



Venturenomix

Strategy and Funding for
Impact Ventures

ENSO

Sustainable Tyres for
Electric Vehicles

Case study // Circular Economy

“Ours is a global and fast-moving market – developing better tyres for electric vehicles. We have worked with the Venturenomix team because they have a broad perspective on funding for clean-tech ventures, covering UK, Europe and beyond. The funding options they explored and presented to ENSO were appropriate to our business and from a range of funders (investment, crowd, accelerators and more). This insightful work saved us a lot of very valuable time.”

“G” // CEO // ENSO Tyres

UN Sustainable Development Goals



Introduction – Understanding the Challenges

The founding team at ENSO attended the inaugural Business Funding Show 2017 in Canary Wharf, London, seeking funding and partners for a start-up developing better tyres for electric vehicles. CEO “G” met Alex Chalkley [now Venturenomix Director] and described the benefits of the specialised tyres that his company was proposing to develop.

Working Together – Solution and Services

ENSO had an enviable problem – their team, business model and technology is attractive to a wide range of funders and funding opportunities. Working together to fully understand the desired

outcomes and funding needs, the bespoke funding search and options presentation saved time and focussed the ENSO founding team on the relevant, aligned funding opportunities.

Successful Outcomes

ENSO Tyres is a company to watch over the next few years. The hard work of the founder has established an impressive list of partners, clients and funders. The pioneering and novel technology is already improving the range and efficiency of the next generation of electric vehicles.



Find out More

Please share this case study with your team and wider network if you think there are elements that might be helpful to other ventures. If you are interested to find out more, here are your options:

- [Here](#) is the ENSO Tyres homepage
- You can read more about Venturenomix [here](#)
- Here are some useful links to relevant sectors explored in this case study:
 - [EU Circular Economy Action Plan](#)
 - [EU Electric Vehicle Policy and Information](#)
 - [IEA Global EV Outlook](#)
- Here is an overview of the [UN Sustainable Development Goals](#)