



PE Leader of the Year



Niche UK PE House of the Year



Best UK Commercially Motivated PE



Industry 4.0 Portfolio



DraxFuture40 Investor

Brookstreet 2.0

KPI Portfolio Management

Webcast 6: October 2, 2025

Series: *Connecting the Dots of Today | Building the Future of Tomorrow*

#ConnectingTheDots

In Collaboration with PRAXI Network (FORTH)



Our Journey

Pitch Competition

Applications are open [\[Link\]](#)

Demystifying Financial Sponsors

January 15, 2025



Mastering the Pitch

February 12, 2025



Investor Termsheets Revealed

March 12, 2025



Value & Valuation

May 29, 2025



Governance, Boards and ESG

June 18, 2025



Live Competition: From Theory to Practice

July 17, 2025



KPI Portfolio Management

October 2, 2025



Growth Model (Hyper or Sustainable?)

October 9, 2025



Live Competition: From Theory to Practice

October 16, 2025



About Us

Brookstreet 2.0

Brookstreet Equity Partners LLP (“Brookstreet”) is a **global**, award-winning PEVC investor.

Our **2.0 Thesis** is built on optimising the **Efficiency Frontier** through **Diversification** across **Stages, Markets, Regions, and Instruments**.

We invest in **Artificial Intelligence (AI)** innovations that deliver transformative commercial solutions in **Digital Transformation, Green Transition, Longevity, and Dual-Use Defence Technologies**.

Headquartered in London’s Mayfair, we operate **worldwide**, partnering with founders and investors across the **USA, Europe, MENA, and Asia**.

Digital Transformation

- AI & IoT Transformative Integrations
- Autonomy, Robotics, Drones
- Industrial Automation
- Business Optimization
- Workforce and Security

Green Transition

- Circular Economy
- Climate Solutions
- Sustainability Innovations
- Production & Storage
- Geo-Secure Energy

Longevity

- HealthSpan (Living Well)
- LifeSpan (Living Long)
- Performance
- Age-Tech
- Med-Tech

Defence Tech

- Critical Infrastructure
- Smart Sensor & ISR Platforms
- Decision Systems
- Counter, Cyber, Space
- Dual Use Applications

Commercial Scale Ups

- Growth Capital
- Pre/Post Series A & B
- Hyper Growth (>2x a year)
- Sustainable Growth (>35% YoY, EBITDA+)
- Bridge to M&A/Fundraising (LOI Required)

At a Glance

- Global Deal Flow (450+ Connections)
- Thematic Investments
- Talent (Ivy League, Oxbridge, London, EU)
- Global Institutional Co-Investors
- Expert Network (130+ Advisors)
- AI/Commercial/Managerial Due Diligence
- Brookstreet AI Intelligence & KPI Analytics
- Dual Returns Strategy
- Trusted Administrator (\$2.5TN AUM)
- Governance & Sustainability
- United Nations PRI Signatory (ESG)

Agenda

Section

Foundations of KPI Monitoring



Execution & Future Outlook



Next Week Webcast: Growth Model (Hypergrowth vs Sustainable?)

KPI Portfolio Monitoring

Why KPI Portfolio Management Matters

Reactive Monitoring

- **Scattered Data:** Information spread across systems, hard to consolidate
- **No Accountability:** Unclear ownership, weak responsibility
- **Weak Decision-making:** Decisions based on incomplete insights



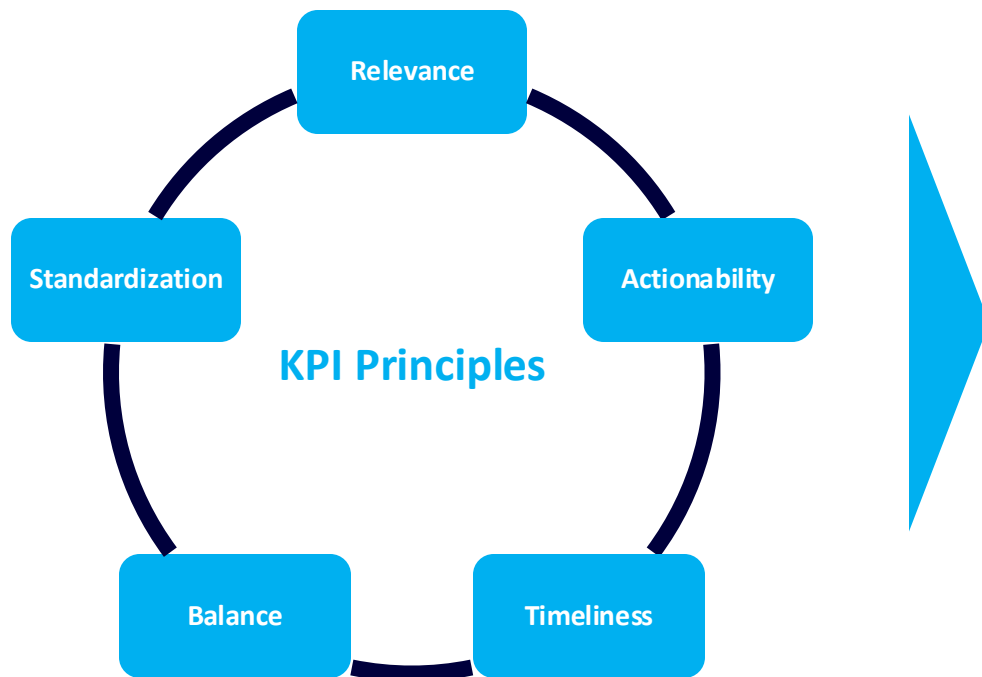
Proactive KPI Monitoring

- **Strategic Alignment:** KPIs linked directly to objectives
- **Transparency:** Standardized reporting, single source of truth
- **Better Decision-making:** Clear targets enable timely action

A structured KPI portfolio turns disconnected data into actionable insights, creating alignment, transparency, and stronger execution ultimately delivering higher returns.

KPI Portfolio Monitoring

Principles that Drive Value



Relevance

KPIs should reflect the fund's investment strategy and avoid noise



Standardization

KPIs defined consistently across portfolio for accurate comparison



Actionability

KPIs should inform decisions and prompt action



Timeliness

KPIs must be tracked frequently enough to support timely decisions



Balance

Monitor a mix of financial, operational, and ESG metrics for a complete picture

KPI Portfolio Monitoring

Key Fund KPIs

Fund-Specific KPIs

Fund Performance

- **IRR** (Internal Rate of Return): Annualized return of fund investments
- **MOIC** (Multiple on Invested Capital): Total value realized vs invested capital
- **TVPI** (Total Value to Paid-In): Total fund value relative to capital contributed
- **DPI** (Distributions to Paid-In): Realized cash returned to investors
- **RPI** (Residual / Remaining Value to Paid-In): Unrealized value of remaining investments
- Many Others

Portfolio Assets KPIs

Financial

- Revenue Growth
- **ROCE (Return on Capital Employed)**
- EBITDA Margins
- Cash Burn
- Many Others

Operational

- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- Churn Rate
- Net Promoter Score (NPS)
- Many Others

Strategic

- Market Share
- Bookings Growth
- Active Users
- Adoption Rate
- Many Others


Risk & Compliance

- Number of Board Meetings
- Debt-o-Equity Ratio
- Quick Ratio (Acid Test)
- Security Incidents
- Many Others

Agenda

Section

Foundations of KPI Monitoring



Execution & Future Outlook



Next Week Webcast: Growth Model (Hypergrowth vs Sustainable?)

KPI Portfolio Monitoring

Best in Class Practices from the BVCA

BVCA: British Venture Capital Association

100 Day Plan

BVCA

 [Return](#) [ABOUT US](#) / [OUR INDUSTRY](#)



100 Day Plan

Experienced: 18+ months

Designed for experienced deal makers looking to boost value creation, this one day course will help delegates discover how to capitalise on those crucial first 100 days after acquisition when investee companies are most receptive to change.

KPI and Board Reporting

BVCA

 [Return](#) [ABOUT US](#) / [OUR INDUSTRY](#)



KPI & Board Reporting

Experienced: 18+ months

Introducing a brand new course to boost value creation within your portfolio. Understand how data and KPIs are fundamental to enhanced value creation and discover best practice and core components of an informative board pack.

KPI Dashboards

BVCA

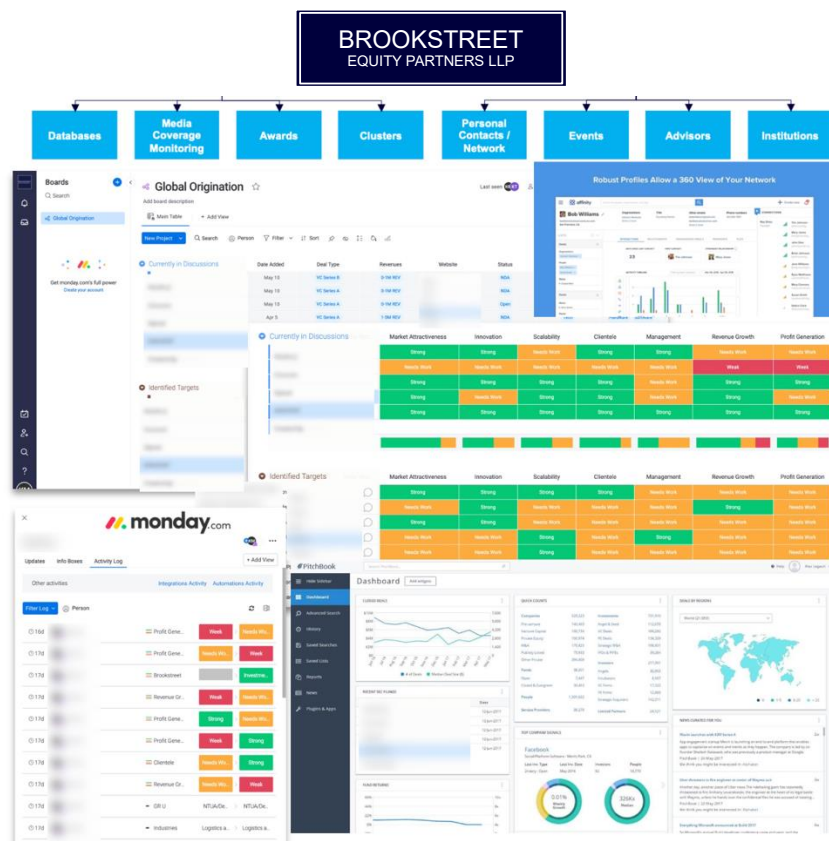


- Fund managers train in BVCA value creation.

- The recommended training by BVCA (and we did it in 2021).

- KPI Dashboard using traffic light system (As recommended by BVCA).

KPI Portfolio Monitoring Portfolio Dashboards



KPIs Monitored



Management Profile

C-level executives and key members full CVs.



Industry Verticals

Sub-sectors are analysed to see fit with Brookstreet's 4IR/ESG thematic investing.



Intellectual Property

Hardware, software and patents add bonus value to a company for a potential exit.



Profit Generation

Revenue, EBITDA and other metrics are carefully monitored.



Scalability

Metrics of scalability are crucial for a company's evaluation.



Clientele

Companies' past customers are followed to measure their ability to acquire new clients.

KPI Portfolio Monitoring Tools & Technology

KPI Portfolio & Back Office Reporting Stacks

Sample

ALLVUE 

VESTBERRY

ATOM  INVEST

deel.

cobalt
A FACTSET Company

 Fundwave

 monday.com



and many more...

KPI & Portfolio Management software are essential for
Performance Tracking, Strategic Alignment, Data-Driven Decision Making & Reporting

Deal Database Stacks

Sample

 PitchBook

crunchbase

 preqin

 CBINSIGHTS

REFINITIV 

S&P
CAPITAL IQ

and many more...

Deal Database software are critical for
Deal Sourcing, Market Intelligence, Due
Diligence & Fundraising

KPI Portfolio Monitoring

Challenges & Best Practices

Key Challenges



Inconsistent Data

Data formats and definitions vary across portfolio companies, making comparisons difficult



Depth vs. Fatigue

Too many KPIs can overwhelm teams, while too few may miss critical insights



Management Resistance

Portfolio companies may be hesitant to share KPIs or adopt new reporting processes



ESG Standardization

ESG metrics are often defined differently, complicating aggregation and benchmarking

Best Practices



Define KPIs Upfront

Agree on key metrics in term sheets to ensure clarity and alignment from the start



Leverage AI & Technology

Automate data collection and reporting to reduce manual effort and errors



Focus on Actionable KPIs

Track only metrics that drive decisions and interventions, avoiding “vanity” measures



Educate Portfolio Teams

Continuous training ensures CFOs and managers understand reporting expectations and methodology

KPI Portfolio Monitoring

A VC Perspective

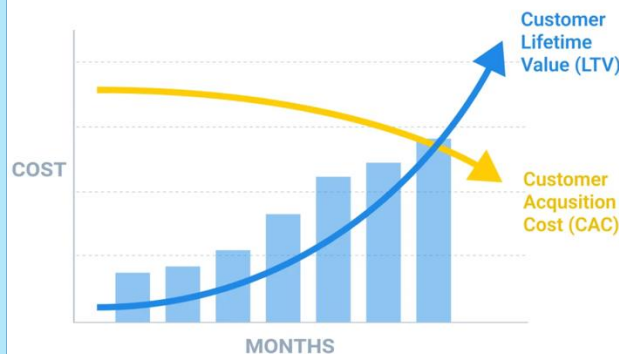


KPI Portfolio Monitoring

From Webcast 2: Traction

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model
- Go-to-Market
- Traction**
- Financials
- Exit Strategy
- Sources & Uses

“Strong initial traction with our customer trials, CAC stands at X and LTV at Y”



1M Users

Users in the US have already downloaded our app

\$2M Rev

In Yearly sales if only 1% of the users actually subscribe

\$8M Rev

In Yearly sales if only 1% of the users actually subscribe at full price

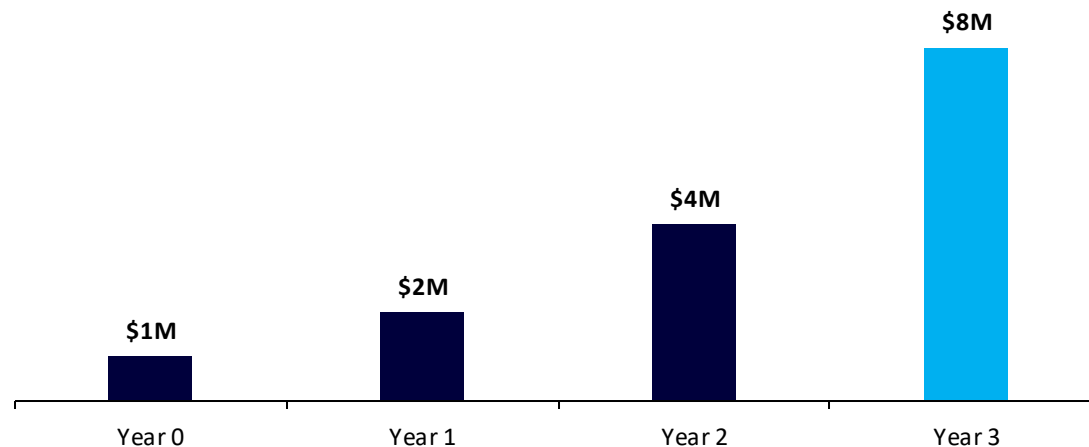
- **Focus on Key Metrics:** Highlight important growth assumptions and metrics like user acquisition, revenue, and retention.
- **Milestones:** Showcase significant achievements or partnerships.
- **Present Customer Validation:** Provide evidence of market demand and customer satisfaction.

KPI Portfolio Monitoring

From Webcast 2: Financials

- Introduction
- Problem
- Solution / Product
- Market Size
- Competition
- Business Model
- Go-to-Market
- Traction
- Financials**
- Exit Strategy
- Sources & Uses

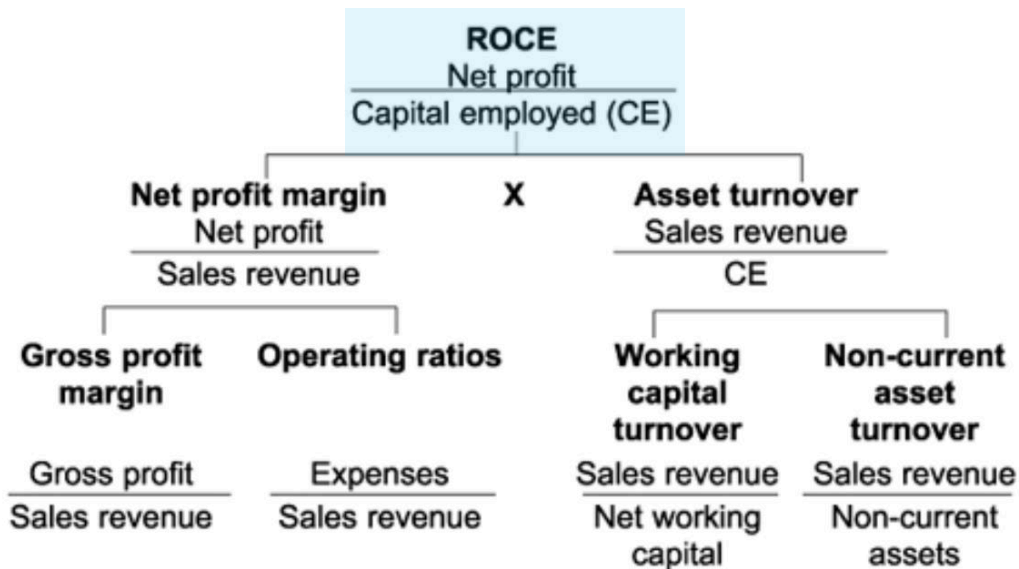
“We expect to achieve 2X revenue growth year on year, with your (capital) support”...



- **Revenue Growth:** Show your projected or historical revenue growth.
- **Unit Economics:** Highlight key financial metrics, such as Customer Acquisition Cost (CAC) and Lifetime Value (LTV).
- **Showcase Path to Profitability:** Explain your projected burn rate and outline when you expect to become profitable.

KPI Portfolio Monitoring

ROCE as the Standard for Capital Efficiency



True Capital Productivity KPI

Shows how effectively a company turns capital employed into profits



Comparability

Enables benchmarking of companies regardless of capital structures



Long-term Indicator

Highlights sustainable profitability, not just short-term returns



Capital Allocation Discipline

Ensures capital is deployed in projects generating returns above cost of capital



Risk-adjusted Performance

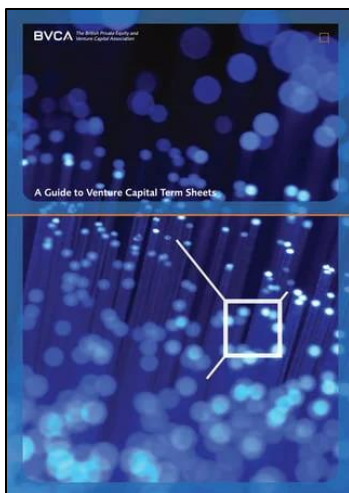
Helps identify over-leveraged or inefficient businesses

KPI Portfolio Monitoring

From Webcast 3: Terms of Investment



Framework



Sample of the BVCA: A Guide to Venture Capital Term Sheet

II What is a Term Sheet?

A Term Sheet is a document which outlines the key financial and other terms of a proposed investment. Investors use a Term Sheet as a basis for drafting the investment documents. With the exception of certain clauses – commonly those dealing with confidentiality, exclusivity and sometimes costs – provisions of a Term Sheet are not usually intended to be legally binding. In addition to being subject to negotiation of the legal documentation, a Term Sheet will usually contain certain conditions which need to be met before the investment is completed and these are known as *conditions precedent* (see paragraph 26, Section IV).

If a company seeks to raise venture capital in the UK the principal documents needed for an investment round are generally a *Subscription Agreement*, a *Shareholders' or Investors' Rights Agreement* (frequently these are combined into a single *Subscription and Shareholders' Agreement or Investment Agreement*) and *Articles of Association*. The provisions of a Term Sheet will be included in these documents.

The Subscription Agreement will usually contain details of the investment round, including number and class of shares subscribed for, payment terms and *representations and warranties* (see paragraph 13, Section IV) about the condition of the company. These representations and warranties will be qualified by a *disclosure letter* and supporting documents that specifically set out any issues that the founders believe the investors should know prior to the *completion* of the investment.

III The investment process

In order to help explain some of the concepts that will be contained in this Guide this section follows a company through several stages of its life cycle from establishment to its Series A funding round. **This example should not be taken as representing a standard process or representing typical valuations or percentage ownerships. At each stage each case will be different and will need to be handled on an individual basis.**

'NewCo' is a company spun out from an academic institution to exploit *intellectual property* developed by the scientist (the founder) whilst working as an employee of that institution. The academic institution has agreed to transfer (assign) its ownership rights in the intellectual property rights (IPR) to NewCo in return for a 50% shareholding in the business. It has also agreed that the founder who has carried out the research that led to the creation of the IPR should own the other 50% through a holding of *founder shares* (see paragraph 9, Section IV). The capital structure of NewCo is as set out in Box 1.

Box 1. Capital structure for NewCo following establishment of the company and assignment of intellectual property

Start-up	Number of ordinary shares	Cash or cash equivalent invested at £1 per share
Founder	50	£50
Institution	50	£50
Undiluted share capital	100	

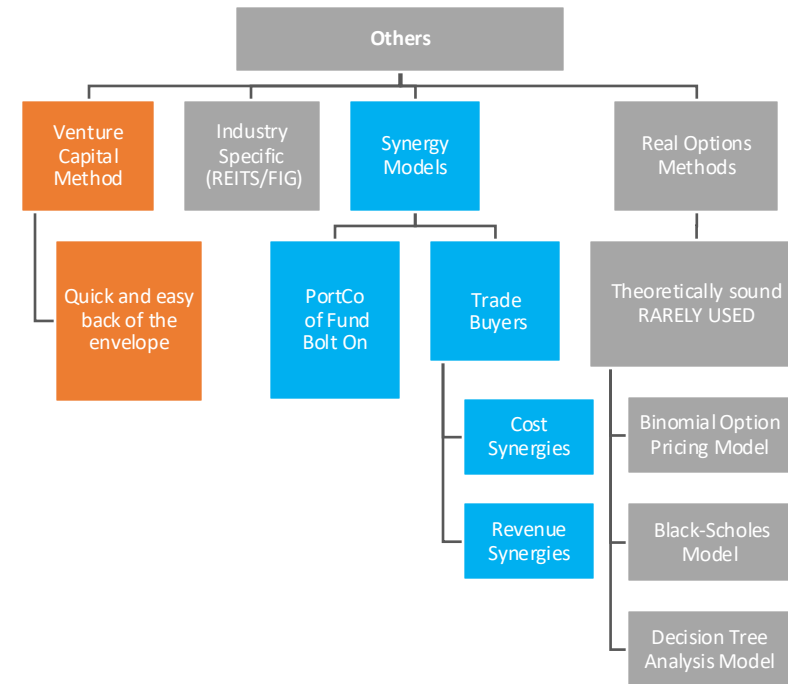
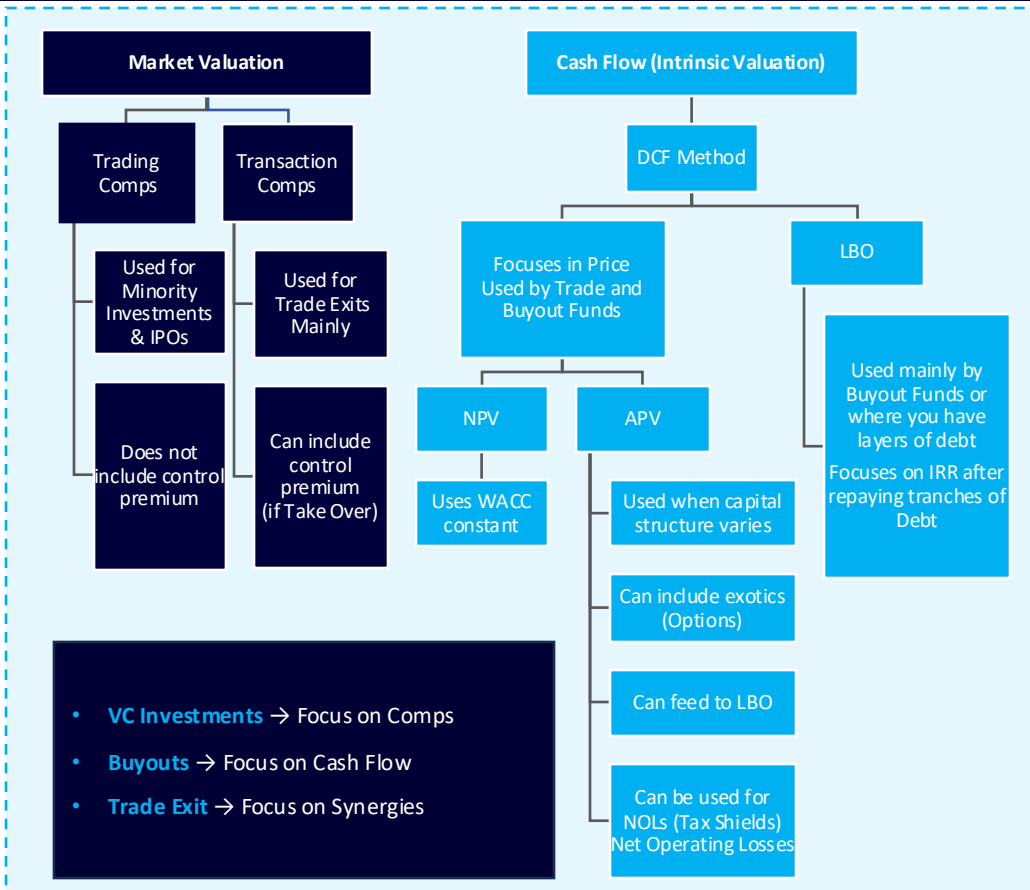
The **BVCA Guide to Term Sheets** provides a standardized framework for structuring **venture capital and private equity investments**.

- **Investment Terms:** Defines the amount, valuation, and type of investment (equity, convertible notes, etc.).
- **Governance & Control:** Covers board composition, voting rights, and decision-making processes.
- **Investor Protections:** Includes anti-dilution clauses, liquidation preferences, and drag-along/tag-along rights.
- **Exit Provisions:** Details options for liquidity, including IPOs, trade sales, and secondary sales.

KPI Portfolio Monitoring

From Webcast 4: Valuation

Brookstreet Notes



- **VC Investments** → Focus on Comps
- **Buyouts** → Focus on Cash Flow
- **Trade Exit** → Focus on Synergies

© Slides

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Draft for Discussion Purposes Only

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KPI Portfolio Monitoring

From Webcast 5: ESG KPI Monitoring

Category	#	Criteria	Guideline Source	Unit	2023 Data	Points (Color)	Target	Action
Overall Outlook	1	Company name		Text				
	2	Year founded		Year				
	3	Company website		Text				
	4	Country of origin		Text				
	5	Company type of business		Text				
	6	Company market cap		Text				
	7	Company industry		Text				
	8	Company primary business		Text				
	9	Company primary business		Text				
	10	Company primary business		Text				
	11	Company primary business		Text				
	12	Company primary business		Text				
	13	Company primary business		Text				
	14	Company primary business		Text				
	15	Company primary business		Text				
Financials	16	Company revenue		Text				
	17	Company revenue		Text				
	18	Company revenue		Text				
	19	Company revenue		Text				
	20	Company revenue		Text				
	21	Company revenue		Text				
	22	Company revenue		Text				
	23	Company revenue		Text				
	24	Company revenue		Text				
	25	Company revenue		Text				
	26	Company revenue		Text				
	27	Company revenue		Text				
	28	Company revenue		Text				
	29	Company revenue		Text				
	Governance	30	Company revenue		Text			
31		Company revenue		Text				
32		Company revenue		Text				
33		Company revenue		Text				
34		Company revenue		Text				
35		Company revenue		Text				
36		Company revenue		Text				
37		Company revenue		Text				
38		Company revenue		Text				
39		Company revenue		Text				
40		Company revenue		Text				
41		Company revenue		Text				
42		Company revenue		Text				
43		Company revenue		Text				

The Asset KPIs sheet is the main sheet that will need to be filled by the asset

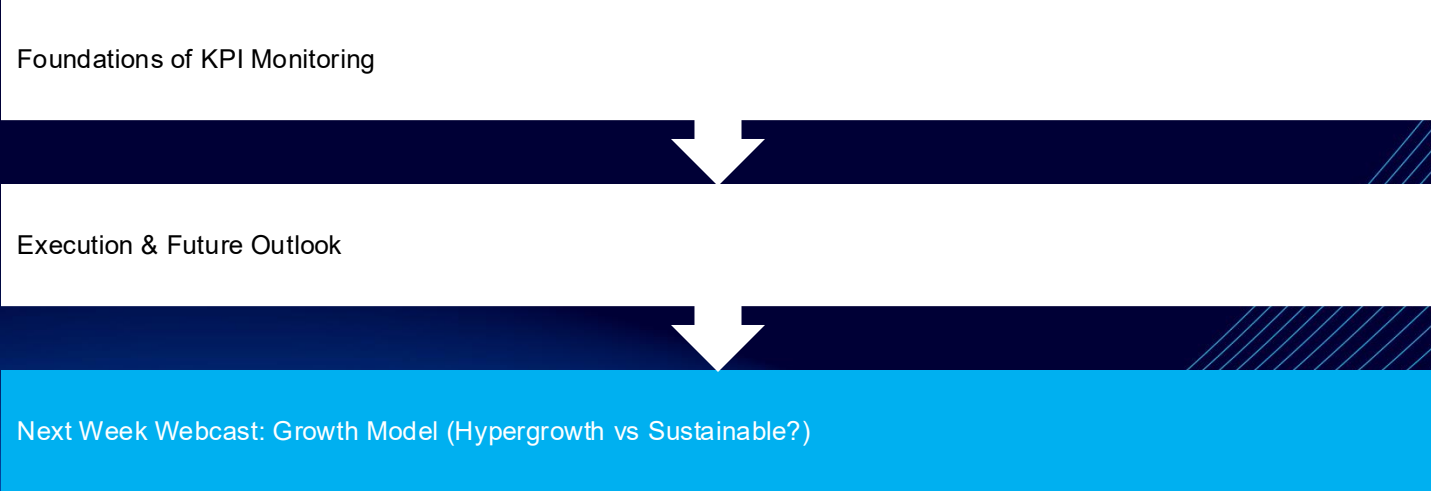
- The columns included are:
- Categories
 - Criteria
 - Guideline Source
 - Unit
 - Answers *(to be filled by the asset)*
 - Points *(Traffic light ranking)*
 - Target *(to be filled by the asset)*
 - Actions *(to be filled by the asset)*

- All the criteria are categorized as following:
- Overall Outlook
 - Financials
 - Governance (General, Legal / Regulatory, DEI)
 - Environment (General, GHG, Net Zero Policy, Water, Hazardous Waste)
 - Social (General, New Hires, Employee Engagement, Work Safety)
 - ESG Reporting / Certifications

Agenda

Section

Foundations of KPI Monitoring



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graph TD; A[Foundations of KPI Monitoring] --> B[Execution & Future Outlook]; B --> C[Next Week Webcast: Growth Model (Hypergrowth vs Sustainable?)];
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Execution & Future Outlook

Next Week Webcast: Growth Model (Hypergrowth vs Sustainable?)

KPI Portfolio Monitoring

Market Accepted Growth Models Hyper or Sustainable

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OCTOBER 9, 2025
WEBCAST 7
Growth Models [Hyper or Sustainable?]
#ConnectingTheDots

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Hyper Growth

Rapid expansion, often fuelled by heavy investment and aggressive customer acquisition, prioritizing speed over profitability
>2x a year, YoY



Sustainable Growth

Steady, profitable growth with strong unit economics, predictable revenue, and long-term resilience, with moderate (not low) top line growth
>+35% EBITDA Margin, YoY

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OCTOBER 16, 2025
LIVE COMPETITION
From Theory to Practice
Apply Now!
#ConnectingTheDots

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Join us **October 9** for a webcast on Hypergrowth vs Sustainable Growth models.

Then, on **October 16**, participate in our live pitch competition — [Apply Here!](#)

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