



Sector

Professional Services

Deal Type

Equity Investment

Investment Date

October 2018

Careercake & Sunnybarn Investments LTD statement.

Careercake was launched in 2010 by CEO and founder, Aimee Bateman. Disillusioned by her job in corporate recruitment, Aimee handed in her notice, went online and bought a camera for £20 and started making career advice videos and posting them on YouTube.

Today, it is an award-winning online learning platform that offers organisations dynamic content that provides their people the confidence to take on, and rise to, the challenges they may face in their career.

Referred to as the Netflix of career development content, its content has over 25 million views on YouTube, is watched in over 42 countries, and is licensed by people-focused organisations who want to help their staff build confidence in their careers and the challenges they may face in their working lives.

In 2016, the company gained investment from Gocompare.com founders, Hayley Parsons OBE and Kevin Hughes, as well as further investment from its seed investor and board Chairman Ashley Cooper. Sunnybarn Investments participated in this round of funding alongside the Development Bank of Wales.

Ashley Cooper, Chairman, said: We are delighted to welcome Sunnybarn Investments to the Careercake investor team. Alongside cornerstone Investors Development Bank of Wales, and an experienced existing investor group we are set for significant national and international expansion of the Careercake offering.

Phil Buck, Chairman of Sunnybarn Investments said: It is a pleasure to add Careercake to the growing Sunnybarn Investment family. Careercake and their Founder Aimee Bateman are addressing a real need in today's society in helping the workforce of tomorrow to be the best that they can be, and to deliver to their full potential for the organisations and businesses they are interacting with.

Aimee Bateman said: "Today's workforce is changing; people-focused organisations 'get' this. By 2025 three-quarters of the UK workforce will be made up of Millennials who require careers content that will equip them with the tools to take on the new challenges they'll face. Challenges that extend far beyond the 'traditional' pitfalls, and encompass issues unique to this cohort of learners, such as mental health and diversity.

"We are focused on creating content on the areas people actually face in their career, and the topics that no one else talks about. For example, how do you pluck up the courage to speak to the MD for the first time, or how do you talk about anxiety with your colleagues? These are just some of the topics we discuss that no-one else is addressing.

"This investment will permit us to significantly scale the reach of Careercake within commercial markets, add new titles to our growing library and develop new engagement strategies to ensure we are delivering content to end users in the way they want to consume it. We have strong backing from our Investor Group which I know will ensure our continued positioning as the Netflix of career development and, most importantly, will ensure that our end users derive the maximum value from our content".