

# **Bootstrapped fintech success story Futrli secures 4 million GBP Series A to revolutionise how small businesses make decisions**

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Today Futrli (<https://www.futrli.com>), a fast growing cloud-based business decision making platform, announced a successful 4 million GBP Series A funding raise from leading venture capital firms e.ventures, Notion Capital and firstminute Capital to fuel aggressive growth and innovation.

Bootstrapped with no external funding to date, Futrli already supports over 40,000 businesses and 1,100 accountants in 130 countries and is on a quest to move the needle on the small business economy, which spans over 130 million small businesses globally. The four-year-old business led by CEO and Founder Hannah Dawson uses artificial intelligence and machine learning to produce actionable insights that drastically improve decision making and success rates in small businesses.

“Futrli was born from my own typical experience as a small business owner. I needed a way to run my business that looked to the future, as making decisions is hard and full of risk when you haven’t got all of the information in one place,” says Hannah Dawson, Futrli’s CEO and Founder.

“At Futrli our sole purpose is to change how small businesses’ teams make decisions so they get it right. This investment will be used to drive further innovation within the platform to continue to revolutionise how small business teams work. We are also expanding our team in our core markets and will be opening in new locations within the next few months, which is hugely exciting,” continued Dawson.

Giles Palmer, CEO of leading business intelligence company Brandwatch, has been appointed Chairman of the newly formed Futrli Board. Palmer brings significant experience and capability in the global expansion of category leading businesses.

Joining Palmer on the Futrli Board are Jos White, General Partner at Notion, Christian Miele, Partner at e.ventures, Hannah Dawson and Futrli’s COO Helen Cockle.

Jos White, General Partner at Notion says: “We’re very excited about Futrli’s vision. They have already built a fantastic bootstrapped business led by the dynamic Hannah Dawson, and we are very eager to see where the business can go with this injection of funding.”

Christian Miele, Partner at e.ventures adds: “Hannah Dawson and her team tapped into a niche that will change the direction of decision making forever. Most accounting software today dwells into historic data points whereas Futrli unlocks the power of the future to help SMEs make better decisions.”

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Images (<https://www.dropbox.com/sh/vngeuq8c07khy8p/AABlxOmGllXqBqQzrtU3o9Ja?dl=0>)

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## About Futrli

Futrli is on a quest to move the needle on the small business economy, which spans over 130 million small businesses globally. Founded in 2014, Futrli supports over 40,000 businesses and 1,000 accountants in 130 countries through their 100% cloud-based platform that helps small businesses make decisions and take actions that lead to success. Through a powerful suite of reporting, budgeting, cash flow forecasting and predictive modelling tools, SMEs can plan for the future, get a grip on cash flow and see how their business is performing in real time. For accountants working with SMEs, Futrli's CPD-accredited Advisory Certification course helps them achieve their advisory potential. Futrli operates globally and has offices in Brighton (UK), Sydney and Melbourne (Australia).

## About Hannah Dawson, Futrli CEO and founder

Hannah is one of the leading female entrepreneurs in the SaaS space and flies the flag for women in technology by leading Futrli with an innovative approach to diversity; this is a passion close to her heart and core to their strategy as they grow the team globally. She had the original idea for Futrli when she was running another business and had a pain to solve. Frustrated by not having the right information at her fingertips, she resolved to create a technology platform that made her feel more secure in the crucial business decisions she and her team had to make without having to do any heavy lifting. Hannah leads Futrli as CEO and is the chief visionary in the development of Futrli's platform.