

The operational expert in European Software Scale-Ups

Our Scale-Up Methodology & Operating Expertise

You're growing fast, taking your team from circa 50 people to over 500. That is a heck of a journey. We've been there many, many times, so to help you avoid the mistakes we and others have made, we developed a Scale-Up Methodology. Together with our Operating Partners, who have gained deep functional expertise in this phase, we will give you the extra advantage over your competition.



Click the wheel to explore more.

Execution

You've entered the scale-up phase. You're winning & delivering for customers, and starting to systematise how you improve through applying data analysis. But you need to get to the next level, and prepare for the level after that, and you want to be world class. The Frog team's scale-up expertise can help you see and test what world class needs to feel like for your next phase.

Planning

You're scaling to the point where you won't know everyone's name. Strange feeling, and a critical milestone. This means your team expects you to be clear & consistent on where you are leading them, on how the organisation is going to change to cope with your growth and on how your culture & systems are working to ensure the best team is focused on the right stuff. Frog's experience in all these areas will help you form the approach that is best for your situation.

Resilience

You want to grow faster, beat the competition and win a majorly strategic position in your market. This means fundraising, having clear strategic shareholder goals and ultimately proving that your business model can deliver significant profits. Frog's expertise will help you with all forms of fundraising, board & shareholder management and in how you build more long term resilience into your business

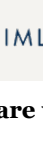
What do we look for?



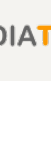
High-growth software companies with ARR of €3m+...



...looking for €5m-€20m of investment and operational support.



Sticky product with growing and retained customer base.



Ambitious leadership teams building resilient businesses.

Click to hear from our portfolio.



Our portfolio

Current



Exited

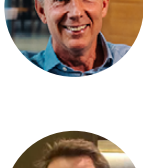


Who are we?

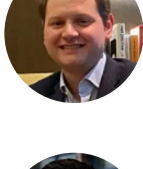
Click our portraits to view our profiles.

Execution

Fuelling growth and delivering first class customer experience



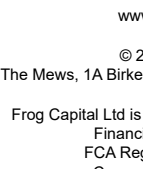
James Bagan
Operating Partner
As a former dustman and two-time CEO of PE back businesses, James knows the highs and lows of business.



Andrew Betteley
Operating Partner
Andrew is a former CTO, but also flies and fixes aeroplanes, so his engineering skills are quite broad.

Planning

Strategic scaling with the right framework and top talent



David Williams
Operating Partner
David is a rare jack of all trades, but master of all of them, whether it's as CEO, investor, or biker.



Shirin Dehghan
Operating Partner
Self-described rebel, Shirin founded, scaled and sold network software company Arieso, earning the title of female entrepreneur of the year.

Resilience

Developing dynamic and robust businesses

Steven Dunne
Senior Partner, CFO & Head of Portfolio
Steven was a PE portfolio manager turned two-time CFO of successful PE backed businesses. Precision focus in finance, operations and electric bikes.

Martin Hauge
Non-Exec Chairman
Martin co-founded Creandum, an early investor in Spotify, iZettle and Vivino.

Investment team

Jens Düing
Senior Partner & Head of Investment
Jens is a data fanatic, whether it's software companies or cycling performance, there is always forensic analysis.

Mike Reid
Founder & Senior Partner
Sold over \$1 billion of property for Centrica before 22 years of VC, PE and Growth investing. He's seen most mistakes Scale-Ups make and loves helping CEOs avoid them.

Konstantin Koenig
Investor
Konstantin grew up between Japan, South Korea, Greece, Germany, and India. At Frog, he looks to find and advise the next generation of innovative software companies in Europe.

Oscar Chen
Investor
Oscar has interned at Uber, got a masters from Cambridge Judge Business School and started and sold a HealthTech business.

www.frogcapital.com

© 2021 Frog Capital
The Mews, 1A Birkenhead Street, London WC1H 8BA

Frog Capital Ltd is authorised and regulated by the Financial Conduct Authority
FCA Register Number 509967
Company Number 6812490