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## **Fast-growing fintech company Fundrella awarded *Innovative Startups* grant from Sweden's Innovation Agency**

Sweden's Innovation Agency, *Vinnova*, awards the Innovative Startups step 2 grant to Fundrella to support their efforts in becoming the new market standard for fund reporting. Vinnova supports companies that have a positive impact on society, showing international potential and scalability and that are aligned with the UN Sustainable Development Goals (SDG) of the 2030 agenda.

### **Wava Bodin, Founder & CEO**

"We are very excited to have received this grant from Vinnova. We firmly believe digital solutions can bring fund managers closer to their clients by giving them the opportunity to show case their fund offering and differentiate their products. Professional Investors can find and filter funds based on their specific needs, which makes the platform a win-win on both sides of the table.

From a societal perspective, it's vital that professional investors, such as pension insurance companies, banks and financial advisors have different tools at hand to help them find, filter and monitor their external fund offering, as it is our individual pensions and household savings that ultimately are managed by these funds. The level of sophistication is very high in the Nordics when it comes to fund analysis, selection and monitoring, not to mention the level at which ESG is incorporated in these processes."

Fundrella is a digital platform for qualitative fund reports, a tool for fund companies to manage their monthly reporting. The purpose is to improve the flow of information between fund companies and professional investors i.e. banks, insurance and pension companies and to help Professional Investors choose the right funds based on specific needs, e.g. sustainability (ESG) criteria. Fundrella is now in a growth phase with a goal to continue to find new methods for rapid scalability and thus contribute to the development of a more digital, efficient and sustainable fund industry.

The first grant from Vinnova, received a year ago, was used to support the launch of an innovative platform to introduce a new and digital tool for monthly fund reporting and to create foothold in the Nordic region. The objective was met as the combined Nordic Professional Investor user base of Fundrella today represent a total of >4500 Billion SEK in assets under management (AUM).

The decision of the Innovative Startups Step 2 grant from Vinnova was made public yesterday evening. This grant will be used to further support Fundrella's efforts towards a swift geographic expansion across Europe with the aim of becoming global in the near future. The grant will also be used for developing an Institutional version of Fundrella aiming at standardising bespoke reporting for mandates.

[fundrella.com](https://fundrella.com)