

Fundability UK and Pitchago Sweden Form Strategic Partnership to Boost Startup Investment Success

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London, UK – May 1st, 2025 – [Fundability](#) Ltd, a UK-based business assessment and rating firm, and [Pitchago](#) AB, Sweden's leading investment readiness and growth platform, have announced a strategic collaboration aimed at increasing startup investment success.

Startup Assessments & Funding Readiness

Pitchago's AI-driven platform provides entrepreneurs with a comprehensive evaluation across 16 key business areas, generating a proprietary "Venture Score." This score highlights a startup's strength, weaknesses and investment readiness whilst offering tailored roadmaps and action plans to navigate and accelerate growth and fundraising. Investors, accelerators, incubators and other founder support organisations also use Pitchago to evaluate applications and mentor startups effectively.

Expertise Driven Funding Advisory

Nigel Farren, Founder of Fundability Ltd, brings over **40 years of experience** in helping businesses raise approximately **£1 billion in funding**. Through this collaboration, Fundability will leverage Pitchago's advanced capabilities to refine funding strategies and improve investment prospects for early-stage and scaling businesses.

Thorgeir Einarsson, founder of Pitchago, brings deep expertise in venture capital fundraising across **Silicon Valley, the UK, and Europe**. Both founders share a common vision: establishing **investability ratings** as an industry standard, similar to credit ratings from Moody's or Dun & Bradstreet, making investment decisions more data-driven and transparent.

Tackling the 90% Investment Application Failure Rate

With around 90% of investment applications failing annually, this partnership provides a game-changing approach for startups, investors and founder support organisations offering:

- **Comprehensive Assessments** – Evaluating funding readiness before application.
- **Venture Scoring** – Standardised probability ratings for securing investment.
- **Personalised Growth Strategies** – Tailored milestones and action plans.
- **Financial Health Monitoring** – Tools to track performance metrics and capital efficiency.
- **Investor Pitch & Access** – Tools to pitch succinctly to a large database of investor contacts.

Empowering Startups, Investors & Support Organisations

This collaboration ensures that startups are better prepared for investment, investors receive data-driven insights for smarter decision-making, and business support organisations have enhanced tools for evaluating and mentoring startups.

For more information, visit www.fundability.org.uk

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