

Realaml Investment Notes

We are excited to announce that Enterprise Angels and EA Fund 4 have led a recent investment into Realaml Limited.

The company

Founded in 2019 by [Jordan McCown](#) and [Gowtham Selveraj](#), Realaml is a Business to Business (B2B), Software as a Service (SaaS) provider that sells remote onboarding software with specialist, best-in-class biometric and anti-fraud tools (can detect fraudulent identification documents that incumbents cannot).

The market

Anti-Money Laundering (AML) and Counter Financing of Terrorism (CFT) obligations are a legal requirement.

There is an almost universal push toward increased AML/CFT legislation in the developed world and this is accompanied by encouragement from regulators to do this digitally. As a result, demand for legislative compliance via online biometric tools is rapidly picking up pace.

The global market opportunity for regulation technology is substantial by any measure. According to [Juniper](#), total spend is set to grow from \$68 billion in 2022 to \$204 billion in 2026, with AML/CFT related spend comprising a material part of this emerging market.

10 reasons we like Realaml

1. The team has achieved a huge amount with a very small amount of capital.
2. There is a committed, high functioning and coachable founding team with complementary and relevant skills.
3. High founder ownership (>90% pre raise).
4. A best-in-class product that has been validated via independent testing by customers.
5. A product focus to date with primary sales channels being word of mouth – thus positioning the company well for rapid scalable growth.
6. Credible and extensive customer pipeline.
7. Strong and profitable revenue growth.
8. A cashflow positive, lean, and fiscally prudent operation.
9. Happy, repeat customers + great product reviews and almost no churn.
10. A large and growing addressable market.

Thank you

We extend our thanks and gratitude to Jordan and Gowtham for placing their trust in us to help them scale the business. Both founders have proven themselves to be highly capable individuals, and we are pleased to add Realaml to our portfolio.

We would also like to extend our thanks to AngelHQ, who have been highly supportive and professional co-investors in this latest raise.