



# Puma Alpha EIS

## AVENI

Aveni Limited is a technology firm which harnesses artificial intelligence and natural language processing (NLP) expertise to help financial services companies improve their productivity and risk oversight. Their two platforms, Aveni Assist and Aveni Detect, use NLP to record, transcribe and analyse conversations to deliver voice-driven automation and efficiency. Aveni boasts a senior management team that draws on decades of experience in the financial services sector, as well as a team of scientists and engineers who are world leaders in the NLP field. Puma Alpha EIS's investment will support the growth of core products, and helped to launch the company's latest app, Aveni Meeting Assistant.

Performance has continued positively, with new customer wins, contract renewals and a strong pipeline forecast for 2025 and 2026. In May 2025, the company introduced FinLLM, recognised as the United Kingdom's first domain-specific Large

Language Model dedicated to the financial services sector. Ranil Boteju, Group Chief Data and Analytics Officer at Lloyds Banking Group, referred to this innovation as a significant advancement for UK financial services. Aveni has been acknowledged by NVIDIA as an AI model builder in the UK and is collaborating with them to develop agentic and generative AI tools.

Aveni has launched an influential industry group to shape the future of AI in financial services, bringing together C-level leaders from Succession Wealth, Schrodgers Personal Wealth, 7IM and Rathbones.

Operating in a rapidly evolving market, Aveni is committed to continuous product improvement to ensure its solutions maintain best-in-class results. Commercially, Aveni is focused on deepening its UK wealth sector presence, aiming to grow its annual recurring revenue, which has increased over 100% in the last year.

Puma is actively working with management to refine the growth plan, enhance the commercial engine and strengthen operations. Additionally, Puma is supporting Aveni on future capital-raising plans.

# £0.4m

Puma Alpha EIS participation  
 (Total investments by Puma Funds to date £5.9m)



**MARKET**  
 Financial and insurance technology



**LOCATION**  
 UK



**ESTABLISHED**  
 2018



**EXPANSION**  
 UK and US

# Key risks

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## General

Past performance is no indication of future results and share prices and their values can go down as well as up. The forecasts in this document are not a reliable guide to future performance.

## Capital at risk

An investment in Puma Alpha EIS can be viewed as high risk. Investors' capital may be at risk and investors may get back less than their original investment.

## Private companies

Puma Alpha EIS may invest in unlisted shares. Such investments can be more risky than investments in listed shares. Unlisted shares may be subject to transfer restrictions and may be difficult to sell. It may be difficult to obtain information as to how much an investment is worth or how risky it is at any given time.

## Tax reliefs

Tax reliefs are not guaranteed, depend on individuals personal circumstances and a three-year minimum holding period, and may be subject to change.

## Liquidity

It is unlikely there will be a liquid market in the shares of the EIS Qualifying Companies and it may prove difficult for investors to realise their investment immediately or in full.

# Get in touch

We're here to help

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## INVESTORS

We recommend you speak to a Financial Adviser in the first instance, as we cannot offer investment or tax advice.

If you have any other questions please contact us on **020 7096 8453** or email us at **clientrelations@pumainvestments.co.uk**

For further information, please visit **[www.pumainvestments.co.uk](http://www.pumainvestments.co.uk)**

## ADVISERS

Our expert national Business Development Team are here to help, and would be happy to discuss any of our services and offers in more detail with you either by phone or by visiting your offices.

Please contact us on **020 7096 8451** or email us at **businessdevelopment@pumainvestments.co.uk**

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