# **SVELVEN** Your boutique City law firm reimagined

#### FUNDRAISING AND VENTURE CAPITAL





## **About Us**

Avery Law is a redefining boutique law firm for the changing legal-marketplace. The firm fully embraces a tech-enabled, lean and agile model, re-inventing the way in which sophisticated and value-driven advice is provided.

Our vision was – and remains – to create a disruptive, innovative and lean (low-overhead, technology-driven) corporate boutique law firm in London to challenge the market and to provide a more client focused service. With passion, innovative and entrepreneurial thinking the founding partners have worked tirelessly to establish Avery Law's presence as a niche boutique in the growth tech space, with a reputation for assisting entrepreneurs, startups and scaleups in raising funds and leading on acquisitions and disposals.



# **Fundraising and venture capital**

The venture capital team at Avery Law provides commercially focused legal assistance throughout the investment lifecycle, from the establishment of investment structures to investment execution and exits.

We've been helping both startups and investors for many years and have a specialist understanding of the venture capital ecosystem.

With the support of our venture capital lawyers, you will benefit from our knowledge in order to streamline your investment transaction.

We'll walk you through every stage of the investment process so that your company's interests or your interests as either a founder or an investor are safeguarded.





## What do we do for startups?

We help startups launch and scale. Whether it's a small friends and family round, a seed round with angels or a series B round with a venture capital trust fund, we've helped startups in a variety of industries on their way to becoming established high growth scaleups.

We recognise that in the early phases of a startup's growth, legal risks need to safeguarded as best they can without breaking the bank.

We love working with startups. We are often as enthusiastic about your business as you are.

We take pride in our ability to put ourselves in the shoes of startup founders and offer straightforward advice, saving you time, money, and aggravation while never sacrificing the quality of the advice you receive.



# Investor relief schemes (SEIS / EIS / VCT)

We help and advise startups and scaleups on investor relief schemes such as the Seed Enterprise Investment Scheme (SEIS), Enterprise Investment Scheme (EIS), and Venture Capital Trusts (VCT).

Putting in place the correct structure to allow investors to take advantage of tax reliefs offered through SEIS, EIS and VCT can help startups and scaleups attract investment. We can take you through the process from advising on and obtaining advance assurance for SEIS, EIS and VCT for your fundraise, to ensuring the share issue is compliant with the rules and to applying for your compliance certificates postfundraising.





# Who have we helped previously?







### **Our Awards**









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