

Impact Report 2024



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Executive Summary

As a B Corp Certified organisation we produce an Impact Report to demonstrate our commitment to doing business for good and empowering our vision for the future.

This is our second impact report which allows us to review and track our progress to date whilst further outlining our future goals. The aim of this report is to breakdown our initial score and track how we are aiming to improve our score. This report also gives us the opportunity to showcase our commitment to inclusivity.

Vision

To create a lasting, positive impact by delivering attractive and sustainable value to all stakeholders through responsible and forward-thinking investment strategies.

Mission

At Jenson, we leverage our longstanding experience and proven commercial instinct to rigorously apply a focused investment strategy.

Our approach not only generates financial returns but also fosters meaningful opportunities that drive innovation, inclusivity, and global progress – today, tomorrow, and beyond.

KEY HIGHLIGHTS

51%

Female founded businesses in Jenson's active portfolio.
Versus 41% in previous report and 25% industry standard.

56%

Invested in companies with at least one ethnic minority founder.
Versus 54% in the last report and 8% industry standard.

53%

Businesses invested outside of London.

As we develop, we will be looking at increasing the metrics we track, and seeking to increase the diversity in the dealflow we attract.

Message from Our Managing Partner

It is a pleasure to welcome you to our second Impact Report.

At Jenson Ventures, our journey towards creating meaningful impact continues to evolve. Achieving B Corp certification in 2022 was an important milestone, but our focus remains on embedding those values deeper into our day-to-day operations and investment strategy. For us, partnering profit with purpose isn't just a tagline – it's a guiding principle.

We firmly believe that venture capital has the power to drive positive change, and this report reflects our ongoing commitment to being a force for good.

Investing at the early stage means we have the opportunity to shape the future by backing diverse founders, bold ideas, and transformative solutions.

2024 wasn't without its challenges. The fundraising landscape was difficult, there was nervousness around the General Election and the first Labour autumn budget. However, I am pleased to report that with three award wins, two recognising Jenson as the Best SEIS Investment Manager and one for Diversity Champion from EISA (the trade body of EIS investing), we have had one of our strongest years yet.

Over the past year, we've seen significant progress across our portfolio, and this report will share both our achievements and areas where we aim to grow further. The launch of our Aurora I fund marked an important step in aligning our investment thesis with our impact goals, and we remain dedicated to building a more inclusive, sustainable, and innovative ecosystem.

We recently evolved from Jenson Funding Partners to Jenson Ventures, our journey has been defined by a foundation of robust investment outcomes, and as we introduce new product offerings, expand our investor community, and access new networks, our brand must mirror our expertise and ambition.

During the summer we hosted an intern and tasked him with pulling together ESG data from across the portfolio. He was sceptical about ESG at the outset so we tasked him with researching the benefits of ESG for a growing business and the risk of not aligning with the principles i.e. what would be future repercussions. You can read his findings in the report.

Thank you for joining us on this journey.



Sarah Barber
Managing Partner

More on Our Rebrand...

Over the past few years, we've achieved significant milestones – reaching our 11th exit, earning three prestigious industry awards and successfully launching on a new platform. These accomplishments are a testament to the trust and relationships we have built with founders, investors, and partners. As we look to the future, it's clear that our firm is evolving and our brand must evolve with it.

This brand refresh is more than a visual refresh; it's a reflection of our refined strategy and enduring commitment to creating returns through strong partnerships and innovative investment.

MULTI-AWARD-WINNING SEIS FUND MANAGER



INVESTMENT DEFINED

Our brand formula drives everything we do, from building relationships to creating sustainable, high-impact growth.

s / Strategy

As early-stage specialists, we take a systematic approach to deploying capital. We consistently apply a clearly defined investment strategy that has generated best-in-class investment returns, and meaningful value to broader stakeholders over the last 12 years.

J / Jenson Ventures

We are a longstanding team of highly motivated and ambitious professionals, who hold themselves to the highest standards. We are driven by a passion for what we do and a strong belief that supporting early-stage businesses is the most effective way to create investment opportunities and drive change.

x / Returns

Our returns speak for themselves. Over the last 12 years, Jenson Ventures has become a leading provider of S/EIS-qualifying investment opportunities, assembling high-performing, diversified portfolios that provide consistent risk profiles and crystallise value via optimum and timely exits.

$$S (i + J + f) = X$$

i / Investors

By co-investing with Jenson Ventures, investors commit capital to market-leading S/EIS portfolios including some of the UK's most exciting early-stage, tech-driven business enterprises. As a responsible investor, we hold ourselves to the highest standards and understand that accountability across all we do is integral to our long term performance.

f / Founders

From our vast deal flow, we source, invest in and mentor the founders we select who, as profound experts in their field, demonstrate high potential. They strive to make a material impact on the world around them, they bring exciting commercial opportunities that, with our support, can deliver growth in line with our target returns.

B Corp Scores and Goals

This year Jenson is recertifying it's B Corp membership.

Looking back to 2022 we were thrilled with our overall score, however, we know there is always room for improvement. As we embark on re-certification we are aiming for a score of 100.



Diversity at Heart... the Jenson Team

We have always been a diverse team, which is evident from the team pictures below.

Our team comprises of:

57%
Female

14%
Ethnic minority

71%
Went to a
non-selective
secondary school



Sarah Barber
Managing Partner



Jeffrey Faustin
Chief Investment Officer



Cesar Faucher
Strategy & Development



Katie Henry
Operations & Investment



Jackie Richbell
Investor Relations



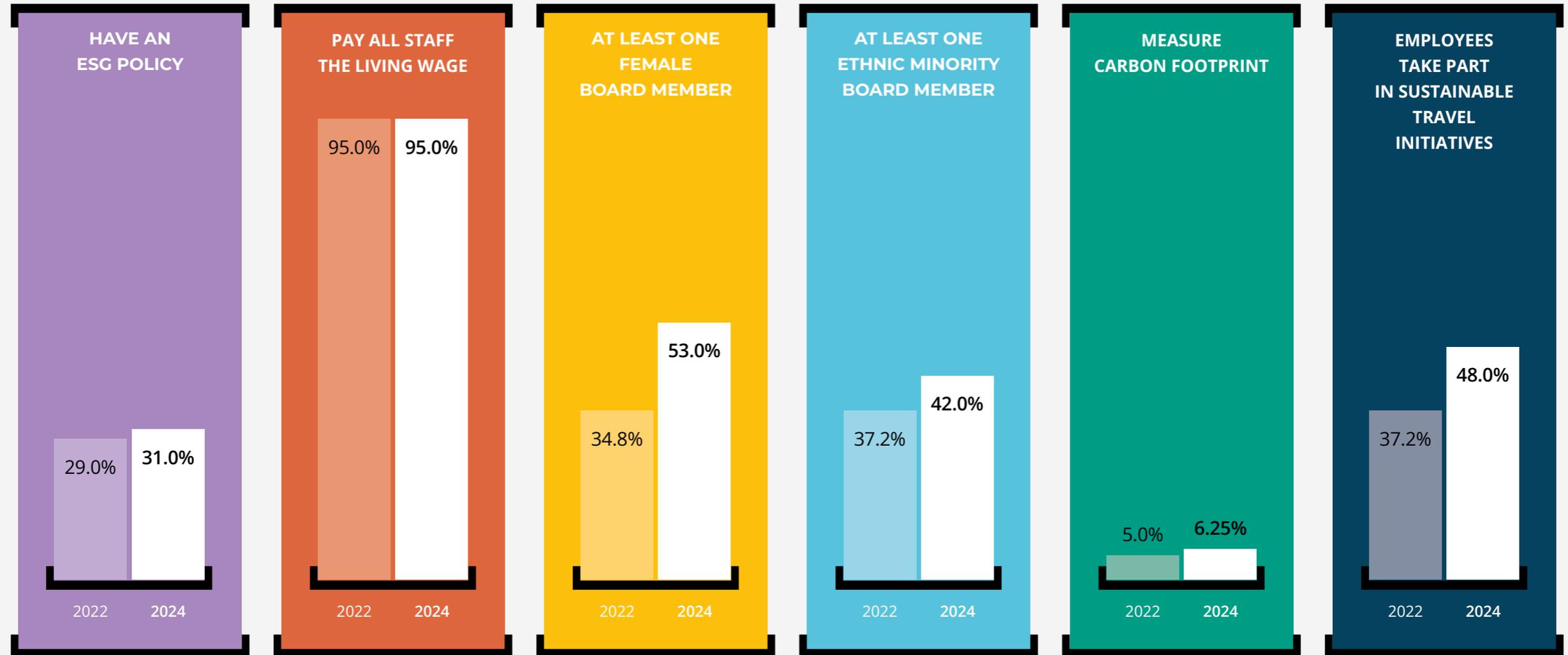
Vicky Powell
Marketing



Kevin Keppler
Finance Assistant

Performance Metrics and Outcomes

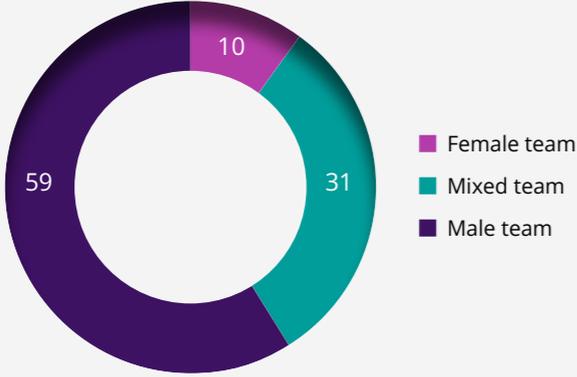
How our portfolio companies have improved according to our annual ESG survey.



Gender Diversity Across Our Portfolio

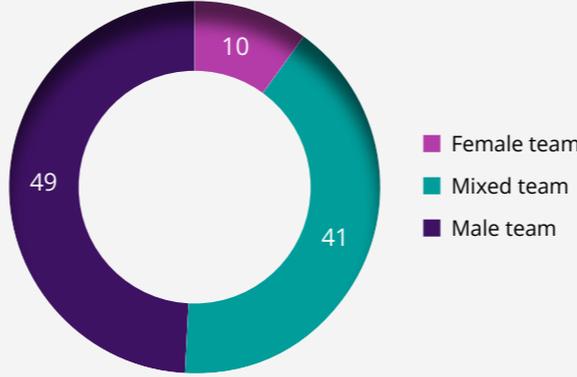
The number of female founders, whether female or mixed, has increased across our portfolio. Our previous impact report highlighted 41% of our portfolio companies were made up of all female founders or mixed teams – this impact report shows a 10% increase in that statistic.

Jenson's Portfolio 2022 – Team Composition by Gender (%)



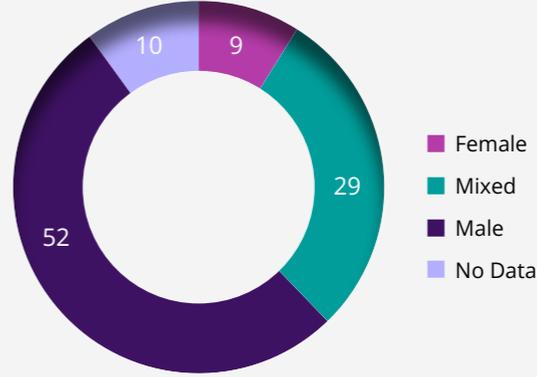
There is still work to be done in encouraging female founders to seek VC investment. Although the number of female founders in our portfolio has increased we haven't had the same percentage applying for funding. However, in our last report we advised that 18% of our dealflow was from female founders or mixed teams, this year have seen this increase to 39%, which is fantastic!

Jenson's Portfolio 2024 – Team Composition by Gender (%)



In comparison to the VC industry our ratio of female founders is high. The Beauhurst EIS 30th Anniversary report, stated that: *"In 2023, 25% of EIS backed deals were secured by companies with at least one female founder".**

Application – By Gender of Team (%)

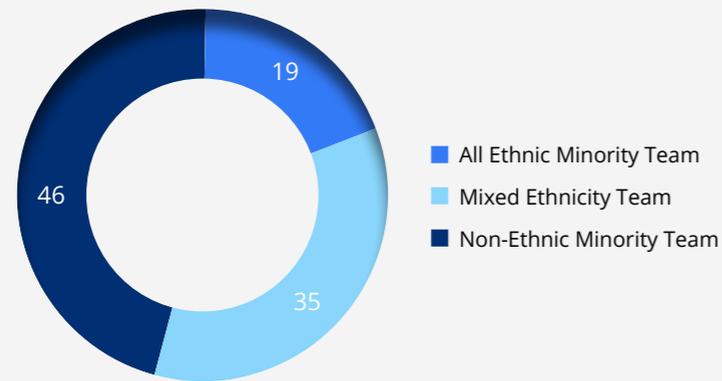


Ethnic Minority Diversity Across Our Portfolio

The number of ethnic minority founders, whether all founders are from an ethnic background or a mixed team, has increased across our portfolio.

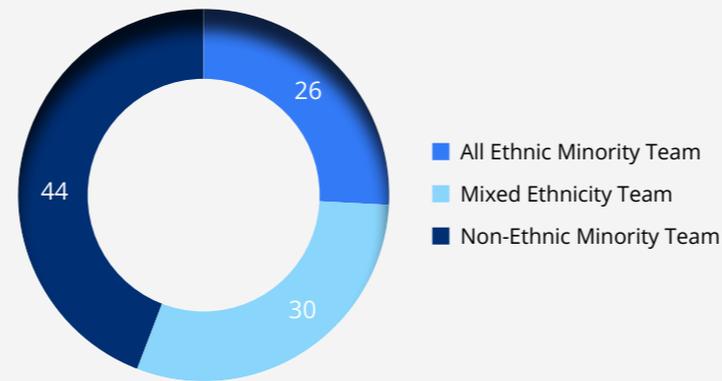
Our previous impact report highlighted 54% of our portfolio companies were made up of all ethnic minority or mixed teams – this impact report shows a 2% increase in that statistic.

Jenson's Portfolio 2022 – Team Composition by Ethnicity (%)



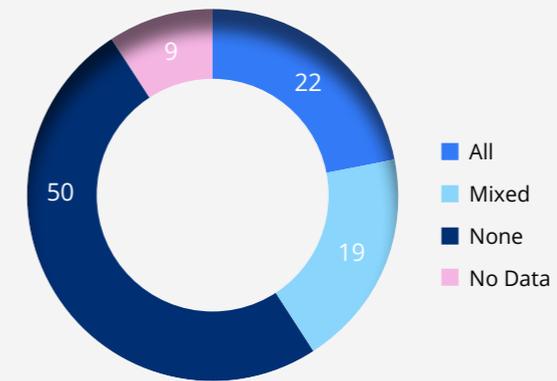
There is still work to be done in this area with ethnic minorities seeking VC investment.

Jenson's Portfolio 2024 – Team Composition by Ethnicity (%)



A report by the British Business Bank in 2023 stated that: *“Only 8% of total funding is being invested in teams with at least one ethnic minority founder.”* In comparison our data is well above that amount.*

Application – By Ethnicity of Team (%)

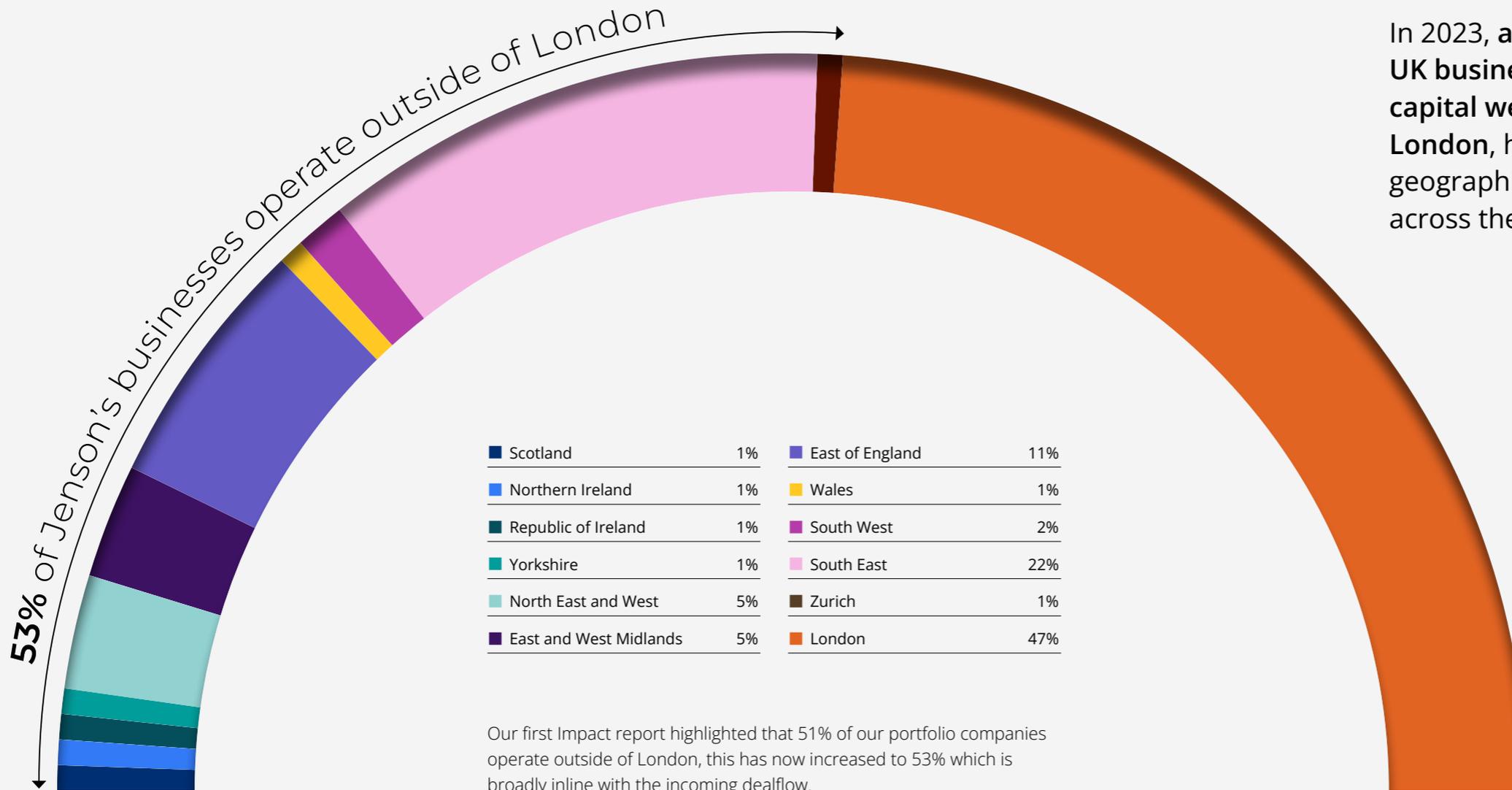


Regional Investment

LOCATION OF JENSON'S ACTIVE PORTFOLIO

VERSUS

VC INDUSTRY INVESTMENTS



In 2023, approximately 49% of UK businesses backed by venture capital were located outside London, highlighting the geographic spread of innovation across the country.*

Our first Impact report highlighted that 51% of our portfolio companies operate outside of London, this has now increased to 53% which is broadly inline with the incoming dealflow.

Portfolio Highlights



SECTOR: **CONSUMER GOODS**

INVESTMENT

Jenson Ventures invested via SEIS funding in December 2024 as part of a larger round.

ABOUT GEORGANICS

Georganics is a leading manufacturer and retailer of premium, ethically sourced oral care products. Committed to sustainability, all products are 100% natural, non-toxic, and free from synthetic ingredients, ensuring a healthier choice for consumers and the planet.

IMPACT & GROWTH

Sustainable Manufacturing – Products are crafted in Georganics' own factory in the Sussex countryside, with capacity for expansion.

Innovation & Product Development – Funding will support the launch of aluminium toothpaste tubes and a new kids' oral care range.

Eco-Friendly Commitment – Plastic-free packaging, glycerin & SLS-free formulas, and dentist-approved products.

Environmental Impact – Significantly reduces plastic waste and contributes to lower greenhouse gas emissions.

Jenson Ventures is proud to support Georganics as they lead the way in sustainable oral care, driving both commercial success and environmental impact.

www.georganics.com



SECTOR: **CIRCULAR ECONOMY**

INVESTMENT

Jenson Ventures invested via SEIS funding in March 2023.

ABOUT SWOPERZ

Swoperz is a subscription-based preloved kids' clothing community, designed to make sustainable fashion fun, engaging, and accessible for children aged 6 to 16. The platform empowers kids to independently swap high-quality preloved clothing in a safe, adult-supervised environment, promoting both environmental responsibility and digital safety.

IMPACT & GROWTH

Encouraging Circular Fashion – Reducing textile waste by extending the lifecycle of children's clothing.

Empowering Young Users – Teaching kids about sustainability, financial responsibility, and the value of second-hand fashion.

Key Partnerships – Collaborates with Girlguiding Anglia, Essex County Council, Fonetti, and Go Henry to expand its reach and impact.

Major Milestone – Winner of the eBay 2023/2024 Sustainable Fashion Fund Competition, receiving £25,000 in funding and mentoring support from eBay's experts.

Swoperz is pioneering the next generation of sustainable fashion, helping children make eco-conscious choices while having fun. Jenson Ventures is proud to support their mission to transform how young people engage with clothing and sustainability.

www.swoperz.com



SECTOR: **LEISURE, TRAVEL & TOURISM**

INVESTMENT

Jenson Ventures invested via SEIS funding in March 2019 and has since provided multiple rounds of follow-on EIS funding.

ABOUT NOT IN THE GUIDEBOOKS

Not In The Guidebooks is a travel platform for curious explorers, offering handpicked, authentic local experiences that help travelers go beyond the typical tourist trail. Whether it's a hidden gem activity, a cultural workshop, or an immersive adventure, the platform helps travelers create unforgettable memories while making a positive impact.

IMPACT & GROWTH

Sustainable Travel – Promotes eco-friendly tourism and responsible exploration.

Supporting Local Communities – Connects travelers directly with local guides and small businesses, ensuring tourism benefits the people and places visited.

Personalised Itineraries – Enables travelers to curate unique experiences that align with their interests.

Expanding Global Reach – Continually growing its network of authentic, off-the-beaten-path experiences worldwide.

RECENT MILESTONES & PARTNERSHIPS

B Corp Certification – Achieved B Corp status, meeting high standards for social and environmental performance, transparency, and accountability.

Travelife Partner Status – Awarded Travelife Partner status, complying with over 100 criteria related to sustainability, including environment, biodiversity, human rights, and labour relations.

Association of Touring and Adventure Suppliers (ATAS) Membership – Joined ATAS to showcase its experiences and responsible travel practices to agents. travelweekly.co.uk

Gold Medal Partnership – Partnered with Gold Medal to offer agents an extensive range of trips, experiences, and activities through Incredible Journeys, Gold Medal, and Cruise Plus. goldmedal.co.uk

Jenson Ventures is proud to support Not In The Guidebooks as it redefines experiential travel, making it more sustainable, meaningful, and locally driven.

www.notintheguidebooks.com

A Final Word from Our Intern: ESG Sceptic to Convert

Over the summer months Jenson hosted a new intern. We set him about the task of pulling together the ESG data from across our portfolio to formulate this report. Here we have taken some of his thoughts about his experience:

FROM SKEPTICISM TO UNDERSTANDING: AN ESG JOURNEY

When I began my internship at Jenson Funding Partners, I was skeptical about ESG (Environmental, Social, and Governance). With a background in mathematics, I valued numbers and viewed ESG as a mere corporate buzzword. My perspective was about to change...

My journey started with a simple question: What is ESG, and why should it matter?

Insights from the Triple Bottom Line concept demonstrated to me the risks of ignoring environmental and social factors.

A compelling article revealed that sustainability initiatives could be profitable investments.

The case of Nestlé in Moga, India, demonstrated how ethical and business goals could align profitably.

Initial doubts arose from the prevalence of greenwashing – companies falsely promoting their strategies as environmentally sound. However, new standards that are emerging are enhancing the reliability of ESG ratings.

As I explored ESG's impact on business, I found evidence that ESG-aligned companies perform better long-term, experiencing lower costs and improved performance. Studies showed that robust sustainability practices lead to better operational and stock performance.

This journey transformed my view of ESG and enhanced my professional development. Integrating sustainability metrics into financial analysis revealed risks and opportunities that traditional metrics might miss.

Today, I see ESG as a necessary evolution in business and investment practices. With improved standards and greater transparency, the future of ESG looks promising.

For skeptics, I encourage looking beyond the buzz to the substantial benefits ESG offers.

It's not just good ethics – it's good business.

1.

DIVERSE INVESTMENT PORTFOLIO

GOAL

Increase funding for underrepresented founders, including women, minorities, and entrepreneurs from diverse socioeconomic backgrounds.

APPROACH

Set measurable targets and create tailored support programs.

2.

INCLUSIVE DECISION-MAKING

GOAL

Diversify investment committees and leadership teams to reflect broader perspectives.

APPROACH

Implement policies to ensure diverse hiring, mentoring programs, and leadership pathways within Jenson.

3.

IMPACT-DRIVEN METRICS

GOAL

Develop and track inclusivity-focused KPIs alongside financial metrics.

APPROACH

Report publicly on diversity stats, community engagement, and inclusivity outcomes in annual impact reports.

4.

INTERNAL CULTURE AND DEVELOPMENT

GOAL

Create an inclusive, supportive workplace culture.

APPROACH

Regular inclusivity training, mental health support, flexible work arrangements, and employee resource groups (ERGs).

Jenson in Numbers





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INVESTMENT DEFINED

