


Browne Jacobson advises BGF on £5m investment in The Insights Family

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UK and Ireland law firm Browne Jacobson's award-winning national [private equity](#) team has advised BGF on its £5m [investment](#) into Manchester-headquartered market research business The Insights Family.

BGF is one of the largest and most experienced growth capital investors in the UK and Ireland, and since 2011, has invested £4 billion in nearly 600 companies, making it one of the most active investors in the UK.

Founded in 2017, The Insights Family provides real-time market intelligence on children, teens, parents and families to help global brands and organisations understand and define their audiences. With clients across six continents and 22 countries, including the likes of Warner Bros and Mattel, the business uses data science and machine-learning algorithms to identify global, regional and local trends.

The Browne Jacobson team was led by Partner Ryan Brown with support from Associates Olivia Barrow and Bethany Grummitt. Partner Francis Katamba, Senior Associate Rebecca Burge and Associate Miriam Onwochei-Garcia provided advice from [data protection](#), [tax](#) and [employment](#) perspectives respectively.

The Insights Family secured £5.6 million of investment in total with DSW Ventures also investing alongside BGF having first backed The Insights Family in 2020. The investment will allow The Insights Family to grow its international market share and capitalise on the business' clear product differentiation in children and family research and its track record of delivering for blue-chip clients.

Ryan Brown, Partner at Browne Jacobson, says:

"As one of the most successful investors in the region and the UK, we're proud to support BGF with its investment into another North West business. Our team is delighted to have advised BGF on this transaction."

Rhys Davenport, Investor at BGF, says:

"The Insights Family has established itself as the global leader in kids, teens, parents, and family market intelligence, and we look forward to working with the team to deliver this exciting next phase of growth. Ryan and the Browne Jacobson team have been exceptional, we really value their advice, expertise and solution focussed approach."

Anthony Nagle, Partner at Browne Jacobson and head of the firm's [Technology](#) group, says:

“Our firm strives to advise businesses and investors into businesses which are at the sharp-end of the tech sector, and this investment is no exception. We’re committed to supporting industry leaders as firms increasingly look to data to drive their decision making.”

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