

# Investing in tech while fostering company culture with AlbionVC

In the ever-growing investment landscape, funds are multiplying and diversifying, and for startups there is more to raising investment than the money and the media moment. With #QVCS Maddyness profiles different funds to give founders and entrepreneurs the information they need to choose the right investor. Today we hear from Ed Lascelles, Partner and Head of Technology Investments at AlbionVC.

---

We've been around for almost 25 years, and most of the senior team have been working together since the early 2000s. Today just as twenty years ago we are inspired by mission driven founders who are solving key issues around enterprise and healthcare.

## Which industries are you working in?

AlbionVC focuses on B2B software and healthcare at Series A in the UK.

# What do you look for in a founder?

It's not necessarily the background that's key, although we do prefer founding teams who understand their domain (they've solved the 'Idea Maze'), so much as the core capabilities of the team. Can they tell a story, can they lead a team, can they learn fast, are they resilient etc. No-one is born the perfect CEO, but do they have the capacity to grow into one?

# Can you talk about your current portfolio?

We are lucky to have backed some amazing teams who continue to innovate and scale globally in these challenging times. It would be unfair to pick just a few, like with children we don't have favourites! But we can say we love businesses in data, fintech, cyber, digital health to name a few sectors current top of mind.

# How has COVID-19 changed the way you operate?

We've learnt to communicate effectively via Zoom and Teams, still working on our email humour.

Our investment strategy focused on B2B software at the application layer has been solidified during the pandemic. Business software has truly entered the age of mission critical- a must have not just a nice to have. We still see a lot of opportunity for innovation and growth in the space.

# What does the future look like? New trends/technologies, changes in the global/local economic landscape?

In the future every company will be technology company at the core, fintech will just be finance and healthtech just healthcare. But with AI now breaking the mainstream it looks like crypto is getting to a stage of maturity where we will see mainstream applications emerge soon.

# What makes AlbionVC different?

At AlbionVC we are experienced investors with a proven track record who will be there for you for the good, the bad and the ugly. We look to build long-term trusted relationships with founders that go beyond reporting and numbers. At the same time we are mindful that it is your company and vision, so we won't take over.

*In a rally car we are the navigator holding the map not the driver!*

Since 2016 AlbionVC has managed UCL Technology Fund in collaboration with UCL Business, fund dedicated to commercialisation opportunities arising from UCL's world-class research base, focusing in particular on the physical and life sciences. To date the fund has had 3 Nasdaq IPOs and one exit, and continues to invest at the cutting edge of academia, science and business.

## What one piece of advice would you give founders?

Do not underestimate the importance of company culture as you grow and scale your business. Investment and financial metrics are always high on everyone's list of priorities, however what binds your organisation together, what you do when no one is looking, is crucial to the long-term success. It is particularly vital during the pandemic when the norms of working have been challenged like never before.

*Read also*

---

[In other news, UK Startups raise almost £120M this week](#)

