

ABOUT US

Sue Ellen Investment House is a fresh voice in targeted private equity investments, offering an agile and creative investment strategy based on a unique, first-hand experience in business entrepreneurship.

We are a private equity firm focusing on women-related industries like FemTech, Women's Health, and Wellness, targeting investors and entrepreneurs interested in and passionate about innovation and business that promotes a gender-balanced environment.

OUR TEAM

Malin Lundberg Müller Chairwoman/Partner

An internationally experienced legal counsel with a great understanding of business development and entrepreneurship; combining her legal career with a passion for building business, founded and co-founded a range of companies in Sweden and abroad.

Orily Pratt Partner/Board Member

A highly experienced international business professional; in addition to her Marketing and Strategy consultancy, she serves as a business coach for the EU Commission, supporting growth and innovation for EIC-granted companies; held senior marketing and business positions in growing startups and established global enterprises.

Anna Tenstam CEO/Partner

Over 30 years of leadership experience in pharma, medical device and medical aesthetics companies worldwide; serves as Fundraising and Board executive for companies, and as National project lead for Female Health Network; mentors aspiring business people looking to enter the medical industry and coaches young entrepreneurs.

Mats Ottosson Partner/Board Member

Over 25 years of experience as Group CEO, Chief Executive, Chairman of the Board and Board member in B2B companies; a seasoned management consultant focused on growth with extensive experience in business planning and change management in complex organizations in IT and Finance.

OUR VISION

We are creating a private equity fund of €70M (700M SEK) targeted at investments in companies "from startup to scale-up", i.e., from early-stage to market growth. We build our portfolio around companies with high growth potential, unique innovation, and entrepreneurial leadership, aiming to invest €0.5M- €2.5M in each.

With our in-depth market acquaintance, global business network, and hands-on experience in growing companies and bringing them to Exit, we rapidly progress towards our first target: investing in at least five new companies by the end of 2022.

We invite investors who are interested in women-related business and innovation to create together with us a balanced and nurturing environment and a creative and supportive hub for our stakeholders.

CONTACT US

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