

Contact

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Top Skills

Investment Banking

Valuation

Private Equity

Languages

English (Native or Bilingual)

Patrick Norris

General Partner at Notion Capital
London, England, United Kingdom

Experience

Notion Capital
General Partner
July 2013 - Present (12 years 5 months)
London, United Kingdom

Notion is a venture capital firm located in London. We focus on the enterprise software market across Europe and invest in exceptional entrepreneurs who have what it takes to solve big problems and lead large, global markets. We have an unmatched focus combined with proven knowledge and experience of the market we are investing in which gives us a clear advantage in selecting and supporting our companies.

Notion now has £500m+ of funds under management and a portfolio that includes GoCardless, Currency Cloud, Paddle, Mews, Upvest, Yulife, TestGorilla, Vortexa, Griffin and HarborLab.

Upvest
Investor / Non-Executive Director
January 2020 - Present (5 years 11 months)
Berlin, Germany

Upvest is a fintech company founded in 2017 by Martin Kassing that empowers other fintechs to provide their end-customers with any type of investment product. To achieve that, Upvest has developed an Investment-API that is easy to integrate for small and large fintechs alike. This allows Upvest clients to offer their end-customers the best experience in the field of capital market investment and retirement planning, save resources and fully concentrate on their core business. Upvest is one of the few fintechs in Europe that can provide its B2B clients with the full range of investment opportunities in the areas of principal broking business, proprietary trading and safe custody business for traditional securities as well as crypto assets. Since March 2022, Upvest holds all BaFin licenses for securities and crypto brokerage and custody.

Quantum Systems
Investor / Board Observer

September 2024 - Present (1 year 3 months)

Munich, Bavaria, Germany

Quantum Systems is an aerial data intelligence company that provides multi-sensor data collection products to government agencies and commercial customers. Their electric vertical take-off and landing (eVTOL) systems boast industry-leading endurance, ease of operation, and reliability.

Customers in the public and private sectors alike use Quantum Systems' versatile UAVs for defence, security, humanitarian, and geospatial operations.

With a world-class team and nearly a decade of experience in drones, robotics and imagery collection, Quantum Systems has a proven technology stack and a strong track record of building best-in-class UAVs that provide mission-critical data to operators.

Vortexa

Investor / Non-Executive Director

September 2018 - Present (7 years 3 months)

London, United Kingdom

Vortexa is an energy intelligence provider delivering the most comprehensive view of waterborne crude oil and refined oil products available today.

Our advanced analytics platform is created by a global team of leading energy market experts, data scientists and engineers - that means our solution constantly evolves with the energy industry's needs.

HarborLab

Investor / Non-Executive Director

March 2023 - Present (2 years 9 months)

Athens, Attiki, Greece

Harbor Lab offers the first e-disbursements account analysis software that automatically calculates and evaluates port expenses against real-time port tariffs. The platform optimizes, digitalizes and streamlines disbursement account analysis creating significant efficiencies and cost savings for Ship Owners, Ship Managers & Charterers.

Hokodo

Investor / Non-Executive Director

May 2022 - Present (3 years 7 months)

London, England, United Kingdom

Hokodo works with wholesalers, online B2B marketplaces and other merchants to make selling to business buyers easier. Unlike consumers, businesses generally expect to pay on credit terms. To manage this risk, sellers traditionally resort to paper-based trading account applications and manual credit decisions.

Hokodo streamlines this whole process, allowing sellers to make credit decisions in real time when the customer reaches the check-out. We protect the seller by insuring the credit risk with Lloyd's of London, and we arrange the financing so our sellers can get paid upfront if they choose. Our digital platform combines instant credit assessments and fully automated limits management, all served up via APIs in less than 1 second.

Workable

Investor / Board Observer

July 2018 - Present (7 years 5 months)

Greater Boston Area

Workable is a venture-backed technology startup building modern recruiting software. Used by thousands of businesses in America and Europe, it is fast becoming the preferred recruiting tool for mid-size and large enterprises.

Glenalmond College

Governor

December 2023 - Present (2 years)

Perth, Scotland, United Kingdom

claimsforce

Investor / Non-Executive Investor

August 2020 - April 2025 (4 years 9 months)

Hamburg, Germany

Claimsforce is an intuitive insurance platform that is designed to automate the claims management process. Claimsforce combines AI and machine learning with industry experts to assess damage and other claims data. The SaaS solution is already in use at several insurance and regulatory organizations. For experts, the software offers integrated processing with fast documentation and claims assessment.

DemystData

Investor / Non-Executive Director

May 2014 - April 2025 (11 years)

Greater New York City Area

Founded in 2010, DemystData helps financial institutions optimize customer interactions through improved access to information. We bring together the best available online, social, and internal company data to create more comprehensive profiles and refined customer predictions. This happens in real time and is delivered via an API. DemystData has offices in New York, Melbourne and Hong Kong.

Acquired by Feedzai in April 2025.

KisanHub

Investor / Non-Executive Director

July 2016 - August 2022 (6 years 2 months)

Cambridge, United Kingdom

KisanHub is a cloud based enterprise software platform for large farming companies which connects agronomic and operational data to enable corporate agribusinesses to take more data based decisions. The suite of applications can fit around the enterprise's needs. With the key operational and agronomic data being seamlessly shared throughout the platform. The aim of KisanHub is to connect agriculture for the benefit of farmers globally to help them grow more and use less.

Heckyl Technologies

Investor / Non-Executive Director

October 2017 - December 2020 (3 years 3 months)

London, United Kingdom

Heckyl is an alternative data platform that collects, structures and aggregates operating data for companies, industries and countries. Heckyl have a unique set of data with state of the art visualisation tools and analytics to help drive Insight.

Heckyl is led by Lex Fenwick (former CEO of Bloomberg and Dow Jones)

DueDil

Investor / Board Observer

July 2014 - July 2019 (5 years 1 month)

London, United Kingdom

DueDil is the largest source of free private company information in the UK and Ireland.

DueDil enables anyone to identify, compare and screen potential suppliers and clients, target potential investment opportunities, benchmark the performance and growth of companies, build sales leads, check the solvency of prospective partners, discreetly monitor competitors and more, alongside social network integration.

Duedil merged with Artesian in 2021. The combined entity is now known as FullCircL.

Elevaate, Quotient Technology Inc.

Investor / Board Observer

May 2015 - October 2018 (3 years 6 months)

Stamford, England

Elevaate was built to help retailers and suppliers execute trade funded activity online. Commercial teams can now overcome the limitations of legacy systems and slow, traditional execution. Agile, accountable and transparent, Elevaate is a disruptive SaaS platform designed by retail experts and technologists to transform the value of commercial relationships. It is already delivering more profitable partnerships for many leading global brands and retailers.

Acquired by Quotient Technology Inc. in October 2018.

Dealflo

Investor / Board Observer

June 2014 - May 2018 (4 years)

London, United Kingdom

Dealflo offers a modular, cloud-based SaaS solution incorporating all the components necessary to facilitate the automated, interparty execution of complex agreements. It enables contracting parties to do three main things: Contract Origination (e-Application, sophisticated e-ID verification document generation, e-Signature, vaulting); Process Orchestration – transaction management to automate the ways in which inter-contracting parties wish to conduct business with each other and with their end-customers; and MI / Evidence Management – gathering and process transaction data and evidence to optimise workflow and create legal enforceability

Dealflo was sold to Vasco (now OneSpan) in May 2018 - <https://www.vasco.com/about-vasco/press/2018/vasco-strengthens-positions-in-esignature-and-identity-verification-markets-with-acquisition-of-dealflo.html>

Smartpipe Solutions Ltd

Investor / Board Observer

January 2014 - January 2018 (4 years 1 month)

Smartpipe is a unique "Platform As A Service" for real-time data monetization of telecom operators customer profiles across advertising, content and CRM platforms

Mojn Ltd

Investor / Board Observer

December 2013 - December 2015 (2 years 1 month)

Mojn provides pioneering email marketing solutions that increase revenue streams across new and existing customers all with minimal effort to clients. Mojn builds revenue using their clients existing databases and also converts web visitors into long term, loyal customers. Mojn's unique offering is unparalleled in the market today.

Acquired in December 2015 by LiveIntent (<http://liveintent.com/the-in-box/liveintent-has-acquired-mojn-to-provide-brands-more-ways-to-connect-to-our-117-million-people-and-counting/>)

Trustev

Investor

December 2013 - December 2015 (2 years 1 month)

Trustev is a real time, online identity verification platform that verifies the true identity of online shoppers; eliminating fraud & increasing revenues for e-commerce merchants. Trustev's award-winning solution addresses multi-billion dollar online fraud losses from businesses at every scale around the globe, empowering retailers to expand and do business in new global markets and safely accept international payments.

Acquired in December 2015 by Transunion (<http://techcrunch.com/2015/12/10/transunion-buys-trustev-in-44m-deal-to-beef-up-in-e-commerce-fraud-protection/>)

Friendorsement

Co-Founder / Non-Exec Director

April 2013 - December 2014 (1 year 9 months)

Friendorsement is an online social media marketing platform that helps brands grow their social media presence. Unlike traditional social media advertising, Friendorsement is not simply about paying to get your brands name in front of

eyeballs, but instead, Friendorsement facilitates genuine brand endorsements on social networks from the consumer in return for a discount or voucher related to that brand. See www.friendorsement.co.uk

Skillcapital

Senior Associate in the TMT Team

March 2012 - April 2013 (1 year 2 months)

Skillcapital is a private equity advisory business founded in 1998 and my role was to assist private equity funds with originating transactions, sourcing industry experts for pre-acquisition due diligence and finding backable senior management teams. I was also specifically responsible for managing deal origination within the TMT team.

My role required in depth knowledge of trends, drivers and business models across multiple subsectors of the TMT industry as well as an in depth understanding of PE fund strategies, focus and dynamics.

Own Media Ltd.

Founder

September 2010 - December 2011 (1 year 4 months)

Own was a UK home ownership website concept backed by property and digital media experts, aiming to be the thought leader for advice and information for the homeowner. This included property listings, a rated property services directory, and rateable content/articles. This was all underpinned by a social media based network of businesses and consumers.

Daisy Enterprises Ltd.

Founder

May 2010 - November 2011 (1 year 7 months)

Daisy Enterprises Ltd. was setup to exclusively licence and commercialise a globally patented consumer product called Starlettos (www.starlettos.com), in Europe and Russia.

Curve Securities Pty Ltd

Vice President of Corporate Strategy

July 2009 - April 2010 (10 months)

I joined the founder in 2009 as VP of Corporate Strategy to drive rapid growth in funds on deposit, revenues and customers. Together we grew the business to over \$0.5bn on deposit in the first year. Curve is now a business with over \$3.5bn of client's funds on deposit.

My responsibilities included general business management, formulating entry strategies into new sectors, creating an efficient internal business process model, product development initiatives, general marketing and client management.

Morgan Stanley

Associate - Investment Banking and Capital Markets

June 2005 - July 2009 (4 years 2 months)

As an Associate at Morgan Stanley I was tasked with structuring innovative and tailor-made fixed income solutions for regulated European and Asian Banks, Insurers and Corporates. This included Hybrid Securities for regulatory capital requirements and acquisition financing, as well as capital buy-backs, capital extensions and off-balance-sheet fx derivative based structures.

My regional deal execution responsibility included France, Italy, Ireland and Benelux, while I also lead responsibility for corporate hybrid structuring (including Glencore and Deutsche Boerse).

During the financial crisis I was Involved in capital injection negotiations between EU governments and European banks

KBW

Intern - Investment Banking

June 2002 - September 2002 (4 months)

Internship in FIG M&A

Education

The University of Edinburgh

Msc Finance and Investment · (2004 - 2005)

Alliance Manchester Business School

Bsc (Hons), International Management with German · (2000 - 2004)

Wirtschaftsuniversität Wien

Erasmus, Economics and Finance · (2002 - 2003)

Glenalmond College

· (1998 - 2000)

The King's Hospital

· (1995 - 1998)