

TS Provider to NVM Private Equity on its growth capital investment in Channel Mum



Deal overview:

NVM Private Equity (NVM) has led the recent fundraising round for unique London based Channel Mum, an online multi-channel video blog community network for parents.

NVM has invested £2.0 million to support and work with Channel Mum to accelerate and grow the company over the next few years. Building on Channel Mum's skill set the ultimate growth strategy is focused on expanding the core product offering and growing the 'Millennial' audience. The new site ChannelMum.com curates the best video parenting content from over 100 digital influencers signed to the company.

About the parties:

Channel Mum is the UK's fastest-growing parenting community and website and most of the information is on video – meaning you can find what you need quicker than anywhere else. Chat directly to other mums and dads, watch the latest videos from top vlogging families, or just drop in for a natter.

NVM are a long-established investor focused on UK regions, primarily targeting small management buy-outs and growth investment in businesses that are led by high quality incumbent management teams.

They have a wide range of skills, interests and backgrounds meaning they bring a thorough and rounded approach to the investment process. They have worked together as a team for a long time and built up a network of chairmen, non-executives and industry specialists. In summary, they have the capital, contacts, expertise and track record to be a supportive partner and engaged investor.

David Rolfe, Investment Director at NVM said:

"We have known Dan for some time and it was great to work with him as he establishes Wilson Partners as a new market player for transaction services. The process was smooth & efficient with a succinct opinion-led report delivered by experienced, senior professionals and with no surprises on fees."

Dan James, Head of Transaction Services at Wilson Partners added:

"We were extremely pleased to work with NVM on this exciting growth capital investment. With NVM and Shoosmiths based in Reading, Wilson Partners in Maidenhead, and HMT in Henley, it was a great deal for the Thames Valley advisory community and one we were delighted to be part of."