



Digital education company Blackbullion closes a £600k seed funding round lead by 24Haymarket.

Blackbullion's mission is to make a million students 'money smart' by 2020.

Blackbullion, the digital education company that works with universities to provide financial literacy programmes for students, received an investment of £600K (\$850K) in a round lead by private capital group 24Haymarket. Blackbullion is already partnered with 24 universities in the UK, Australia and New Zealand, with a mission to deliver a financial education to a million students within the next two years.

Blackbullion was founded in 2014 to help young people develop practical and relevant financial skills for their lives. It provides guidance that spans all financial elements of student living and beyond – from applying for a bursary or student loan, to investing in ISAs and pensions for the future. Universities pay for all their students to have free access to the series of digital courses throughout their undergraduate degree and that access to the advice remains in place as they graduate.

“Blackbullion has a history as a technology innovator in the education space and it is great to see how far awareness of financial education has come in the last few years. The sector has realised that financial knowledge, or the lack thereof, has a huge impact on student wellbeing and mental health. Working with universities to engage students to develop money skills means we can empower students to develop the confidence and abilities they need so they can design the life they want beyond graduation” commented Vivi Friedgut, Founder & CEO of Blackbullion.

Friedgut continued, “We’re excited to grow our team and build on the terrific growth trajectory and momentum which has been building over the last 18 months. We believe this is a once in a generation opportunity to put financial education at the intersection of all financial activity undertaken by young people. Wherever there is money in the student journey we hope there will be Blackbullion and to have the team at 24Haymarket supporting us is a real endorsement of our strategy so far.”

Paul Tselentis (24 Haymarket CEO) commented: “24Haymarket is delighted to partner with Blackbullion. We have been impressed with Vivi’s drive, passion and vision to make financial education more accessible to students and are excited to further establish Blackbullion’s position as the leading financial education platform in the higher education sector.”

Jeremy Millard (Non-Executive Director elect) commented: “From the moment I met Vivi and her team at Blackbullion I was impressed with the strength of their vision to equip young people with the fundamental financial skills that will be critical to their futures in a complex and fast-changing financial world. I am excited to be joining the board at this important time for the



business, as we deploy the proceeds of the recent successful fundraising to build on the company's impressive track record and portfolio of University partnerships across the globe."

Blackbullion currently operates in the UK, Australia and New Zealand, and the company is considering another raise in the future to further expand its global footprint

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About Blackbullion

[Blackbullion](#) is the award-winning financial education company on a mission to help young people gain financial skills they need to create the life they want. Powered by a Software-as-a-Service (SaaS) subscription model, Blackbullion partners with higher education institutions to deliver engaging and effective personalised learning to encourage shifts in financial behaviour of students around the world. Founded in 2014, Blackbullion currently supports university students, with over 500,000 having access to their learning platform.

About 24Haymarket

[24Haymarket](#) is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any particular company. 24Haymarket's Investor Network includes experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. We invest our own capital in direct alignment with entrepreneurs and typically seek board representation to actively support their growth agenda. Since inception in 2011, 24Haymarket has invested in more than 50 high-growth businesses.

About Jeremy Millard

Jeremy is a partner at leading independent corporate finance advisers Smith Square Partners LLP. He is a specialist in the technology and communications sectors with a strong interest in all aspects of technology and innovation and has an extensive background in financial advice, having previously headed up technology coverage at Rothschild as well as working at Hawkpoint Partners, HSBC, and Charterhouse. He also sits on the Boards of AIM-listed Idox plc and privately owned Solar Communications Ltd.

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