

**Company:** Aventur

**Company Description:** Aventur is an exciting new high growth FinTech business, bringing an unprecedented approach to personal finance in the UK. Our wealth management solution empowers users to make financial decisions through a uniquely transparent blend of information, education and sophisticated and automated machine learning. Users can set life goals, and allocate finances such as savings, pensions and investments.

**Nomination Category:** Company / Organization Categories**Nomination Sub Category:** Company of the Year - Financial Services - Small**Nomination Title:** Aventur

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 172 words used.**

Aventur is an award-winning, high growth FinTech business on a mission to innovate personal finance in the UK. We launched in January 2021 and have grown AUM to £160m+, achieved annual revenues of £1m+ and are rapidly establishing a reputation within the FinTech and AI sectors.

We are based in London, the 'European hub of FinTech', home to over 2,100 FinTech's and one of the world's highest concentrations of financial and professional services firms (over 90,000) – so we're in good company. To date, we have raised over £1.2m in Seed Funding to develop our technology to build our cutting-edge, in-house technology and deploy our app.

Our founders, Stacey Body and Thomas Young, bring together over 40 years of Independent Financial Advice (IFA) experience and a determination to redefine financial services by using cutting-edge technology to offer individuals a more modern, transparent, and affordable solution. In our short time, the Aventur team has grown [REDACTED FOR PUBLICATION] with roles ranging from financial planning and technology to operations and marketing.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 247 words used.**

We've recognised that the UK financial landscape faces significant challenges, leading us to leverage AI and automation, revolutionising access to financial advice and directly addressing:

- o The widening advice gap impacting 12.4m UK adults and £700bn in assets.
- o FCA consumer duty regulations increasing operational costs for IFAs.
- o Traditional wealth managers abandoning mass-affluent clients.
- o The urgent need for technology to transform advice delivery.

Our biggest achievement since 2023 is building our technology that tackles these critical market failures through:

- o **Technological Efficiency:** redesigning financial advice delivery through advanced automation to eliminate lengthy manual processing, reducing adviser workload and increasing efficiency by 30%, making us cost-efficient and more widely affordable. This system provides the infrastructure behind our innovative app.
- o **AI-Powered Guidance:** utilising AI to analyse client data, generate personalised insights, and deliver clear, actionable recommendations. We've made it easier for clients to better engage with and understand their finances, empowering them to achieve their financial goals and improve financial wellbeing.
- o **Regulatory Innovation:** proactively addressing Consumer Duty regulations by embedding transparency into every aspect of our platform, providing comprehensive financial education and customer value through technology and data-driven insights.

Our app launched in Q4 2024, making financial planning a more empowering, technology-driven and personalised experience which is also:

- o Scalable across B2B, B2C and B2B2C models.
- o Financially inclusive and democratises access to sophisticated, comprehensive financial planning tools and education across all wealth levels.

We're currently supporting our 3,000+ clients with our technology, targeting a 75% app adoption rate by Q3 2025.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 250 words used.**

Unlike traditional IFAs we're putting technology first, and provide a more comprehensive offering than some of the larger, more established FinTech's. We're disrupting financial services and delivering on three key differentiators:

**1. Democratised Financial Guidance**

- o Our AI and automations reduce operational costs by 30%, making sophisticated advice accessible to traditionally excluded individuals
- o Unlike traditional IFAs who only serve the wealthy, we can actively serve users across all wealth brackets, particularly the 12.4m UK adults currently excluded from accessing advice

**2. Comprehensive Ecosystem with Hybrid-Advice Model**

- o Unlike product-focused competitors [REDACTED FOR PUBLICATION], our platform encompasses a users' entire financial landscape, attracting individuals seeking comprehensive, personalised financial guidance
- o Unique combination of AI-powered insights with optional human expertise via our unique financial copilot that utilises LLMs and Autonomous AI Agents to compile user financial data, providing recommendations and execute user-approved financial actions
- o Real-time financial visibility through digital dashboards paired with personalised financial insights, such as a financial health score and live portfolio tracking
- o Educational resources that adapt to user knowledge level and financial goals

**3. Holistic Approach**

- o Our AI-powered solutions set us apart from [REDACTED FOR PUBLICATION] by focusing on overall financial wellbeing and engagement, rather than just asset growth
- o Scalable platform designed to serve all market segments across B2B, B2C and B2B2C models
- o Our B Corp certification underlines our commitment to accessibility and sustainability

Unlike competitors who either focus solely on single tools or traditional IFAs, our platform pioneers a new generation of financial guidance that makes sophisticated financial planning universally accessible.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 215 words used.**

Our supporting materials provide evidence of our achievements and unique positioning:

**App Innovation (Screenshots 1-4)**

Screenshots demonstrate our four key technological differentiators:

- o Personalised Dashboard – easy access to user's financial overview
- o Live portfolio tracking - enabling real-time financial visibility
- o Financial Health Score - our proprietary algorithm for holistic assessment
- o AI Financial Co-Pilot - our LLM-powered assistant

**Efficiency Metrics (Attachment 5)**

- o Data analysis showing 30% improved efficiency over traditional service based on New Business and Annual Review processes
- o Calculations show a reduction in minutes taken to complete tasks by the team (from Traditional Process column to V1.5 and V1.6 columns)
- o Time savings directly translate into cost reduction and expanded client capacity
- o Model shows potential efficiency increases with future feature deployments

**Industry Recognition**

Winner in the 2025 Wealth and Asset Management Awards for "Best Digital Innovator in Wealth Management": <https://www.moneyage.co.uk/assetmanagementawards/winners25.php>

Finalist in four 2025 London Fintech Award categories, including "Best use of AI in Fintech": [https://www.fintechawardslondon.com/2025\\_awards/](https://www.fintechawardslondon.com/2025_awards/)

This recognition from industry experts validates our technological approach and impact.

**Client Validation**

Our website includes testimonials from clients:

<https://www.aventur.co.uk/>

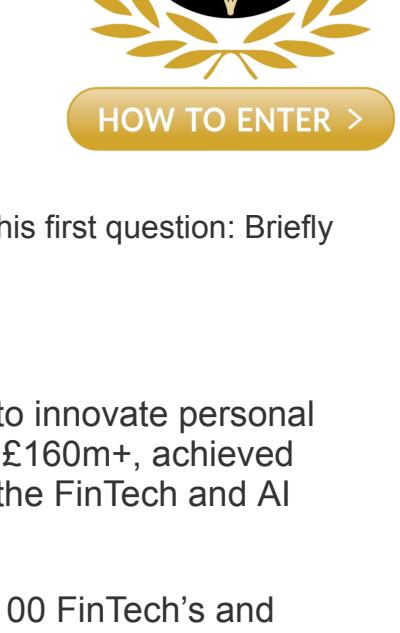
**Social Impact**

Our B Corp certification score of 84.5, placing us above average for qualifying firms and for the financial services sector:

<https://www.bcorporation.net/en-us/find-a-b-corp/company/aventur/>

**Attachments/Videos/Links:**

[REDACTED FOR PUBLICATION]



HOW TO ENTER >