

FW Capital welcomes investment executive to new Bristol team

FW Capital has appointed an investment executive to its recently launched Bristol team.

Located at Broad Quay, Jordan Berg has joined the team, working alongside David Goodall to deliver finance to SME businesses in the South West through the [British Business Bank's new £200m South West Investment Fund](#).

FW Capital is a subsidiary of the Development Bank of Wales. [The bank launched FW Capital in the South West city in July](#) and has already received in excess of 70 enquiries with funding requests ranging from £100,000 to £2m across a variety of sectors including technology, quantum physics, recruitment, accommodation, and training.

Mr Berg is an experienced financial professional and joins FW Capital from his previous role as business manager at SWIG Finance where he provided finance to viable SMEs and start-ups across Bristol, Gloucestershire, Somerset and Wiltshire. He has also worked at Barclays for eight years in Business Banking in relationship management and business development roles.

Read more: [Law Firm Osborne Clarke advises on £82m funding deal for technology company](#)

Mr Berg said: "I'm joining FW Capital at an exciting time following the recent launch of the South West Investment Fund. I'm looking forward to making a real impact and using my experience working with businesses ranging from start-ups all the way through to those more established companies who are looking to invest in further growth and maximise new market

opportunities.

“At the heart of my role is supporting the economy and encouraging job creation. I’ll be working with my introducer and professional network across the South West to talk about the funding available and looking proactively for investment opportunities.”

Mr Goodall, FW Capital fund manager added: “Jordan has fantastic experience in supporting SMEs across the region and we’re delighted to have him onboard. The first month of the South West Investment Fund has gone well with us receiving enquiries from a diverse range of businesses. There are lots of positive conversations happening across the region with our extensive network and we’re keen to support businesses that may not be able to obtain finance through traditional mainstream channels. The expansion of the team in Bristol highlights our commitment to delivering SWIF and supporting the growth of the South West economy.”

The South West Investment Fund covers the entire South West region and provides loans from £25,000 to £2m and equity investment up to £5m to help a range of small and medium sized businesses to start up, scale up or stay ahead. Four separate fund managers have been appointed to manage the fund across the region. Find out more on the South West Investment Fund website.

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