

musicMagpie CEO joins high-profile investors to back Fearless Adventures

The co-founder and CEO of musicMagpie is among the investors who have backed a growth vehicle for direct-to-consumer start-ups.

Steve Oliver has been joined by James Cox, co-founder of Simba Sleep and tech-entrepreneur Alex Packham, who recently sold his company ContentCal to Adobe, in backing Fearless Adventures.

The Manchester-based company was [launched in October](#) by David Newns, Charlie Yates and Social Chain co-founder Dominic McGregor.

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Since then, the business has supported Sale-based [Pets Purest](#), an [ethical swimwear brand](#) established by Love Island star Montana Brown as well as [an app to help women walk home safe](#).

Fearless Adventures is now aiming to complete a further five investments by the end of the second quarter of 2022.

Mr Oliver said: "I am delighted to have recently invested in Fearless Adventures LLP and am hugely excited to support what they are doing.

"From the first time I met Dom and the team, I recognised our shared vision to positively impact the world by investing responsibly and with a 'value-add' mentality.

"This is done by supporting young businesses and entrepreneurs seeking to raise investment and offering a range of guidance

in how best to continue growing and flourishing their businesses.

“This was a key differentiator for me when considering my investment, and I am excited for the future and the positive impact on the community it is serving.”

Mr Packham added: “I invested because I believe in the management team, and I think the area of the market we are going to be investing in is underserved.

“Entrepreneurs need support at every stage of their journey, and there’s a massive cohort of companies who couldn’t or wouldn’t ever get access or exposure to leadership at Fearless Adventures.

“So scaling Fearless and helping loads of business owners level up is an amazing thing to be part of.”

James Cox, partner of Stonebridge Private Office, said: “Fearless Adventures’ approach instantly resonated with me, filling a gap which is lacking in the current investment ecosystem.

“Led by people who have built their own businesses, with the empathy that comes from having been on the journey positions them uniquely to help the emerging champions of tomorrow, I very much look forward to being part of the journey.”

Charlie Yates, one of the co-founders of Fearless Adventures, added: “We received huge interest from an array of equity and debt companies; however, we were keen to have experienced and successful entrepreneurs working alongside us and our investment partners.

“David, Dom and I are keen believers in the importance of surrounding ourselves with people who have all experienced the highs and lows of building hugely successful businesses and are delighted to have secured such a strong investor base.

“Our investors are eager to support the next generation of entrepreneurs and help those businesses and Fearless Adventures reach their full potential.”

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