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## The Beauty Accelerator™ Press Release

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The Red Tree, the international consultancy, and SFC Capital, a leader in the UK's early stage investment world, are delighted to announce the launch of The Beauty Accelerator™ a joint initiative that will see one emerging independent beauty brand receive £150,000 investment plus the knowledge and expertise of The Red Tree applied over 12 months to take the brand to its next stage and beyond.

Speaking about the launch, Stirling Murray, Managing Director of The Red Tree said; "We are extremely excited about The Beauty Accelerator™. There is an incredibly vibrant independent beauty brand scene in the UK with dynamic entrepreneurs driving game changing innovation and creating disruptive brands. We will give one of these brands the chance to dramatically accelerate their growth through significant investment from SFC Capital and a year-long collaborative partnership with The Red Tree. Our world class team has a wealth of commercial beauty experience and will provide strategic insights as well as access to a wide network of beauty industry contacts".

Stephen Page, CEO of SFC Capital said "We are delighted to be working with The Red Tree to deliver The Beauty Accelerator. The beauty sector has been disproportionately affected by the Covid-19 lockdown, and it is important we help activity return to normal in this highly innovative and dynamic industry. At SFC we are always on the lookout for impressive companies that will become world-leaders in their field, and we are confident we will see some incredible applications for this accelerator."

The Beauty Accelerator™ is the UK's first beauty sector specific accelerator programme. There has been a frantic level of M & A activity within beauty in recent years and this initiative will highlight the beauty industry as being an attractive and rewarding investment area.

Beauty brands that are based and registered in the UK and registered for SEIS ([www.seis.co.uk](http://www.seis.co.uk)) are encouraged to apply to enter The Beauty Accelerator™ from

Monday 24th August with applications closing on Friday 25th September. Short-listed brands will then be invited to attend virtual interviews with The Red Tree and SFC Capital during the week commencing Monday 28th September. This will culminate in the selection of 5 brands to attend The Beauty Accelerator™ Final on Wednesday 21<sup>st</sup> October and Thursday 22nd October. The 5 Finalist brands will have the chance to pitch directly to The Red Tree and SFC Capital in order to demonstrate that they are the worthy recipients of investment and collaboration. The Beauty Accelerator™ Winner will then be selected and announced.

Stirling Murray said; “We are looking forward to welcoming applications from brands across all categories of beauty. The Red Tree and SFC Capital are both keen to discover the next big thing in British beauty and The Beauty Accelerator™ is the perfect way to do so”.

\*Application form and the full list of entry criteria can be found here <https://theredtree.co.uk/the-beauty-accelerator/>

### **About Us**

The Red Tree is the UK’s leading international beauty brand consultancy and a powerhouse of ideas, insight and inspiration. With a high level of beauty experience and a global client list of major corporates, private equity houses and well-funded start-ups, The Red Tree is the go-to-company for vision, strategy, action and implementation. To find out more, please visit The Red Tree’s website at [www.theredtree.co.uk](http://www.theredtree.co.uk), contact on +44 (0) 844 858 8860 or email [info@theredtree.co.uk](mailto:info@theredtree.co.uk).

To find out more about The Beauty Accelerator, please visit [www.theredtree.co.uk](http://www.theredtree.co.uk), contact on +44 (0) 844 8860 or email [info@theredtree.co.uk](mailto:info@theredtree.co.uk)



### **About SFC Capital**

SFC Capital is the most active seed-stage investor in the UK, and was ranked fifth globally by Pitchbook in both 2018 and 2019. Founded in 2012 by serial entrepreneur Stephen Page (DataEase, Sapphire), SFC Capital combines an angel syndicate with its own funds to provide investors with diversified exposure to SEIS- and EIS-qualifying businesses. Investors can back the high-potential startups directly or through a portfolio curated and managed by the SFC Capital team. Having backed more than 225 startups since its inception, notable companies in the SFC Capital portfolio include Cognism, Transcend Packaging.

Based in London but active across the UK, SFC Capital has a track record of backing high-growth businesses in parts of the UK where access to early-stage equity capital is often scarce, with notable investments including Vortex IOT (Swansea), Transcend Packaging (Caerphilly), Petalite (Birmingham), and Intupod (Belfast). In total,

businesses backed by SFC Capital through its angel network and funds have created more than 500 jobs outside of London. In April 2020, SFC Capital received a £10 million commitment from British Business Investment through its Regional Angels Programme. As part of its regional expansion, SFC Capital is also opening a second office in Macclesfield to catalyse its regional investor base and increase deal flow across the country.

To find out more, please visit SFC Capital's website at [www.startupfundingclub.com](http://www.startupfundingclub.com) or email [info@startupfundingclub.com](mailto:info@startupfundingclub.com).

