







# Success stories: ProofID

## The business

-  ProofID
-  Manchester
-  Identity and access management (IAM) specialist – a market which is projected to be worth \$25.6b by 2027
-  Trusted partner of US identity management platform Ping Identity
-  Key customers include WWF, Mazars, Tesco Bank, Canada Life and Silicon Valley Bank
-  ProofID manages millions of identities in more than 150 countries across Europe, North America, Asia and the Middle East

## The funding

£3m growth loan

Use of funds:

- Expansion of sales and marketing teams
- Launch of ProofID IGA product as a cloud service
- Investment in acquisition of Colorado-based PEGRight, to support expansion into US and provision of services to Ping

2014

ProofID founded

2018

Honourable mention in Gartner's Magic Quadrant report

Named Ping Identity's Global Delivery Partner of the Year

2019

£3m investment from Growth Lending (then operating as BOOST&Co)

Named Ping Identity's Global Delivery Partner of the Year and Ideiio's Partner of the Year

2020

Named Ping Identity's Global Delivery Partner of the Year and Ideiio's Partner of the Year

2021

Named Ping Identity's Global Delivery Partner of the Year and Ideiio's Partner of the Year

2022

£15m investment from Maven Capital Partners



ProofID

"From the start, we felt that this offer was the right option for us. [Growth Lending]'s tailored lending and swift decision-making, as well as Kim's understanding of our business and her excellent communication throughout the process, gave us confidence that venture debt would help us to achieve our targets for growth."

Gareth Noonan, Chairman



"ProofID has a first-class management team and the business is growing in a measured and sensible way. They were very particular about finding someone to help them on their journey – to do more than merely provide funds – and there will be opportunities for us to support them along the way."

Kim Martin, Managing Director