



Apex Strategic Marketing Partners

WebSCAN *strategy report*

Asset class: Private equity
Region: Europe

DECEMBER 2025



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Introduction to WebSCAN

Our WebSCAN tool objectively assessed over 3,000 European private equity (“PE”) and venture capital (“VC”) websites.

- How effective are websites across the European private equity industry?
- Which managers have the highest-scoring websites?
- What are they doing well?
- How can they take their sites to the next level?

Most analysis of websites is highly subjective. That is how most of us view and rate the websites we see. Limited partners (“LPs”) don’t typically consider objective metrics such as word counts or page loading times explicitly. They don’t make a formal, logical, objective assessment of whether they like the images used, how attractive the pages look and whether the text “moves” them. Instead an overall, highly subjective opinion or view is formed. And that view often impacts what they think of your firm.

WebSCAN provides a different perspective

WebSCAN was developed to provide an objective score across five categories known to contribute strongly to the overall impression created by a website:

- Readability
- User journey
- User experience
- Updates frequency
- Design function and efficiency

These are objective measures. They do not attempt to replace our subjective assessments of websites. They supplement those assessments and help managers identify areas for improvement.

For example, readability looks at the length of passages of text and the complexity of the language used. It does not, however, consider how well the text communicates the manager’s key messages.

Design function and efficiency scores websites for incorporating elements like video and animations to increase engagement. It does not tell us whether the design is good or bad.

For more information about what WebSCAN measures, **[click here](#)**.

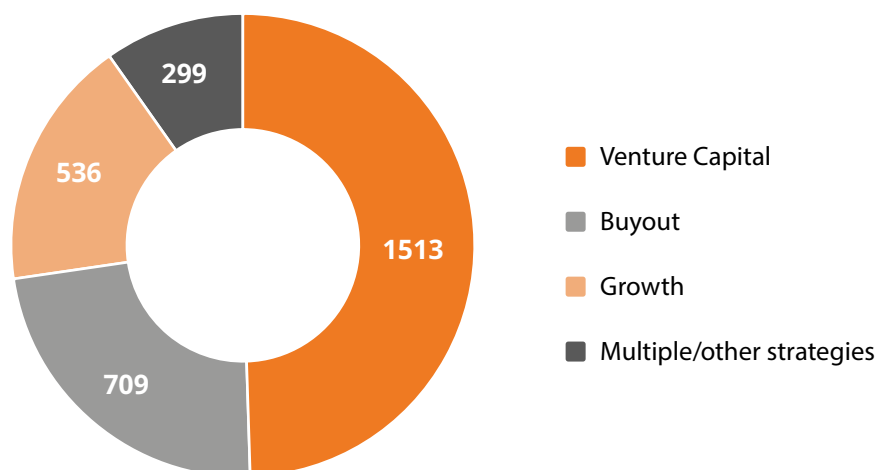
European private equity sector in focus

This report examines the websites of 3,057 European asset management companies offering private equity and venture capital funds. Firms were sourced from well-known databases, such as Preqin.

We have not included UK-centric firms, which we covered in our first report. We do, however, make comparisons between UK and European firms, where relevant.

The report names the company websites with the highest overall scores, as well as websites that score well in certain metrics.

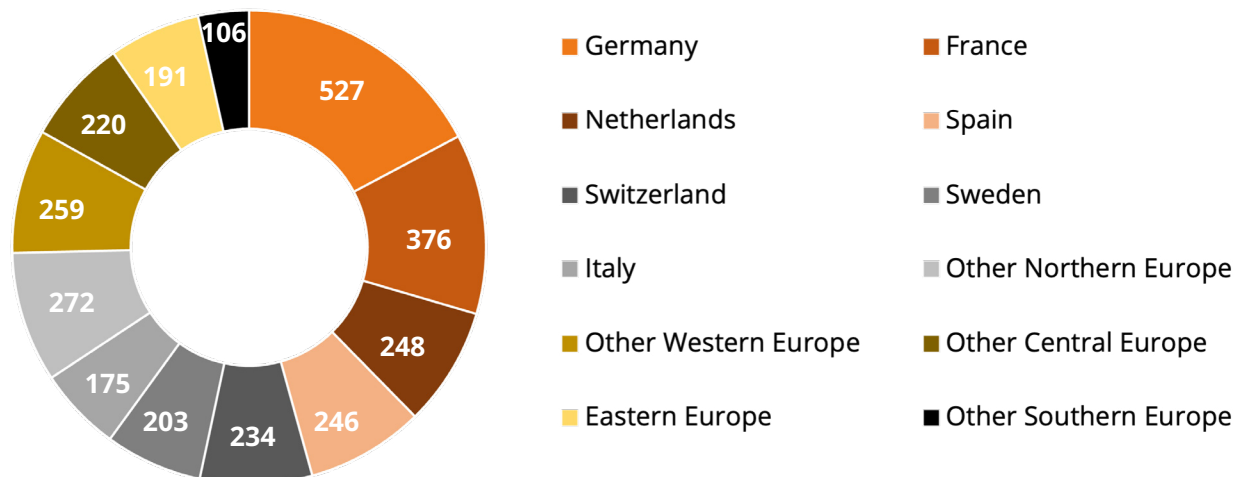
Figure 01: Strategies



Our analysis includes Europe-focused companies managing venture capital, buyout, and growth strategies. Private equity sub-classes including hybrids, direct secondaries, balanced, mezzanine, distressed, natural resources, and co-investment firms were grouped under “multiple/other strategies”.

VC firms comprised the largest segment of our group, followed by buyout, growth, and multiple/other strategies.

Figure 02: Region split



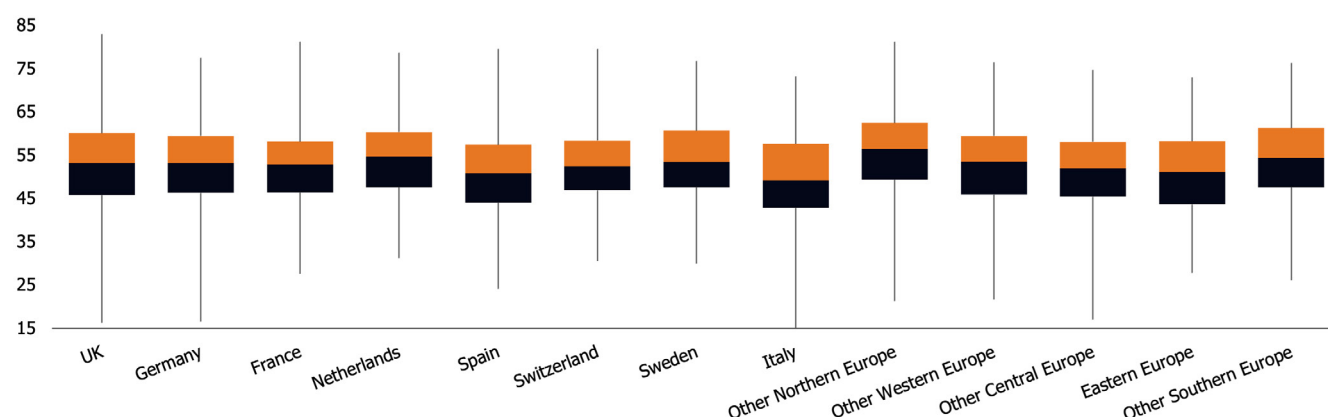
In our analysis, we focused on countries where we had more than 100 websites. Germany represented the largest group in our dataset, followed by France, the Netherlands, Spain, Switzerland, Sweden, and Italy.

Countries where we had fewer than 100 websites were grouped into regions:

- **Other Northern Europe:** Denmark, Finland, Iceland, Norway
- **Other Western Europe:** Belgium, Guernsey, Ireland, Isle of Man, Jersey, Luxembourg
- **Other Central Europe:** Austria, Czech Republic, Hungary, Liechtenstein, Poland, Slovakia, Slovenia
- **Eastern Europe:** Armenia, Azerbaijan, Bulgaria, Croatia, Cyprus, Estonia, Latvia, Lithuania, Romania, Serbia, Turkey, Ukraine
- **Other Southern Europe:** Gibraltar, Greece, Malta, Monaco, Portugal

Europe PE and VC WebSCAN scores

Figure 03: Distribution of WebSCAN scores across strategies



	Highest score	Top decile	Top quartile	Median	Range
UK	83.1	66.4	60.2	53.3	66.8
Germany	77.6	65.5	59.6	53.3	61.1
France	81.4	64.5	58.2	52.9	53.7
Netherlands	78.8	65.9	60.4	54.8	47.5
Spain	79.7	62.9	57.5	50.9	55.5
Switzerland	79.7	65.4	58.5	52.5	49.1
Sweden	77.0	66.9	60.8	53.5	46.9
Italy	73.3	64.5	57.7	49.2	60.2
Other Northern Europe	81.4	68.0	62.6	56.6	60.0
Other Western Europe	76.6	65.4	59.6	53.6	54.9
Other Central Europe	74.9	64.7	58.2	52.0	57.7
Eastern Europe	73.1	63.4	58.3	51.2	45.3
Other Southern Europe	76.4	66.0	61.4	54.5	50.3

Overall

Our previous briefing paper focused on UK-centric firms. The top-ranked website achieved a score of 83.1.

Looking across the rest of Europe, none of the 3,057 websites we assessed reached this score – the highest was 81.4, held by both a Finnish firm and a French firm. The third highest score was a Danish firm with 79.8.

Achieving a top-decile website in the UK requires a score of at least 66.4. Only the requirements for Northern European managers are higher, with firms needing a score of 68.0 (Other Northern Europe), or 66.9 specifically for Sweden, to be in the top-decile.

The barrier to entry for a top-quartile website is lowest in Italy, where a score of just 57.7 will suffice.

The range of scores in the UK (66.8) was also the highest in Europe. The second highest range was in Germany with 61.1. These two regions represent the highest datasets, with the UK made up on 938 websites and Germany made up of 527 websites.

Excluding UK-centric firms, the most common score was 53 (to 0 decimal places).

Subjectivity has its place

Messaging

WebSCAN assesses website text from a readability perspective: i.e. how easy it is for audiences to understand.

Comprehensible text is important, but it must serve effective messaging that differentiates managers from their competitors.

Our research, however, shows that most managers are not achieving this.

We scanned the homepage text of the 3,057 European websites and identified multiple uses of the same phrases.



A disproportionate number of managers focus on “value creation” and their “track record”. If your messaging includes the same claims used by every other manager, how can you expect investors to choose you over your competitors?

It is much more effective to explain how your specific experience gives you an edge. Detail how this experience influences your strategy and ground your claims in real examples.

This makes your messaging more credible, distinctive, and memorable.

Design and user experience

Design is also inherently subjective. What is visually appealing to one person may feel uninspiring to another.

Objective metrics are valuable, but they are only one part of a much bigger picture. While our WebSCAN tool measures the objective areas of design function, such as use of headings, videos, and animation, it cannot say whether the design is “good”.

True design quality depends on context, audience, and brand identity, and how well the visual elements support the overall experience.

That’s why a subjective review is important. You should assess whether the design communicates the right messages and how effectively it aligns with your business goals.

Combining objective data with human review leads to a more complete understanding of a website’s effectiveness.

Our full website review looks at your website and your competitors’, providing the WebSCAN scores, as well reviewing the subjective aspects of messaging, design, and user experience.

Let us know if we can help.



Performance by category

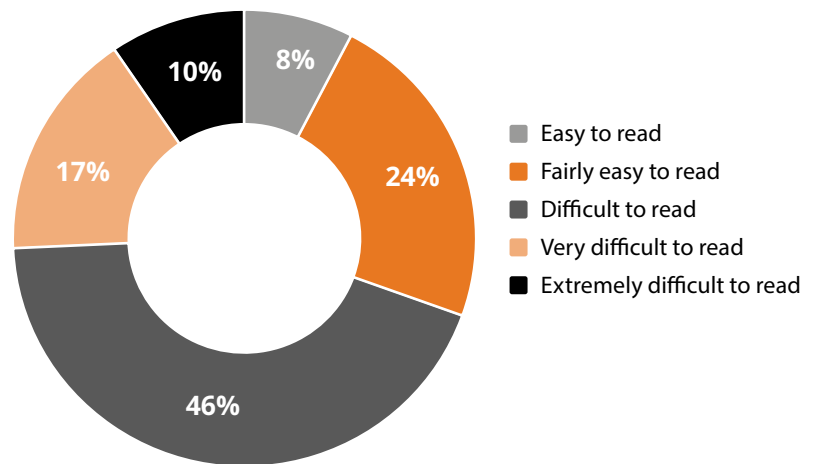
Readability

Readability measures how easily the text on a website can be digested. It does not assess the quality of messaging per se, but it measures factors such as the complexity of language and the length of text passages.

Ranking

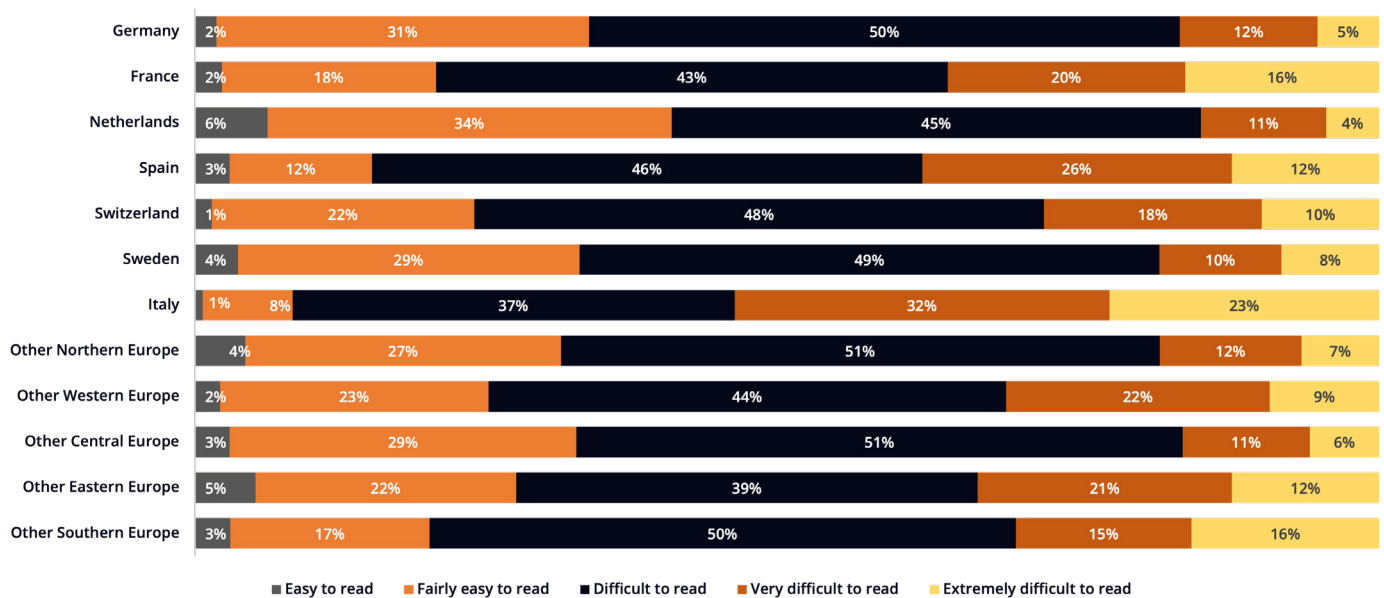
1. Other Northern Europe
2. Other Southern Europe
3. Spain
4. Netherlands
5. France
6. Sweden
7. Other Western Europe
8. Eastern Europe
9. Other Central Europe
10. Germany
11. Switzerland
12. Italy

Figure 04: Readability



Nearly three-quarters of the websites we reviewed had low readability, while only 3% were assessed as being easy to read.

Figure 05: Readability



When examining individual countries and regions, Italy received the lowest readability score, with 91% of websites being difficult to read.

Although Spain and countries aggregated as Other Southern Europe ranked third and second

overall in the readability category, 85% of Spanish websites and 81% of websites from Other Southern Europe are difficult to read. Other readability factors helped increase the region's average readability score, including concise paragraphs and the use of subheadings.

We must consider that WebSCAN translates text into English, which may have some bearing on the assessment. Nonetheless, improvements are needed for fund managers aiming to attract English-speaking investors.

Examples of websites with high readability scores

APICAP | www.apicap.fr

APICAP is a French investment management company focusing on private equity and real estate. Its website achieved one of the highest readability scores in this assessment.

The website is clearly structured, with effective use of subheadings that make it easy to follow. Sentences are generally short, and the language is easy to understand, even when describing technical concepts.

The website could be improved by fixing broken links. The homepage contains links to its Private Equity and Real Estate pages which appear to be no longer active. If investors are looking for information about these strategies and encounter this error, there is a high chance that they will abandon the website entirely. News articles are also not clickable beyond a small icon to the right of the individual posts – this may also lead to user frustration.

PMG MittelstandsGruppe ("PMG") | pmg-mittelstandsgruppe.de

PMG is a German investment firm providing capital and succession solutions for mid-sized companies.

Its high readability score is due to its use of subheadings and short paragraphs of text. From a subjective point of view, PMG has done its homework and identified the audience types most likely to visit its website, providing links and copy for its ideal customers. The copy is framed directly at these users.

The site could be strengthened by including case studies to support its messaging. Some sections of the text could also be shortened.

Perceva | www.perceva.fr

Perceva is a French private equity firm that supports companies through periods of transition and restructuring.

The writing is simple and clear, with a focus on the firm's purpose and how it helps businesses recover.

However, the website is let down by its design, and users may form a negative impression before they read any text.

User journey

User journey evaluates how easy it is for visitors to navigate your site to find the pages and information they are looking for.

Ranking

- | | |
|--------------------------|-------------------------|
| 1. Other Southern Europe | 7. Other Central Europe |
| 2. Netherlands | 8. France |
| 3. Other Western Europe | 9. Germany |
| 4. Other Northern Europe | 10. Spain |
| 5. Switzerland | 11. Sweden |
| 6. Italy | 12. Eastern Europe |

Important information shouldn't be hidden away on sub-pages that are difficult to find from the homepage. When users are required to click multiple times or scroll endlessly to find crucial information, such as your Team or Portfolio page, your user journey score will suffer.

There are some easy improvements many companies could make to their user journeys. From our analysis of PE website visitor data, we know that firms' "team" and "portfolio" pages are the most frequently visited. Despite this, fewer than half clearly signpost a link to their portfolio page on the homepage and nearly a third fail to do this for their team page.\

Figure 06: Number of websites with a team page linked from their homepage

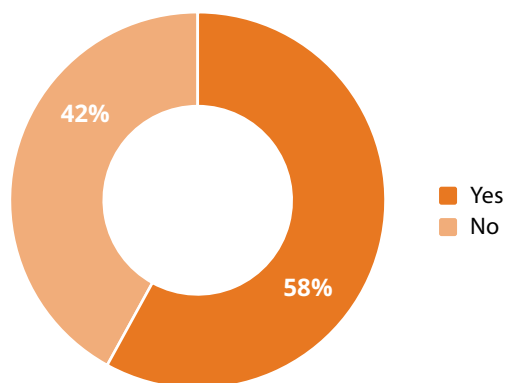
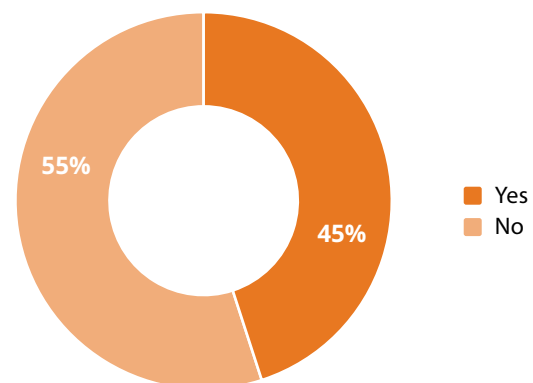


Figure 07: Number of websites with a portfolio page linked from their homepage



Highlighting links to important pages from your homepage is a great way to improve your user journey and will be reflected in an increased WebSCAN score.



Examples of websites with high user journey scores

PAI Partners | www.paipartners.com

PAI Partners is a global private equity firm investing in market-leading companies. The website has a clear navigation structure that supports its users' goals. Key pages such as Team, Investments, and Media are accessible from the main menu, and case studies are easy to find through links on the homepage and via filters on the Investments page.

The site could be improved by making it easier for users to find out more about PAI's investment strategies. There are multiple funds and it's not clear where to find this information. This could be addressed by including more calls to action on the homepage.

Fairpoint Capital | www.fairpoint.se

Fairpoint Capital is a Nordic venture fund investing in early-stage B2B technology companies.

The website performs well in guiding visitors through its key sections. Navigation is straightforward, and the main menu covers all important areas, including the Team, Portfolio, and Contact pages. Portfolio and blog links are well integrated into the homepage.

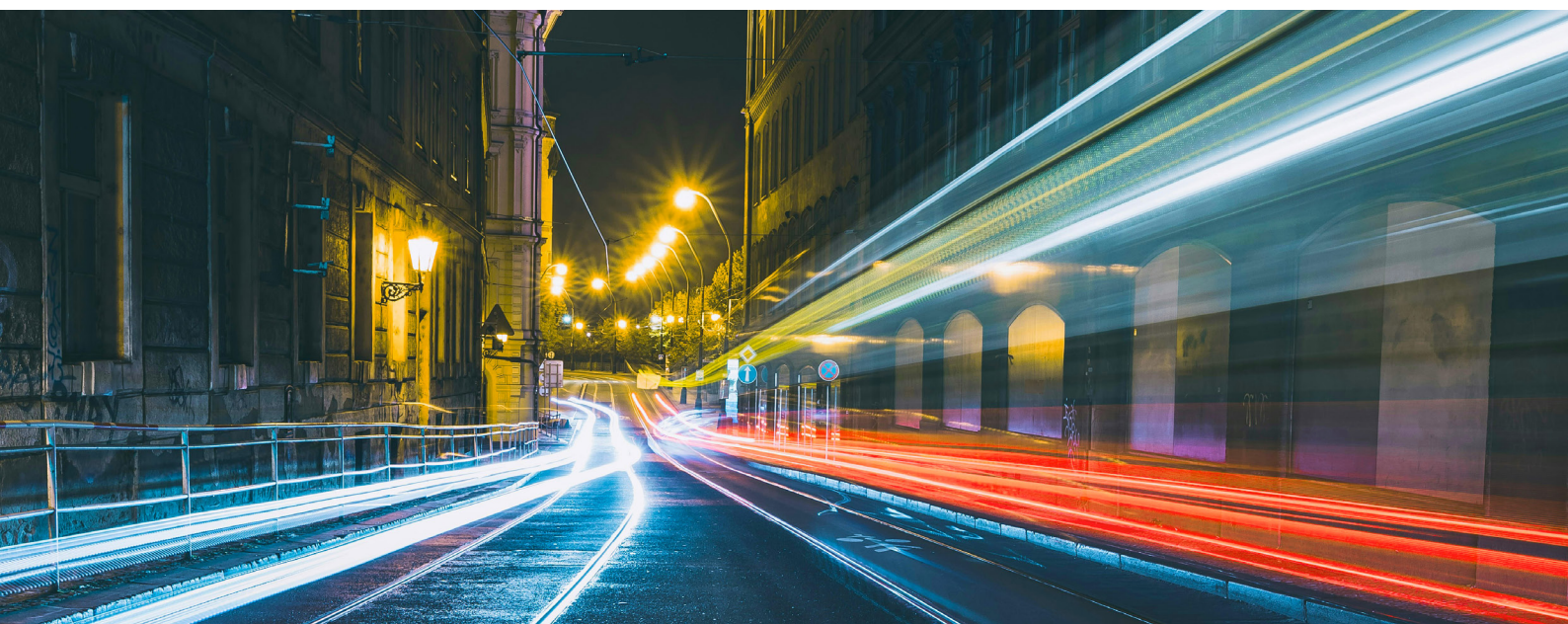
The site would benefit from greater consistency in terms of layout. With some headings left-aligned and some centre-aligned, it's not always easy for the eye to track the next piece of information.

Newion Investments | www.newion.com

Newion Investments is an early and expansion-stage investor focused on innovative B2B software companies.

The site's structure is logical and easy to navigate. Visitors can quickly find information about the firm's portfolio and team, and the inclusion of metrics such as number of current investments, assets under management, and team size helps establish credibility.

It features numerous calls to action that usher its audience through the website. However, the placement of these buttons could be improved, as they typically appear in the headers, before users have had the chance to read the main piece of content on each page.



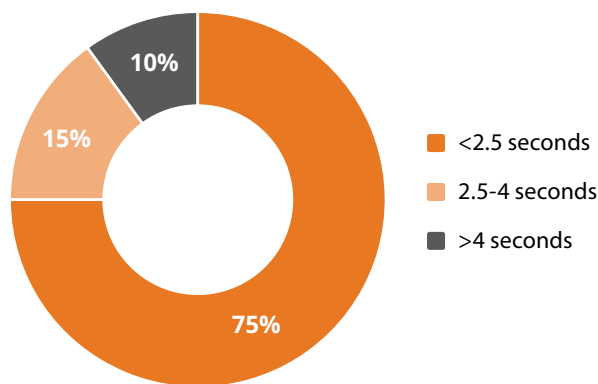
User experience

Users crave frictionless online interactions. They want a smooth, predictable, consistent experience. Our score in this category considers factors such as how quickly pages load, page stability, and how well pages render on different sized screens – crucial, given how often websites are viewed on phones and tablets. Please note that this ranking does not assess the marketing effectiveness of the site – and the highest scorers in this category typically have very simple pages with a small amount of content.

Ranking

- | | |
|--------------------------|--------------------------|
| 1. Other Northern Europe | 7. Other Western Europe |
| 2. Germany | 8. Netherlands |
| 3. Sweden | 9. Other Southern Europe |
| 4. Switzerland | 10. Eastern Europe |
| 5. Other Central Europe | 11. Spain |
| 6. France | 12. Italy |

Figure 08: Homepage load speed



The first time a user visits your website, the page load will take longest, because nothing will be “cached”. This may be the very first impression you make. Get it right! Load speed is a critical aspect of user experience. If it takes too long, this can increase your bounce rate (the percentage of users that leave before visiting any other page of your site).

Most websites load in under 2.5 seconds, but nearly one in five take more than four seconds.

Figure 09: Top 10 most popular hosting providers

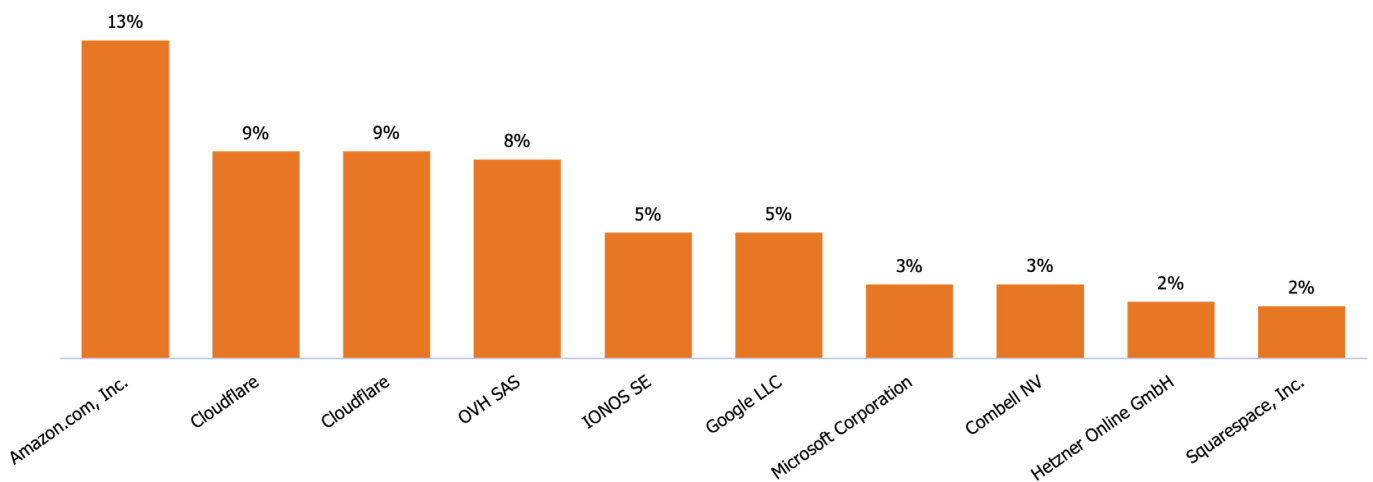
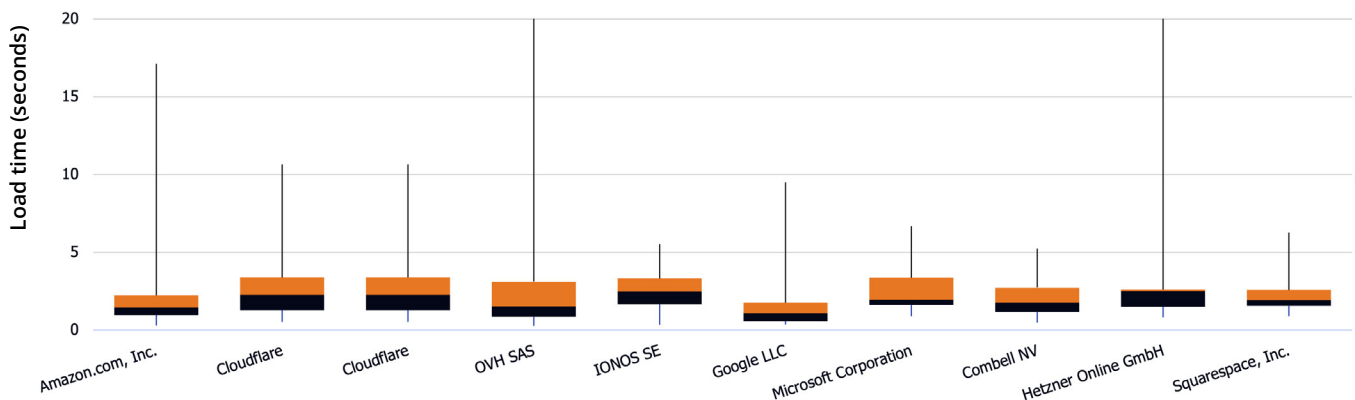


Figure 10: Homepage load time vs top 10 most popular hosting providers



One aspect that could impact your page load time is the hosting provider you choose. Many firms we speak to opt for cheaper providers, believing website hosting is a simple commodity, and that the pricier providers are not worth the extra \$10 a month. Our data, however, shows that there are large differences in load times across the providers.

These may only be varied by a couple of seconds, but these gaps can mean the difference between a smooth browsing experience and frustrated users leaving your site.

The large ranges in load times for each provider, however, demonstrate there is more at play. Other factors that affect load time include use of large images and files, and excessive use of plugins.

Examples of websites with high user experience scores

BLQ Invest | www.blqinvest.com

BLQ Invest is an investment firm focused on building and backing successful businesses.

The website loads quickly and performs consistently across devices. It scores well for accessibility and responsiveness, with stable layouts and fast interaction times.

A big issue is that it's not immediately obvious how to access the main pages of the website upon arrival. If this is not addressed, some users may become frustrated and choose to leave the site. Adding a call to action to help users understand how to access the menu would solve this problem.

HV Capital | www.hvcapital.com

HV Capital is a European venture capital firm investing from seed to growth stage.

The site performs strongly on all technical indicators of user experience. Pages load quickly, interaction is smooth, and the layout adjusts effectively across different screen sizes. Accessibility features such as clear labels and consistent navigation make it straightforward to use.

To improve further, HV Capital could ensure that all design elements meet contrast guidelines, as some text placed upon images can be difficult to read.

Haspa BGM is a Hamburg-based provider of corporate health management services.

The website demonstrates strong technical performance with stable layouts. Its simple structure supports easy navigation, and key actions remain visible across all devices.

Animation can enhance a website but can sometimes negatively affect a website's user experience score if implemented poorly. In this case, the site's minimal use of animation meant the score was not impacted. However, the homepage header text moves and follows the user as they scroll – a feature behavior that doesn't appear anywhere else on the site. The overall experience could be improved by maintaining consistency in term of how elements behave throughout the website.



Updates frequency

This category scores websites for the frequency with which new content is posted.

Ranking

- | | |
|--------------------------|---------------------------|
| 1. Switzerland | 7. Germany |
| 2. Other Northern Europe | 8. Italy |
| 3. Netherlands | 9. Eastern Europe |
| 4. Sweden | 10. Other Southern Europe |
| 5. France | 11. Other Central Europe |
| 6. Other Western Europe | 12. Spain |

Regular content updates give visitors a reason to keep coming back to your site. The more frequently they visit, the more frequently they experience your messaging and the more comfortable they become with your firm.

Focusing on regular content production delivers multiple boosts to your fundraising and origination efforts:

- News articles demonstrate your firm's activity and keep you front of mind
- Blog posts, insight articles, and white papers showcase your expertise
- Podcasts, webinars, and other video content can humanise your firm, making you more approachable
- Letting investors know what events you are attending increases the chance of them seeking you out on the conference hall floor

Posting new content at least once a week would place you in the top 4% for this category.

Figure 11: Frequency of new content on "news" page or equivalent

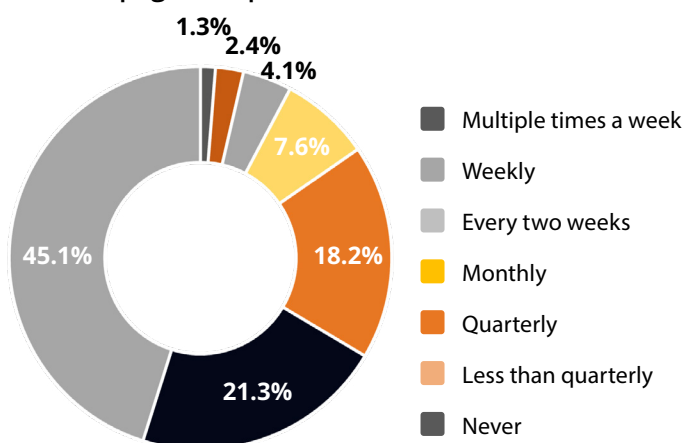
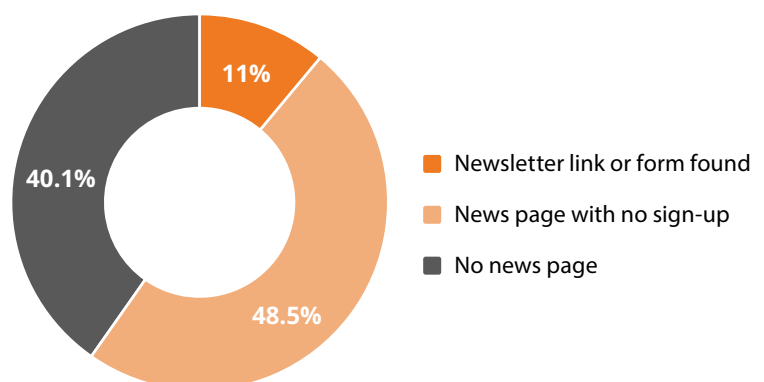


Figure 12: Newsletter sign-up



Newsletters are a great way to engage with management teams and potential investors, increasing the likelihood that users will access your content. They can also significantly boost visitors to your website. Despite this, only around one in six firms reviewed that have a news page on their website include a newsletter sign-up link.

We believe adding this would be highly beneficial for most firms, increasing website visits and overall engagement. This can only improve your chances of raising capital in this highly competitive fundraising environment.

Examples of websites with high updates frequency scores

CapMan | www.capman.com

CapMan is a Nordic private assets firm investing across several strategies and sectors.

The site features numerous recent posts with multiple filter options. The inclusion of a newsletter sign-up supports repeat visits and subscriber growth.

CapMan could improve by maintaining a regular content schedule. Currently, it seems that posts occur in bursts with multiple posts a week and then long gaps in between. For slow news weeks, it's a good idea to have a library of insight pieces to publish. This ensures that you are regularly posting, helping to maintain a steady flow of traffic to your site.

DBH Investment | www.dbh-group.com

DBH Investment is a Central European investment group active in private equity and corporate development.

The website's updates provide short summaries that link to detailed stories or portfolio information. The option to subscribe is clearly presented at the top of the blog page.

Much like CapMan, DBH posts in bursts and could benefit from spreading out its content. The site could also employ a clearer layout hierarchy for its news section. Including filter options and grouping updates by year or topic would make past content easier to find.

Eutopia | www.eutopia.vc

Eutopia is a European venture capital firm investing in consumer startups.

News and portfolio features are added regularly to its site, covering new investments, founder stories, and industry insights. The site also maintains a consistent editorial tone across announcements and articles, helping to build a sense of continuity.

To maintain this strong performance, Eutopia should continue posting on a regular basis and avoid long gaps between updates. A short content calendar could help sustain momentum.



Design function and efficiency

This metric considers whether websites use more sophisticated visual assets such as video and interactive infographics to increase engagement. It also rewards sites that display a consistent visual style.

Ranking

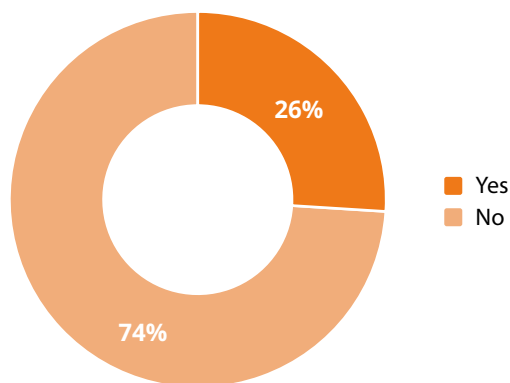
- | | |
|--------------------------|--------------------------|
| 1. Other Southern Europe | 7. Netherlands |
| 2. Other Northern Europe | 8. Spain |
| 3. Sweden | 9. Other Western Europe |
| 4. Germany | 10. France |
| 5. Italy | 11. Other Central Europe |
| 6. Switzerland | 12. Eastern Europe |

It is important to reiterate that this is an objective assessment. Websites can achieve a high design function and efficiency score despite having what you might subjectively believe to be subpar design.

Text animations and video do make websites more visually interesting, all other things being equal. We encourage managers to use them but, as with all things, getting the balance right is important.

Our research reveals an opportunity for European PE companies to improve their websites by increasing their visual interest. For example, our research reveals that relatively few asset managers are using video.

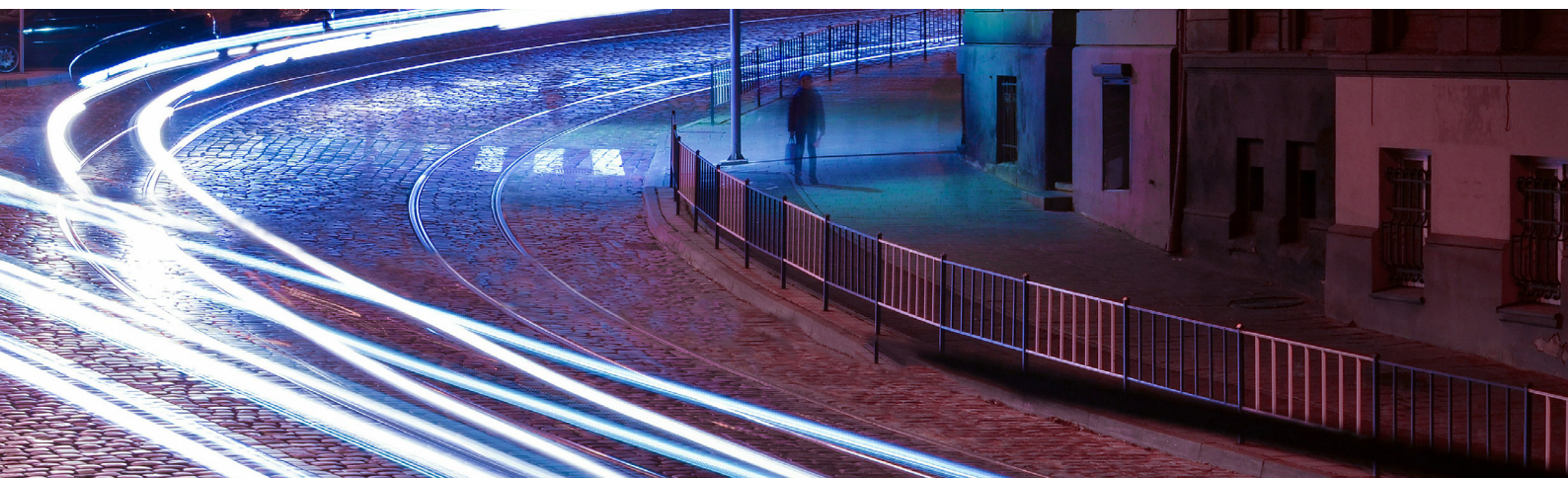
Figure 13: Number of websites with video



Adding a video to your website is a great way to connect with investors and other stakeholders. Investors like hearing what managers have to say. Always remember that, in many situations, audio may not be welcomed by a visitor – so ensure you include subtitles for your video content.

You can talk about the strategy to help investors understand your approach. You can describe the firm's culture, to help investors to connect with you on a human level.

Focus on what makes you different. Hearing you talk about this can be more compelling for investors than reading it.



Examples of websites with high design function and efficiency scores

Ring Capital | www.ringcp.com

Ring Capital is a growth investor supporting technology companies through capital and operational expertise.

The site shows strong technical discipline in its design. Limited use of colour and animation keeps the design focused and professional. The subtle use of animation and header background videos give the site a sense of movement.

The design could be improved by adding more spacing between elements. There is a lot of content, giving the website a very compact feeling. Either reducing the content or adding padding could make the site more visually comfortable.

Partech | www.partechpartners.com

Partech is a global venture capital platform investing from seed to growth.

The website features video and animation, making it more immersive. Large statements highlight the firm's key messages effectively.

The site could be improved by employing a consistent layout. When you have a consistent layout, visitors learn how to navigate the website and where to expect to find the information they seek. Multiple layouts can quickly become confusing.

Katapult | www.katapult.vc

Katapult is an impact-focused investor supporting startups in climate and ocean technology.

The website's visual elements are well-balanced, and video and animations are used to enhance the experience.

Buttons on the homepage could be improved in terms of consistency – most buttons contain an arrow but there are some that feature a call to action such as “get in touch”. It's typically best practice to include a prompt within buttons so that users know what to expect when they click on it.



Top 20 tables

Top 20 European Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy	Country
1	Taaleri PE Funds	www.taaleri.com	81.4	Other	Finland
2	Partech	www.partechpartners.com	81.4	Venture Capital	France
3	Kompas	www.kompas.vc	79.8	Venture Capital	Denmark
4	FONGIT	www.fongit.ch	79.7	Venture Capital	Switzerland
5	GoHub Ventures	www.gohub.vc	79.7	Venture Capital	Spain
6	Prime Ventures	www.primeventures.com	78.8	Venture Capital	Netherlands
7	Armen	www.armen.eu	78.2	Buyout	France
8	Vidia Equity	www.vidiaequity.com	77.6	Buyout	Germany
9	Samaipata Ventures	www.samaipata.vc	77.2	Venture Capital	Spain
10	Marathon Software	www.marathonsoftware.com	77.0	Buyout	Sweden
11	Capmont	www.cmont.com	76.9	Buyout	Germany
12	VAR Ventures	www.vaar.vc	76.9	Venture Capital	Denmark
13	MASV	www.masv.com	76.6	Venture Capital	Ireland
14	Mediterrania Capital Partners	www.mcapitalp.com	76.4	Growth	Malta
15	Bek Ventures	www.bekventures.com	76.4	Venture Capital	Luxembourg
16	Alychlo	www.alychlo.com	76.4	Venture Capital	Belgium
17	forsVC	www.fors.vc	75.9	Venture Capital	Belgium
18	Triodos Investment Management	www.triodos-im.com	75.7	Growth	Netherlands
19	Omnes Capital	www.omnescapital.com	75.7	Other	France
20	GCO Ventures	www.gcoventures.com	75.7	Venture Capital	Spain

Germany: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	Vidia Equity	www.vidiaequity.com	77.6	Buyout
2	Capmont	www.cmont.com/en	76.9	Buyout
3	BonVenture	www.bonventure.de	75.5	Venture Capital
4	Bm-t	www.bm-t.de	75.4	Venture Capital
5	World Fund	www.worldfund.vc	74.1	Venture Capital
6	EOS Capital Partners	www.eoscp.com	74.1	Buyout
7	Mutares	www.mutares.com	73.5	Other
8	Elvaston Capital Management	www.elvaston.com	73.0	Buyout
9	Halder	www.halder.eu	72.8	Buyout
10	Rethink Ventures	www.rethinkventures.com	72.8	Venture Capital
11	Bayern Kapital	www.bayernkapital.de	72.4	Venture Capital
12	Nord Holding	www.nordholding.de	72.2	Buyout
13	Next Mobility Labs	www.nextmobilitylabs.com	71.7	Venture Capital
14	eCAPITAL	www.ecapital.vc	71.6	Venture Capital
15	Franz Haniel & Cie.	www.haniel.de	71.4	Growth
16	Foodlabs	www.foodlabs.com	71.4	Other
17	FLEX Capital	www.flex.capital	71.3	Growth
18	Mittelstandsfonds Schleswig-Holstein	www.ib-sh.de	71.2	Buyout
19	Tokenus Investment	www.tokenus.com	71.0	Venture Capital
20	Siemens Energy Ventures	www.siemens-energy.com	70.5	Venture Capital



France: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	Partech	www.partechpartners.com	81.4	Venture Capital
2	Armen	www.armen.eu	78.2	Buyout
3	Omnes Capital	www.omnescapital.com	75.7	Other
4	Val'Angels	www.valangels.com	74.9	Venture Capital
5	Audacia	www.audacia.fr	74.3	Growth
6	FemuQui Ventures	www.femuqui.com	73.4	Growth
7	IRIS	www.iris.vc	72.6	Venture Capital
8	HLD Associes	www.groupehld.com	72.2	Buyout
9	Pergam	www.pergam.net	71.6	Buyout
10	Ventech	www.ventechvc.com	71.2	Venture Capital
11	NiXEN Partners	www.nixen.com	70.8	Buyout
12	Go Capital	www.gocapital.fr	70.1	Venture Capital
13	Oddo BHF Private Assets	www.pa.oddo-bhf.com	70.0	Venture Capital
14	Activa Capital	www.activacapital.com	69.6	Buyout
15	Alven	www.alven.co	69.5	Venture Capital
16	Aurea Group	www.aureagroup.com	69.1	Other
17	Origine Partners	www.originepartners.com	69.0	Buyout
18	UI Investissement	www.ui-investissement.com	69.0	Buyout
19	InfraVia Capital Partners	www.infraviacapital.com	68.6	Growth
20	Ring Capital	www.ringcp.com	68.1	Venture Capital



Netherlands: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	Prime Ventures	www.primeventures.com	78.8	Venture Capital
2	Triodos Investment Management	www.triodos-im.com	75.7	Growth
3	Lexar Partners	www.lexarpartners.com	75.1	Venture Capital
4	Coalition Capital	www.coalition.vc	73.2	Venture Capital
5	Vortex Capital Partners	www.vortexcp.com	71.8	Buyout
6	Wadinko	www.wadinko.nl	70.9	Venture Capital
7	BioGeneration Ventures	www.biogenerationventures.com	70.7	Venture Capital
8	HPE Growth	www.hpegrowth.com	70.4	Growth
9	TIN Capital Fund Management	www.tincapital.vc	70.4	Other
10	CapitalIT	www.capitaltvc.com	69.7	Venture Capital
11	Value Enhancement Partners	www.vepartners.com	69.2	Other
12	Airbridge Equity Partners	www.airbridge.nl	69.1	Venture Capital
13	InnoEnergy	www.innoenergy.com	69.0	Venture Capital
14	XSML	www.xsmlcapital.com	69.0	Other
15	Waterland Private Equity Investments	www.waterlandpe.com	68.8	Buyout
16	Newion Investments	www.newion.com	68.5	Venture Capital
17	Finch Capital	www.finchcapital.com	68.4	Venture Capital
18	Global Cleantech Capital	www.gccfund.com	68.0	Venture Capital
19	Capital A	www.capitalapartners.nl	67.7	Buyout
20	Golden Egg Check	www.goldeneggcheck.com	67.5	Venture Capital



Spain: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	GoHub Ventures	www.gohub.vc	79.7	Venture Capital
2	Samaipata Ventures	www.samaipata.vc	77.2	Venture Capital
3	GCO Ventures	www.gcoventures.com	75.7	Venture Capital
4	Ship2B Ventures	www.ship2bventures.com	75.5	Venture Capital
5	Nina Capital	www.nina.capital	72.2	Venture Capital
6	Eatable Adventures	www.eatableadventures.com	71.5	Venture Capital
7	ProA Capital	www.proacapital.com	71.0	Buyout
8	CEMEX Ventures	www.cemexventures.com	69.6	Venture Capital
9	Goodgrower	www.goodgrower.com	68.2	Growth
10	The Lab Ventures	www.thelabventures.com	68.1	Venture Capital
11	Cleon Capital	www.cleoncapital.com	67.7	Buyout
12	Gawa Capital	www.gawacapital.com	67.6	Other
13	Inclimo	www.inclimo.com	67.3	Venture Capital
14	Nazca Capital	www.nazca.es	66.5	Buyout
15	Trea Asset Management	www.treaam.com	65.5	Other
16	Invivo Partners	www.invivo.partners	65.5	Venture Capital
17	Kibo Ventures	www.kiboventures.com	64.4	Venture Capital
18	BYLD Ventures	www.byld.xyz	64.3	Venture Capital
19	Silver Alpha AM	www.silveralphaam.com	64.2	Venture Capital
20	Mundi Ventures	www.mundiventures.com	63.8	Venture Capital



Switzerland: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	FONGIT	www.fongit.ch	79.7	Venture Capital
2	Nextech	www.nextechinvest.com	72.8	Venture Capital
3	Edmond de Rothschild Private Equity	www.edmond-de-rothschild.com	72.7	Buyout
4	Zebra Impact	www.zebraventures.ch	72.6	Venture Capital
5	Edmond de Rothschild Group	www.edmond-de-rothschild.com	70.9	Other
6	Forestay Capital	www.www.forestay.vc	70.6	Venture Capital
7	Novator	www.novator.lu	69.8	Growth
8	Neventa Capital	www.neventa.com	69.8	Growth
9	S2S Ventures	www.s2s.vc	69.6	Venture Capital
10	Serpentine Ventures	www.serpentine.vc	69.1	Venture Capital
11	Credit Suisse Entrepreneur Capital	www.ubs.com	68.5	Venture Capital
12	CONSTELLATION CAPITAL	www.constellation.ch	68.3	Buyout
13	BU Bregal Unternehmerkapital ("BU")	www.bregal.de	68.0	Buyout
14	Interogo Holding	www.interogoholding.com	67.9	Other
15	Direttissima Growth Partners	www.direttissima.partners	67.8	Growth
16	Planven	www.planvenev.com	66.9	Growth
17	Decalia	www.decalia.com	66.9	Growth
18	EquityPitcher Ventures	www.equitypitcher.com	66.7	Venture Capital
19	Guido Fluri	www.guidofluri.ch	66.7	Other
20	KKCG	www.kkcg.eu	66.6	Buyout



Sweden: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	Marathon Software	www.marathonsoftware.com	77.0	Buyout
2	Fidelio Capital	www.fideliocapital.com	75.4	Growth
3	Bonnier Capital	www.bonniercapital.se	74.0	Venture Capital
4	Sound Bioventures	www.soundbioventures.com	73.4	Venture Capital
5	Blq invest	www.blqinvest.com	73.0	Venture Capital
6	eEquity	www.eequity.se	72.2	Growth
7	Storskogen Group	www.storskogen.com	72.1	Buyout
8	Luminar Ventures	www.luminarventures.com	70.9	Venture Capital
9	GU Ventures	www.guventures.com	69.9	Venture Capital
10	Spintop Ventures	www.spintopventures.com	69.7	Venture Capital
11	Litorina	www.litorina.se	69.6	Buyout
12	Incore Invest	incoreinvest.com	69.4	Growth
13	Vestum	www.vestum.se	68.6	Buyout
14	Alfven & Didrikson	www.alfvendidrikson.com	68.6	Growth
15	East Capital Group	www.eastcapital.com	68.5	Growth
16	Nalka Invest	www.nalka.com	68.0	Buyout
17	WiT Ventures	www.bywit.se	67.7	Growth
18	Novax	www.novax.se	67.3	Growth
19	NFT Ventures	www.nftventures.com	67.1	Venture Capital
20	Fairpoint Capital	www.fairpoint.se	67.0	Venture Capital



Italy: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy
1	P101	www.p101.it	73.3	Venture Capital
2	Milano Capital	www.milanocapital.com	72.2	Growth
3	Gruppo Prelios	www.prelios.com	68.3	Buyout
4	Windex Investment Club	www.windexinvestmentclub.com	68.1	Buyout
5	Techwald Holding	www.techwald.com	68.0	Venture Capital
6	Lumen Ventures	www.lumen.ventures	67.9	Venture Capital
7	Kyip Capital	www.kyipcapiatal.com	67.8	Growth
8	Angelini Ventures	www.angeliniventures.com	67.2	Venture Capital
9	Filomatica	www.filomatica.com	67.1	Venture Capital
10	Gradiente	www.gradientesgr.it	67.1	Growth
11	Equinox Investments	www.equinox-investments.com	67.0	Other
12	Digital Magics	www.digitalmagics.com	65.8	Venture Capital
13	Ethica Global Investments	www.ethica-group.com	65.4	Venture Capital
14	LIFTT	www.liftt.com	65.1	Venture Capital
15	Angel Capital Management	www.angelabventures.com	65.1	Growth
16	iNSQUARED	www.insquared.it	64.7	Venture Capital
17	QuattroR	www.quattror.com	64.7	Other
18	Vertis	www.vertis.it	64.6	Venture Capital
19	PM&Partners	www.pm-partners.it	64.4	Buyout
20	Redfish Capital Partners	www.redfish.capital	64.1	Growth



Other Northern Europe: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy	Country
1	Taaleri Private Equity Funds	www.taaleri.com	81.4	Other	Finland
2	Kompas	www.kompas.vc	79.8	Venture Capital	Denmark
3	VAR Ventures	www.vaar.vc	76.9	Venture Capital	Denmark
4	OpenOcean	www.openocean.vc	75.3	Venture Capital	Finland
5	Voima Ventures	www.voimaventures.com	74.8	Venture Capital	Finland
6	Obligo Investment Management	www.obligogroup.com	74.1	Buyout	Norway
7	Inventure	www.inventure.vc	74.1	Venture Capital	Finland
8	Norvestor	www.norvestor.com	73.8	Buyout	Norway
9	Dovetail	www.dovetail.no	73.4	Growth	Norway
10	Maersk Growth	www.maersk.com	72.4	Venture Capital	Denmark
11	Impact Fund Denmark	www.impactfund.dk	72.1	Venture Capital	Denmark
12	Verdane Capital Advisors	www.verdane.com	72.1	Other	Norway
13	Vendep	www.vendep.com	71.9	Venture Capital	Finland
14	Schibsted Growth	www.schibsted.com	71.2	Venture Capital	Norway
15	Aztiq	www.aztiq.com	71.1	Buyout	Iceland
16	Axcel	www.axcel.com	70.9	Buyout	Denmark
17	Nordic Foodtech VC	www.nft.vc	70.1	Venture Capital	Finland
18	HAVN Capital	www.havncapital.com	70.1	Growth	Norway
19	RunwayFBU	www.runwayfbu.com	70.0	Venture Capital	Norway
20	Driv Kapital	www.drivkapital.no	69.8	Growth	Norway



Other Western Europe: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy	Country
1	MASV	www.masv.com	76.6	Venture Capital	Ireland
2	Bek Ventures	www.bekventures.com	76.4	Venture Capital	Luxembourg
3	Alychlo	www.alychlo.com	76.4	Venture Capital	Belgium
4	forsVC	www.fors.vc	75.9	Venture Capital	Belgium
5	Volta Ventures	www.volta.ventures	73.8	Venture Capital	Belgium
6	Cardinal Capital Group	www.cardinalcapitalgroup.com	73.7	Growth	Ireland
7	Smartfin	www.smartfinvc.com	73.4	Venture Capital	Belgium
8	Fortino Capital	www.fortinocapital.com	73.1	Growth	Belgium
9	Vesalius Biocapital	www.vesaliusbiocapital-4.com	73.0	Venture Capital	Luxembourg
10	Yolo Investments	www.yolo.io	72.8	Venture Capital	Guernsey
11	Incofin Investment Management	www.incofin.com	71.8	Venture Capital	Belgium
12	BX Ventures	www.bxventures.com	71.5	Venture Capital	Belgium
13	HERAN Partners	www.heranpartners.com	70.1	Venture Capital	Belgium
14	Yobi Partners	www.yobipartners.com	69.2	Venture Capital	Jersey
15	Agronomics Limited	www.agronomics.im	69.2	Venture Capital	Isle of Man
16	Mangrove Capital Partners	www.mangrove.vc	68.2	Venture Capital	Luxembourg
17	Smile Invest	www.smile-invest.com	68.1	Growth	Belgium
18	Imec.xpand	www.imecxpand.com	67.9	Venture Capital	Belgium
19	Vendis Capital	www.vendiscapital.com	67.6	Growth	Belgium
20	Seroba Life Sciences	www.serobavc.com	67.2	Venture Capital	Ireland



Other Central Europe: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy	Country
1	RockawayX	www.rockawayx.com	74.9	Venture Capital	Czech Republic
2	Avallon	www.avallon.pl	72.6	Buyout	Poland
3	Resource Partners	www.resourcepartners.pl	72.5	Buyout	Poland
4	SymbiaVC	www.symbia-vc.com	72.0	Venture Capital	Austria
5	Tar Heel Capital Pathfinder	www.thcpathfinder.com	71.5	Venture Capital	Poland
6	Tecnet Equity	www.tecnet.at	71.3	Venture Capital	Austria
7	DBH Investment	www.dbh-group.com	70.5	Venture Capital	Hungary
8	AIP Seed	www.aipseed.com	70.3	Venture Capital	Poland
9	Abris Capital Partners	www.abris-capital.com	69.6	Buyout	Poland
10	Cogito Capital Partners	www.cogitocap.com	69.3	Venture Capital	Poland
11	3VC	www.three.vc	67.8	Venture Capital	Austria
12	Square One Foods	www.squareonefoods.com	67.5	Venture Capital	Austria
13	Arx Equity Partners	www.arxequity.com	67.1	Buyout	Poland
14	Day One Capital	www.dayonecapital.com	67.0	Venture Capital	Hungary
15	Credo Ventures	www.credoventures.com	66.5	Venture Capital	Czech Republic
16	ZAKA	www.zaka.vc	66.5	Venture Capital	Czech Republic
17	Movens Capital	www.movenscapital.com	65.9	Venture Capital	Poland
18	Orlen VC	www.vc.orlen.pl	65.8	Venture Capital	Poland
19	J&T Ventures	www.jtventures.cz	65.7	Venture Capital	Czech Republic
20	Innova Capital	www.innovacap.com	65.2	Buyout	Poland



Eastern Europe: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy	Country
1	Underline Ventures	www.underline.vc	73.1	Venture Capital	Romania
2	Diffusion Capital Partners	www.dcp.vc	73.0	Venture Capital	Turkey
3	Estonian Business Angels Network	www.estban.ee	71.5	Venture Capital	Estonia
4	Mozaik Investments	www.mozaikinvestments.com	69.1	Venture Capital	Romania
5	Pareto Ventures	www.pareto.vc	68.9	Venture Capital	Turkey
6	u.ventures	www.u.ventures	68.9	Venture Capital	Ukraine
7	South Central Ventures	www.sc-ventures.com	68.3	Venture Capital	Croatia
8	Castel Capital	www.castelcapital.com	67.1	Venture Capital	Cyprus
9	FlyCap	www.flycap.lv	67.1	Venture Capital	Latvia
10	Provectus Capital Partners	https://www.provectus-capital.com	66.2	Growth	Croatia
11	Matrix Capital	https://matrix.capital	65.8	Venture Capital	Cyprus
12	iTech Capital	https://www.itcap.vc	65.5	Venture Capital	Latvia
13	Katalista Ventures	www.katalistaventures.com	65.3	Other	Lithuania
14	IMPETUS Capital	www.impetus.capital	65.2	Venture Capital	Bulgaria
15	2C Ventures	www.2cventures.eu	64.7	Venture Capital	Estonia
16	Cabra VC	www.cabra.vc	64.6	Venture Capital	Cyprus
17	Prosperus Invest	www.prosperus-invest.hr	63.8	Growth	Croatia
18	Siena Capital	www.siena.ee	63.7	Venture Capital	Estonia
19	LAUNCHub	www.launchub.com	63.6	Venture Capital	Bulgaria
20	Tupras Ventures	www.tuprasventures.com	63.4	Venture Capital	Turkey



Other Southern Europe: top 20 Private Equity and Venture Capital company websites

	Name	Website	Score	Strategy	Country
1	Mediterrania Capital Partners	www.mcapitalp.com	76.4	Growth	Malta
2	Ventures.eu	www.ventures.eu	71.1	Venture Capital	Portugal
3	Semapa Next	www.semapanext.com	71.1	Venture Capital	Portugal
4	PeakBridge	www.peakbridge.vc	71.1	Venture Capital	Malta
5	Armlar Venture Partners	www.armlar.com	70.6	Venture Capital	Portugal
6	Elevat3 Capital	www.elevat3.vc	70.4	Venture Capital	Malta
7	Biovance Capital	www.biovancecapital.com	68.8	Venture Capital	Portugal
8	Evercurious VC	www.evercurious.vc	67.4	Venture Capital	Greece
9	ActiveCap	activecap.pt	67.1	Growth	Portugal
10	Big Pi Ventures	www.bigpi.vc	66.8	Venture Capital	Greece
11	Mustard Seed MAZE	www.msm.vc	66.0	Venture Capital	Portugal
12	HCapital Partners	www.hcapital.pt	66.0	Buyout	Portugal
13	Indico Capital	www.indicocapital.com	65.7	Venture Capital	Portugal
14	APEX Capital	www.apex-cp.com	64.7	Venture Capital	Portugal
15	Draycott	www.draycott.pt	64.4	Buyout	Portugal
16	Bynd Venture Capital	www.bynd.vc	64.4	Venture Capital	Portugal
17	BIZ Capital	www.bizcapital.eu	63.4	Growth	Portugal
18	i4G Euroconsultants	www.i4g.gr	63.0	Venture Capital	Greece
19	Heritage Group	www.heritagemonaco.com	62.7	Buyout	Monaco
20	3xP Global	www.3xpglobal.eu	62.5	Venture Capital	Portugal



Conclusion

This report reveals a huge opportunity for many European PE managers: there is considerable room for websites to improve. In many cases, firms could have industry-leading websites with relatively small investment.

The return on investment for a well-executed website is potentially huge. A great website is invaluable in attracting new investors, as well as communicating with existing investors and prospective portfolio company managers.

Our research shows that some relatively small changes could make a big difference. For example, if you can commit to publishing content more frequently, your website will attract more interest. Teams like ours can do much of this for you.

If you want to know your WebSCAN score, contact the Apex Strategic Marketing Partners team. And if you are considering refreshing your online presence, drop us a line. Nobody knows more about how to deliver an effective asset management website.

Author

Daniel Daines | Manager, Apex Strategic Marketing Partners

Daniel is a long-standing member of the team with a focus on digital marketing and websites.

He is the creator of the firm's proprietary WebSCAN tool, which provides clients with actionable insights into their digital presence.

Recent website and marketing collateral engagements include projects for Renown and International Finance Corporation ("IFC", part of the World Bank Group), where he supported the redevelopment of their online platforms and associated materials.

Daniel has been with the team for over a decade. He first joined as a digital marketing apprentice, gaining qualifications in copywriting, CMS and collaborative technologies, SEO, and data, metrics, and analytics, among other areas.





Apex Strategic Marketing Partners

WebSCAN

strategy report

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