



Paul Soanes · 3rd

Founding Partner at Worth Capital
 London, England, United Kingdom · [Contact info](#)


500+ connections

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 **Worth Capital**

 **Kingston University**


Experience




Founding Partner
 Worth Capital
 Aug 2014 – Present · 6 yrs 10 mos
 London, United Kingdom

A unique approach to finding and funding small businesses in high growth sectors.

As the engine behind the UK's largest seed funding competition - The Start-Up Series - Worth Capital uncovers the very best start-up businesses and entrepreneurs of tomorrow, whilst providing investors with an attractive, tax efficient EIS & SEIS investment portfolio via the Start-Up Series Fund.




Win up to £250,000 of equity funding for your...




Co-Founder & Director
 iD
 Feb 1994 – Present · 27 yrs 4 mos
www.idagency.com

iD Experiential, which I co-founded in 1994, is one the UK's leading experiential agencies, specialising in driving trial and sales for some of the UK's biggest brand owners. Winner of an ISP Gold Award in 2009 and 3 FMBE Gold Awards in 2010. Now ranked 4th in the UK by Marketing Magazine's 2012 survey.




How I Made It: Boy from Billericay played winnin...



Investor Director
 Kanda
 Jan 2020 – Present · 1 yr 5 mos
 Warwick, England, United Kingdom

Representing investors in the Start-Up Series Fund and supporting rapid growth.


A secure payment solution to help tradespeople to get paid on time, take card payments and offer customer finance, whilst protecting customers.



Investor Director
 zobi
 Jan 2020 – Present · 1 yr 5 mos

Representing investors in the Start-Up Series Fund and supporting rapid growth.

Patent pending cybersecurity using artificial intelligence to discern between routine and non-routine communication between Internet of Things (IoT) devices on a network.



Investor Director
 Vtrue Health
 Apr 2019 – Present · 2 yrs 2 mos
 London, England, United Kingdom

Representing investors in the Start-Up Series Fund and supporting rapid growth.

Smart motion detection and depth sensing hardware and software for occupational and physical therapists to improve the accuracy and efficiency of functional assessments.

[Show 5 more experiences](#)


Education




Kingston University
 BA Hons. Business Studies
 1988 – 1992

Skills & endorsements


Strategy · 47

 Endorsed by Julia Kessler Nix and Kix (She/Her), who is highly skilled at this

Marketing · 41

 Endorsed by Julian Johnson and 5 others who are highly skilled at this

Entrepreneurship · 34

 Endorsed by Julian Johnson and 1 other who is highly skilled at this

[Show more](#)

Recommendations

[Received \(2\)](#) [Given \(8\)](#)

 **Phil Bird**

Paul helped me set up iChild.co.uk from scratch in 2008. He has



CEO & Co-founder of Family & Education and iChild
November 22, 2009: Paul worked with Phil in the same group

been an outstanding mentor to both me and the management team here. He has provided great advice and support to help our business develop a sound commercial strategy. He keeps an eye on us to make sure we're moving towards our end ga... See more



David Fish
Chief Client & Business Partner at GroupM
September 3, 2007: David worked with Paul but at different companies

Paul is a very professional and experienced business leader. He is a pleasure to work with and his enthusiasm and dedication to developing robust and sound commercial propositions is in an inspiration to all those that have the opportunity to work with him.

Interests



Kingston University Alumni Association
20,990 members



Kingston University
144,567 followers



Tilney Group
14,843 followers



Kingston Business School
4,923 members



Courtts
44,562 followers



Seed EIS Platform- The Investment Comm
83 members

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