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[Investment code cracker MarktoMarket secures £1.75m backing](#)

By Hamish Burns, editor

A business that gives financiers a data-driven insight into how good private companies really are has secured £1.75 million of investment.

Edinburgh-based MarktoMarket aims to double in size over the next six months with the help of the consortium of investors - 24Haymarket, Techstart Ventures and Par Equity.

Its platform uses machine learning and data analysts to collect, clean and make sense of data in private markets before committing investment and has leading professional services and private equity firms among its clients.

Cahal Dowds of 24Haymarket, former vice chairman of Deloitte UK, head of Deloitte's private markets business and chairman of its advisory corporate finance business, has now joined MarktoMarket as a non-executive director. MarktoMarket was founded in 2017 by Amati Global Investors co-founder Douglas Lawson, Martin Clarke and Bertie Wilson and now employs 19 people at the UK's largest technology incubator, Codebase. It launched its "version 1" Valuations product in September 2018 and has built a client base of more than 40 customers on subscription licences.

CEO Lawson said: "This funding from a seasoned consortium of investors is a great endorsement of the technical and commercial progress the team has made since founding the business. We have a relentless focus on customer need and a considerable pipeline of product opportunities that can be developed with the new funding we have now secured.

"This capital injection unlocks the next stage of our growth into new markets and I hope will help us cement our growing reputation as a must-have product for private capital market operators". Dowds said: "From my experience of working in private capital markets, I was acutely aware of the inefficiencies and missed opportunities that come from operating with poor quality data. MarktoMarket immediately resonated with me as a platform that could supercharge the industry's effectiveness and I had no hesitation in both investing via the 24 Haymarket network and accepting a position on the board."

Ian Gray, co-founder of 24 Haymarket, said: "Throughout my career in banking and private equity I did not see anything like MarktoMarket. It was clear from the first demonstration of the platform that the quality of data is second to none and it struck me as a must-have tool for corporate finance, tax and private equity practitioners."

MarktoMarket was advised by David Wylie at Macroboberts LLP; 24Haymarket and Par were advised by Rooney Nimmo; Techstart Ventures was advised by Tughans LLP.

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