

# BUSINESS ANGELS



Business Angels are individuals who make equity investments in businesses with growth potential

**56%**  
of Business Angels have more than 5 years investment experience



**75%**  
are over  
**45**

Silver Angels **21%** are over 65



**57%** of Angels are based in London or the South East



**7%** of Angels are based in the Midlands  
**7%** are based in the North

In England, the South West has the most Angels outside of London and the South East, at **6%** of the total of the UK



Devolved Administrations

- 4%** of UK Angels are in Wales
- 1%** are in Northern Ireland
- 8%** are in Scotland

## TOP INVESTMENT SECTORS

**27%**  
of UK Angels invest in Healthcare

**26%**  
invest in Life Sciences

**25%**  
invest in Fintech

**24%**  
invest in Software as a Service

**25k**  
**7.5k**

Median initial Angel investment is **£25k**. Median follow on Angel investment is **£7.5k**



**79%**  
of Angel investments are part of a syndicate



**40%** of Angels hold their investments for more than 6 years

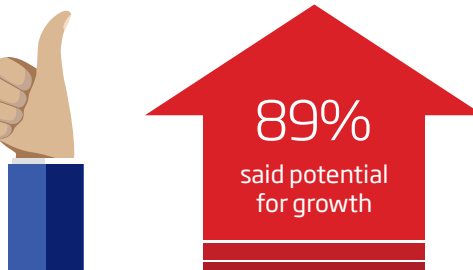


## Factors influencing Angels' investment decisions

**93%**  
said it was faith in the skills/experience that was a key factor



**89%**  
said potential for growth



**76%**  
said expected returns

