

# More than money •

**We are Praetura Ventures**

**A. Where are we going?**

**We want to be the early stage VC of choice for  
founders, investors and talent.**





## **Our Mission**

**Build a world-class culture.**

**Back exceptional companies and founders.**

**Consistently give founders and investors ‘More than Money’.**



# More than money •

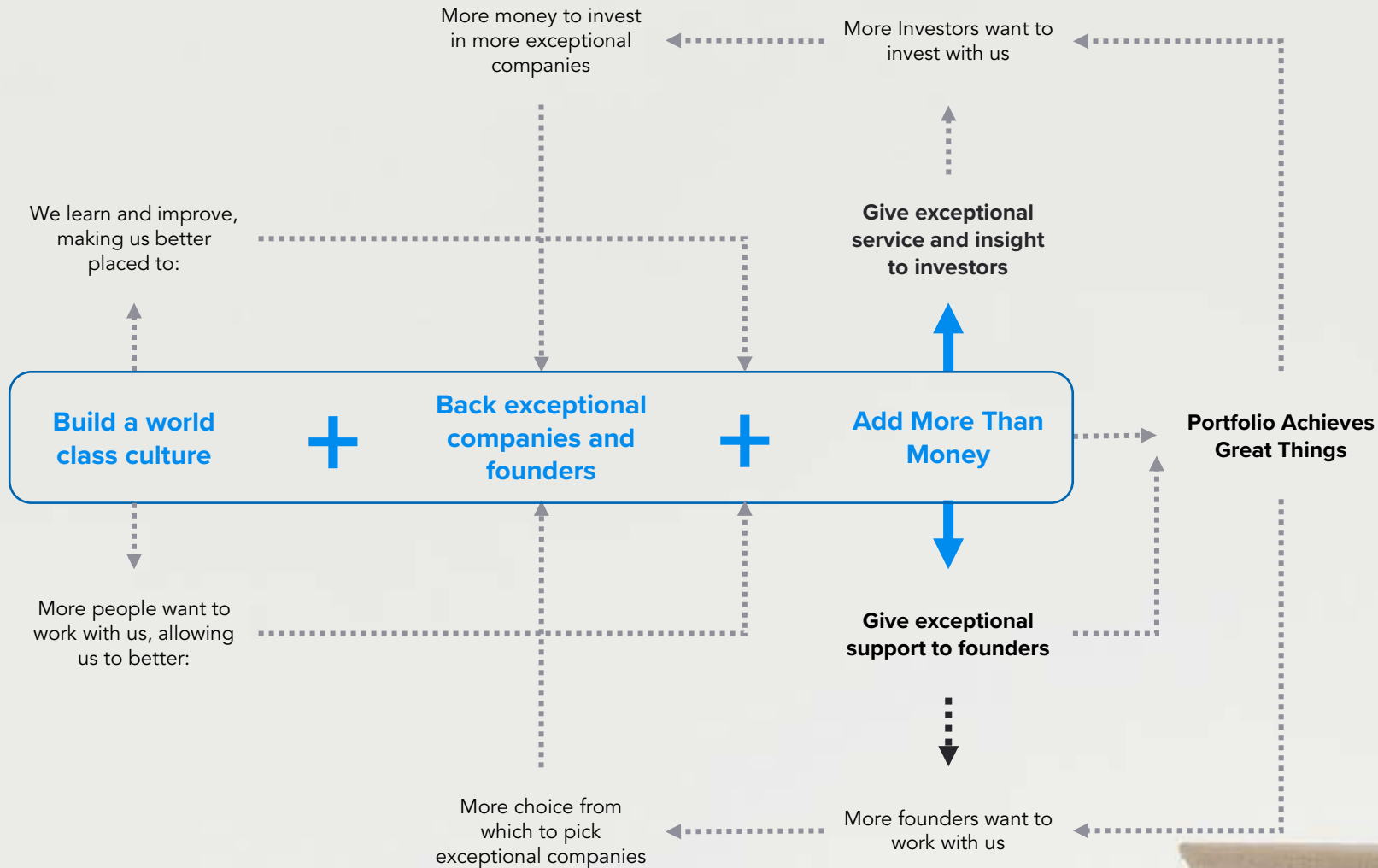
## **For Founders, this means:**

- Earning their trust
- Being their biggest supporter
- Being their most truthful critic
- Adding real value through the work we undertake
- Being a positive influence

## **For Investors, this means:**

- Creating value beyond financial returns
- Making responsible investments
- Being open, honest and transparent
- Giving real insight into the portfolio
- Owning our mistakes
- Making EIS investing painless

# How we will build and grow

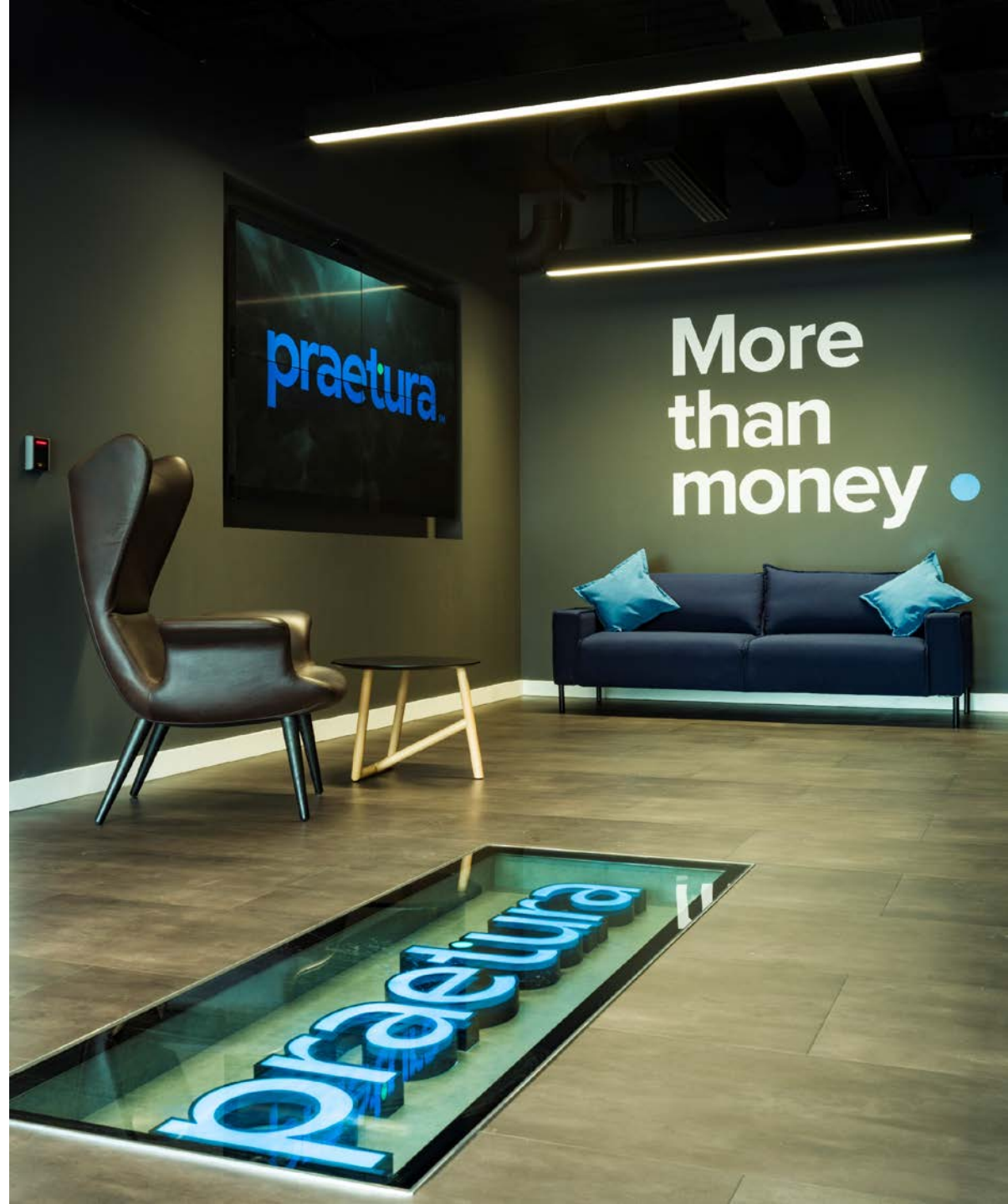


## **B. What guides us?**

We have big ambitions for the future.

Our **Values** define how we go about realising our mission.

They are also at the foundation of the Praetura Ventures culture.





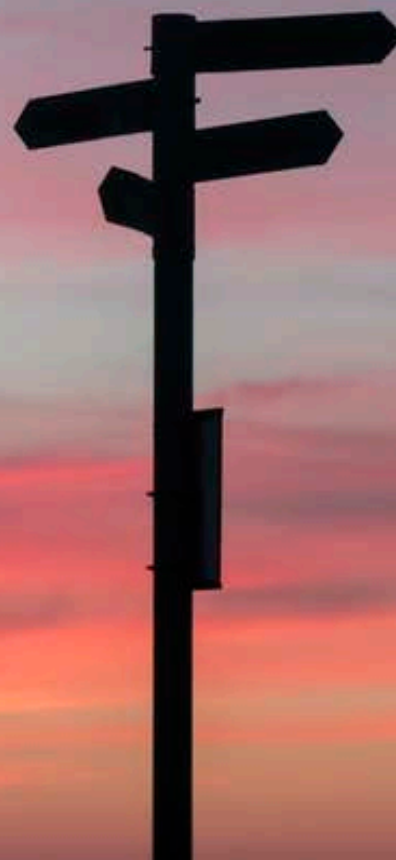
We do the right thing.  
We have courage.  
We are authentic.  
We are humble.  
And, we give a shit.

We are **praetura**<sup>™</sup>  
VENTURES

DREAM  
BIG.

# **1. We do the right thing**

**We believe in doing the right thing.  
Regardless of the potential outcome.**





**But what does that mean?**

'Doing the right thing' is hard to define.


But we all know when something doesn't feel intuitively right.

That's the time to step back and question if you are doing the right thing.

**Doing the right thing sometimes will create a conflict between supporting our founders and protecting our investors.**



**In this scenario, we acknowledge the conflict but we focus on making the right decision.**



**And remember, doing the right thing  
trumps all other considerations,  
including our other Values**

## **2. We have courage**



**We have the courage to:**

- **Form and openly share our opinions and beliefs**
- **Give and receive honest feedback**
- **Do the right thing**

**Respectfully and regardless of who is in the room.**



A first-person perspective shot from someone sitting on a glass floor, looking down at a dense city skyline. The person's legs and feet in black shoes are visible in the foreground. The glass floor is held up by metal cables and bolts. The city below is a mix of modern skyscrapers and older buildings, with a grid-like street pattern. The lighting is somewhat dim, suggesting an overcast day or a shaded area.

**We aren't afraid to disagree.**

**We try new things.**

**We think differently.**

## **3. We are authentic**

**Being authentic is liberating.**



A fluffy white dog is sitting in the passenger seat of a car, looking out the window. The dog is wearing bright red sunglasses. The background shows a scenic mountain road with a red curb, green trees, and a blue sky with white clouds.

**We don't bullshit.**

**We don't promise if we can't deliver.**

**We don't hide our shortcomings.**

**We don't make stuff up.**

**We don't pretend to be people we are not.**

**We are ourselves.**



Have an opinion? **Voice it.**

Don't know the answer? **Admit it.**

Don't agree? **Say so.**

Made a mistake? **Own it.**

Have an issue? **Raise it\*.**

\* With the right person in the right forum

## **4. We are humble**

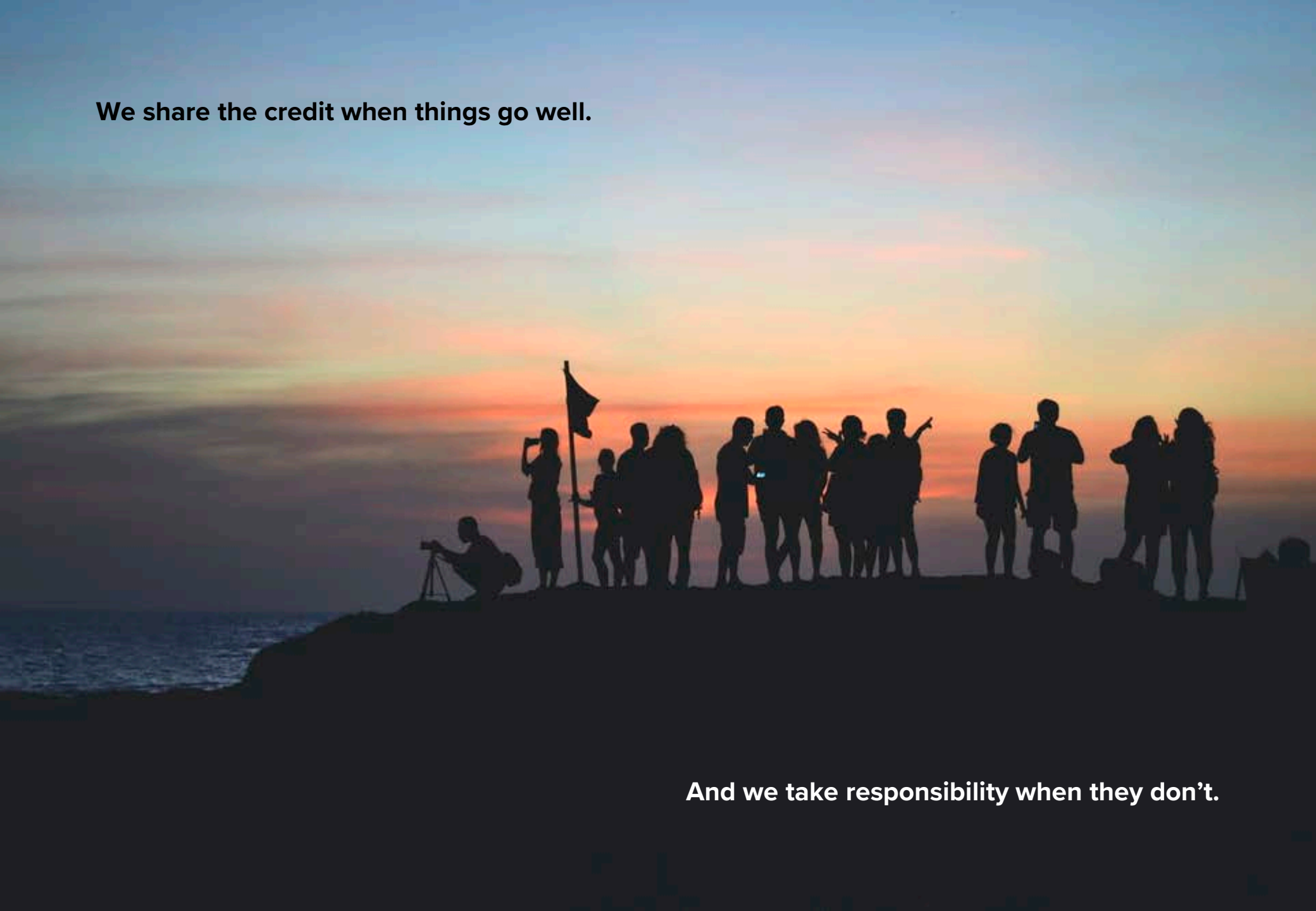


**We are humble enough to know that we are  
always learning.**

**And that we do not have all the answers.**

**We also know that our potential is greater as  
part of a team, than it is individually.**

**We share the credit when things go well.**



**And we take responsibility when they don't.**



# **5. We give a shit**



**We care for the founders we back.**

**We understand and respect how much their businesses mean to them.**

**And we make it our mission to do everything we can to help and support them.**



**Our effort levels are non-negotiable.**

**Whatever we do, whether it succeeds or not,  
no one can question our commitment.**



**Where we can help, we do so enthusiastically.**

**Where we can't, we admit it.**

**But then we try our best to find someone who can.**

**We put the work in.**

## **C. How do we work?**

**We don't want loads of rules or policies.**

**So, we'd rather trust our people to make sensible decisions.**

**In the right manner\*. And for the good of the business.**

\* which includes, as a minimum, meeting our regulatory responsibilities



**So, here's a quick guide on how we go about our work.**





**We want everyone to enjoy working here.**

If you aren't enjoying your work; something is wrong.

And it is your responsibility to speak up so we can address issues and continue to move forwards.



A high-angle photograph of a man jumping from a wooden dock into a turquoise river. The man is in mid-air, with his arms and legs spread wide. The dock is made of wooden planks and has several fallen leaves on it. The river is a vibrant turquoise color, and the surrounding cliffs are dark and covered in green vegetation. The text "We take action." is centered at the top of the image.

**We take action.**

**We don't wait to be asked. We take ownership of projects and outcomes.**

**We trust each other with transparency.**



We share everything that we can. But we understand that some things cannot be shared.

**We question stuff.**



Why am I doing this?  
Who does this help?  
Could I do something else that is more valuable?  
How could I do this better?

*Tip: If what you are doing doesn't move us towards our Objectives or our Mission, why are you doing it?*



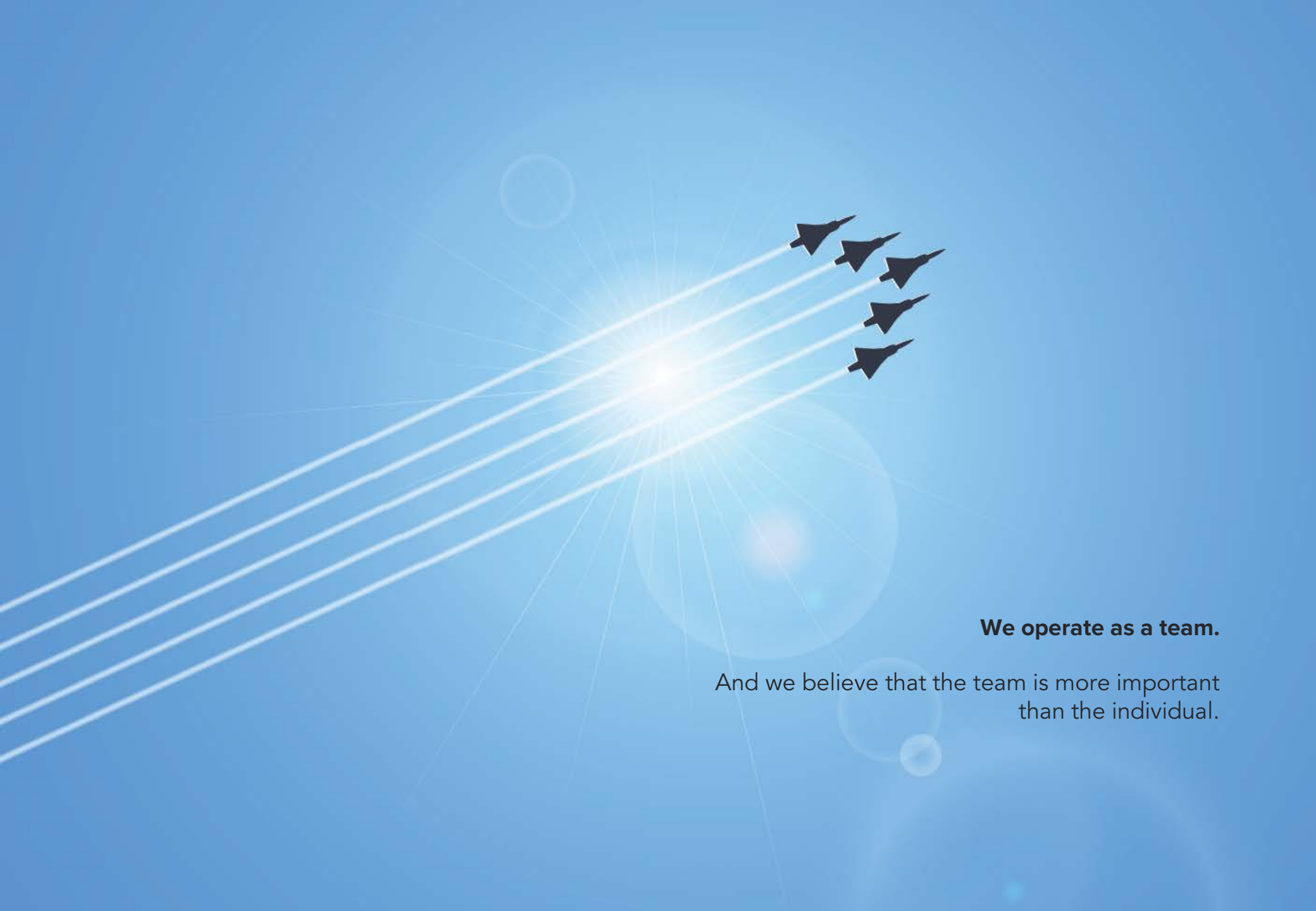
**We give and receive feedback.**

Feedback is part of working here.

Feedback is how we improve.

Feedback is constructive.

Feedback is valuable.



**We operate as a team.**

And we believe that the team is more important  
than the individual.

# **D. We are Praetura Ventures**



To become the **early stage VC of choice** for founders, investors and talent, we will:

- Build a world-class culture.
- Back exceptional companies and founders.
- Consistently give founders and investors 'More than Money'.



**We do the right thing.  
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# **E. Appendices - FAQ**

## WFH?

We like flexibility.

Work from wherever makes sense to you.

Just make sure you are able to get your work done efficiently.

*Tip: Working efficiently will often involve meeting people face to face. We don't recruit people to work 100% remotely. So factor that in to your planning.*

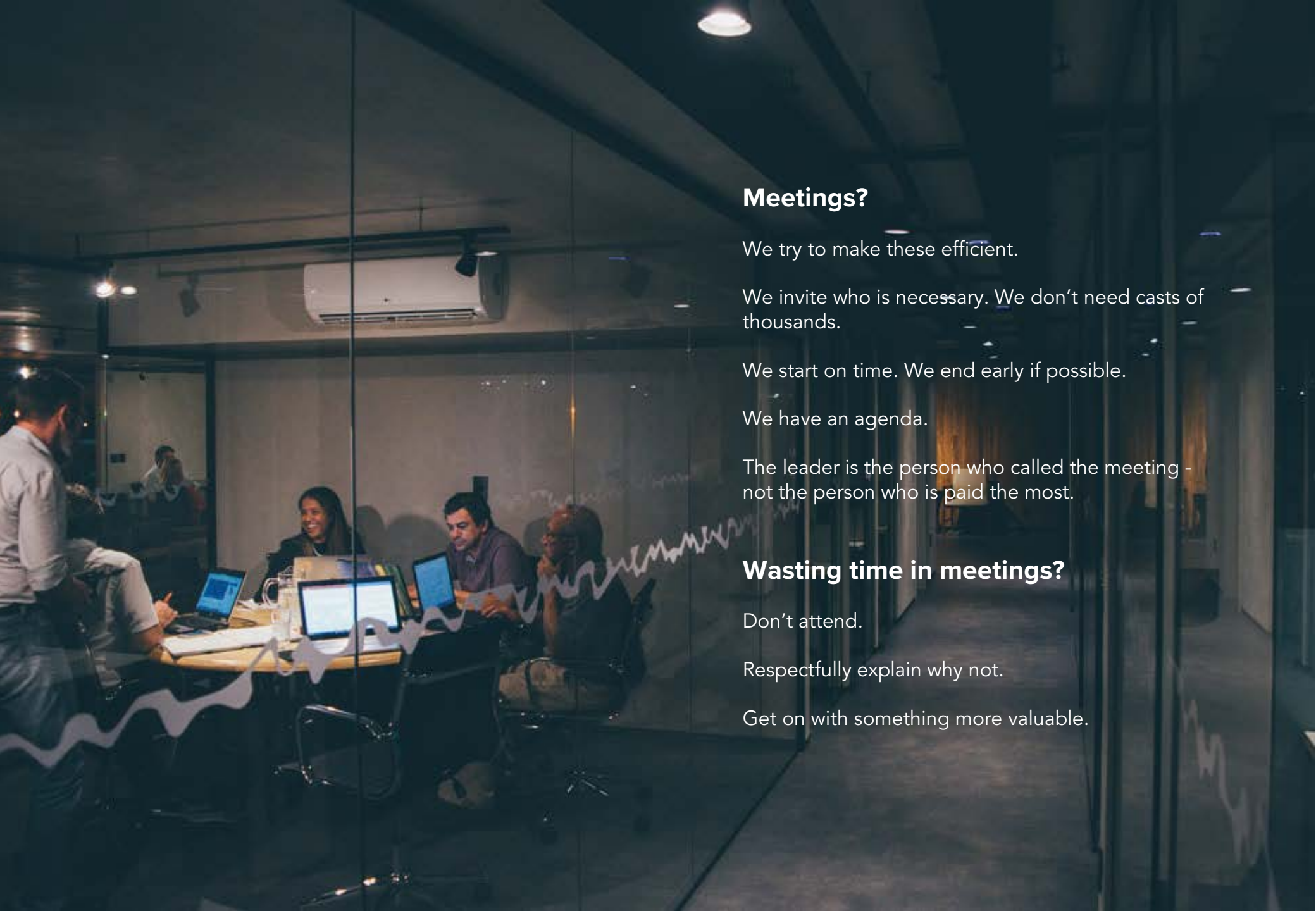
## 9-5?

That's what it says in your contract. Because contracts have to say something about it.

But, to us, there are no standard hours. Do what works for you.

But factor in your commitments to your team when deciding when and where to work.





## **Meetings?**

We try to make these efficient.

We invite who is necessary. We don't need casts of thousands.

We start on time. We end early if possible.

We have an agenda.

The leader is the person who called the meeting - not the person who is paid the most.

## **Wasting time in meetings?**

Don't attend.

Respectfully explain why not.

Get on with something more valuable.



## Holidays?

Everyone has five weeks holiday per year.

We also generally close around Christmas. And you don't need to take holiday for that.

We encourage everyone to take their holidays. In full, every year.

We've also created the Digital Detox programme which is designed to help you switch off completely.

## **Expenses?**

Expense it if it is for the good of the business.

And it is at a price you would (reasonably) pay yourself.



## Health & Wellbeing?

Employee wellbeing means much more to us than simply providing great healthcare.

We want our people to feel inspired, encouraged and celebrated.

We are continuously working on providing a culture that supports our teams' social, physical and mental wellbeing.

And we believe it is our responsibility to support you. Both when you're at your best but also when you're not.





## Learning & Development?

We see learning as a core part of our roles.

Taking time to learn a new skill or learn from someone you respect will always be encouraged.

We will pay for courses most of the time. Assuming they fit your role and your development plan. And the cost is reasonable.

We'll always pay for books though. That's why we created 'The Library'.

**End**