with broader investments.
Manager & Operational Risk	Performance relies on the manager’s skill and due diligence process. Loss of key staff or poor governance may affect results.	Review the manager's track record, FCA status, and investment discipline.
Dilution Risk	If a company raises further capital, your percentage ownership may reduce if the fund does not participate.	Ask how follow-on funding is handled within the EIS strategy.
Deployment & Timing	Funds may take up to 12–18 months to fully deploy, which can delay tax relief and market exposure.	Confirm expected deployment schedules with the provider.
Exit & Realisation Risk	Value is realised only when companies are sold or listed. Exit timing is uncertain.	Returns may take longer than the nominal 5–7-year horizon.
Administrative & Custody Risk	Tax relief claims require EIS3 certificates. Errors or delays can postpone tax benefits.	Ensure robust custody and administration arrangements.

Inflation & Opportunity Cost	While capital is locked away, inflation may erode real value.	Consider opportunity cost versus liquidity and growth aims.