



# BUSINESS INTELLIGENCE REPORT

As 2024 draws to a close, critical financial sectors—including cybersecurity, private equity, venture capital, and family offices—are navigating dynamic changes driven by technological advancements and an ever-evolving global economy. In this report, we explore the standout deals and emerging trends from Q4 and the prospects of 2025, shedding light on the strategic moves shaping these industries' futures.

# KEY TAKEAWAYS

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- **Economic Outlook:** Central banks are pausing rate hikes, with potential reductions in 2025, improving access to capital and stimulating investments.
  - **AI Integration:** Artificial intelligence is revolutionizing finance and cybersecurity but comes with regulatory and ethical challenges.
  - **Cybersecurity Trends:** Generative AI enhances threat management but also introduces new risks; proactive threat exposure management is vital.
  - **Sector Investments:** Technology, healthcare, and clean energy dominate private equity focus areas, with ESG playing a key role.
  - **Venture Capital:** Climate tech startups face policy headwinds, but long-term growth remains strong. Gaming startups see renewed interest in browser-based platforms.
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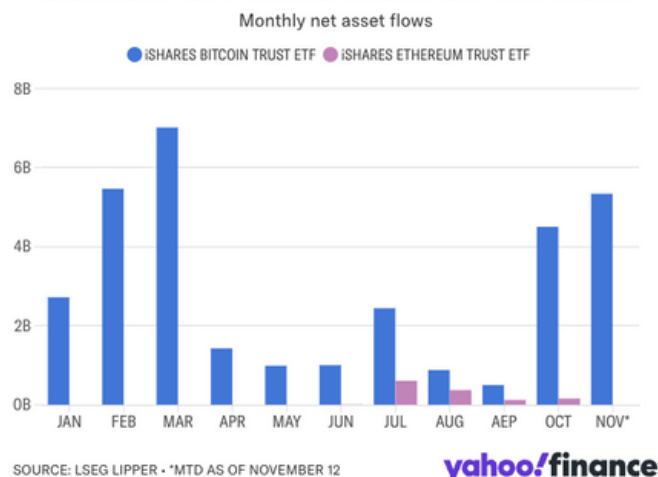
# THE BUZZ

## A big Wall Street winner from Trump's bitcoin bump: BlackRock

BlackRock CEO Larry Fink was once a "proud sceptic" of Bitcoin. Still, his money management giant is emerging as one of the biggest beneficiaries of a post-election surge in enthusiasm for the world's largest cryptocurrency.

Read more [HERE](#)

### BLACKROCK'S CRYPTO ETFs SURGE ON ELECTION OPTIMISM



## Oil Trader Faces Suit Over Company Hit by US-Iran Sanctions

The energy trader seeking to buy UK gas assets from Shell Plc and Exxon Mobil Corp. was sued over allegations that he diverted money from an Iranian petrochemical company that was later banned from doing business in the US.

Read more [HERE](#)



# Saudi Neom Gets \$3 Billion Loan Guarantee From Italy Export Credit Agency Sace

According to people familiar with the matter, insurer and export credit agency Sace agreed to 80% guarantees for loans from international banks backing Neom, the ambitious project to build a new urban area bigger than Belgium.

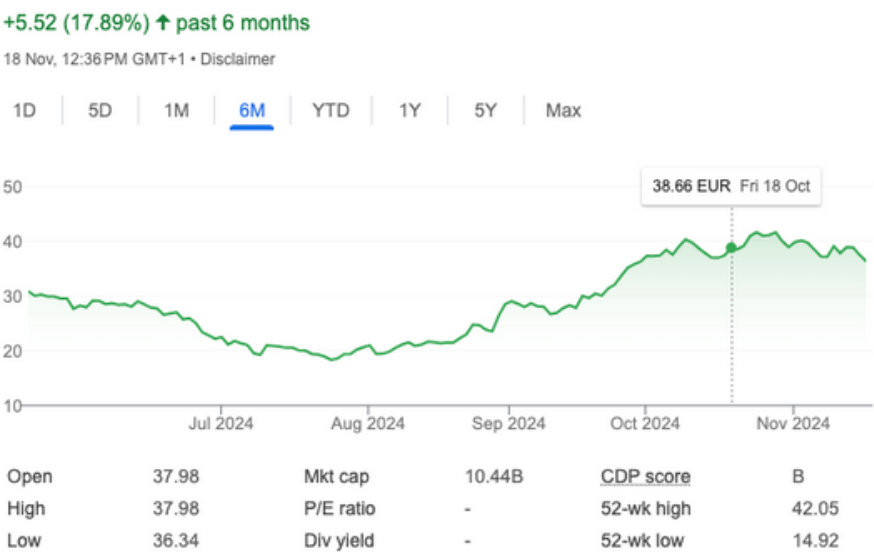
Read more [HERE](#)



## Delivery Hero Eyes About \$1.5 Billion From Talabat IPO

The German food delivery firm is eying a valuation of about \$10 billion for Talabat, the people said, declining to be identified as the information is confidential. It plans to sell a 15% stake in the business, retaining a majority interest.

Read more [HERE](#)



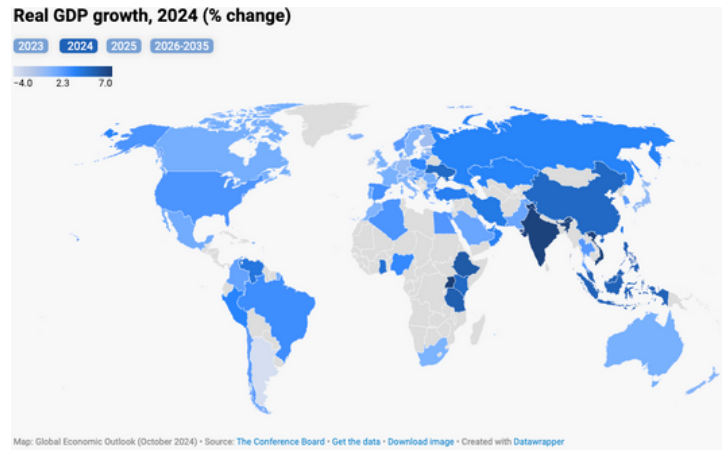
# FINANCIAL TRENDS

## Trends For November 2024

**Monetary Policy Adjustments:** Central banks globally have signalled a pause in their interest rate hiking cycles, driven by slowing inflation and concerns about economic growth. The Federal Reserve, for example, has indicated rates will remain steady into early 2025, with the possibility of gradual rate reductions by mid-2025. Other central banks, such as the European Central Bank and the Bank of England, are similarly cautious in their approach

### Implications for 2025:

- Lower borrowing costs could reinvigorate housing markets and corporate investments.
- Bond markets may see increased activity as investors position for a potential rate cut.
- However, the pace of rate cuts will depend heavily on economic indicators, including unemployment and GDP growth.



### SHARE OF AI ADOPTION across various industries



**Artificial Intelligence in Finance:** Financial institutions have significantly ramped up AI adoption, using it for everything from fraud detection and risk assessment to personalized financial advice. AI's predictive analytics capabilities have also made it a cornerstone in high-frequency trading and portfolio management.

### Implications for 2025:

- **Operational Efficiency:** AI will enable cost savings by automating back-office operations.
- **Innovation in Products:** Financial products tailored to customer needs based on data-driven insights are expected to grow.
- **Challenges:** Ethical and regulatory frameworks for AI in finance will likely evolve, emphasizing transparency and data privacy



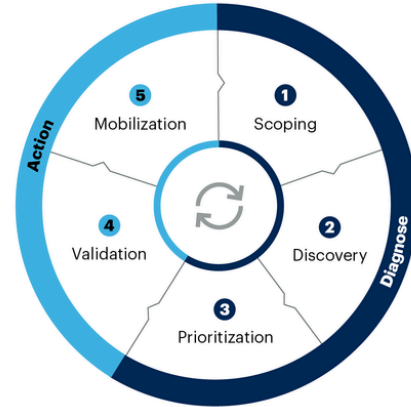
# THE CYBER PULSE

## The Changing Landscape of Cyber

### Proactive Threat Exposure Management:

Organisations are increasingly adopting continuous threat exposure management (CTEM) programs to deal with the expanding attack surfaces. With hybrid work models and cloud reliance intensifying, proactively identifying and mitigating vulnerabilities is becoming essential. CTEM helps track potential exposures across physical systems, self-managed software, and cloud applications.

### 5 Steps in the Cycle of Continuous Threat Exposure Management



### Generative AI and Cybersecurity:

The mainstream adoption of generative AI is reshaping cybersecurity operations. While AI enhances threat detection and response capabilities, it also presents risks such as automated phishing and AI-driven malware. Companies are investing in tools and training to leverage AI responsibly while defending against its misuse

### Data Breach:

Over a million NHS employee records — including email addresses, phone numbers, and home addresses — were exposed online due to a misconfiguration of the low-code website builder Microsoft Power Pages.

In September, researchers with the software-as-a-service security platform AppOmni identified a large shared business service provider for the NHS that was allowing unauthorised access to sensitive data through insecure permission settings on Power Pages.



# THE EQUITY EDGE

## Sector Focus:

There has been continuous investment and emphasis placed on sectors such as:

**Technology** - Mainly in software development and AI-driven solutions, particularly in areas like cybersecurity and automation, as firms seek to enhance efficiency and innovation

**Healthcare** - Interest persists in healthcare technology, pharma services, and medtech, despite valuation challenges. Private equity is targeting less regulated niches like biotech and speciality healthcare services.

**Clean Energy & Sustainability** - Driven by Environmental, Social and Governance (ESG) priorities, investments in renewable energy and green technologies are accelerating. This aligns with regulatory pushes and investor preferences.

## Emerging Investment Strategies:

**Niche Opportunities** - To navigate intense competition, PE firms are turning to niche sectors like dental services, e-commerce logistics, and speciality manufacturing

**Digital Transformation** - Firms are prioritising technological upgrades in portfolio companies to improve operational efficiency and scale faster

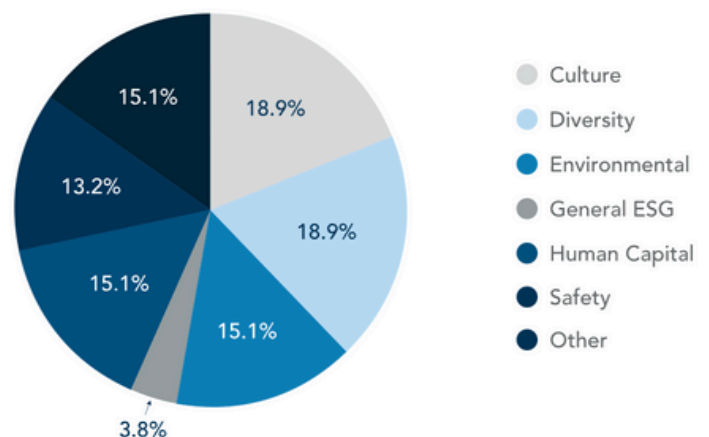


## Macro Trends:

**Interest Rates** - The recent cuts by the Federal Reserve have improved access to capital, sparking optimism for enhanced deal activity. However, higher interest costs on existing debt continue to pressure portfolio companies to focus on cost optimisation.

**ESG and Sustainability** - ESG metrics are becoming a key driver in investment decisions, influencing portfolio restructuring and new deal strategies

## ESG Metrics by Category



## Implications for 2025:

**Deal Activity** - Lower interest rates and more stable economic conditions are expected to boost deal volumes in 2025, particularly in growth equity and technology-driven sectors

**Value Creation** - Firms will likely increase their reliance on automation, AI, and analytics to improve portfolio performance and generate returns

Overall, 2025 is poised for growth as the market stabilizes.



# VENTURE CAPITAL SPOTLIGHT

## Climate Tech Startups:

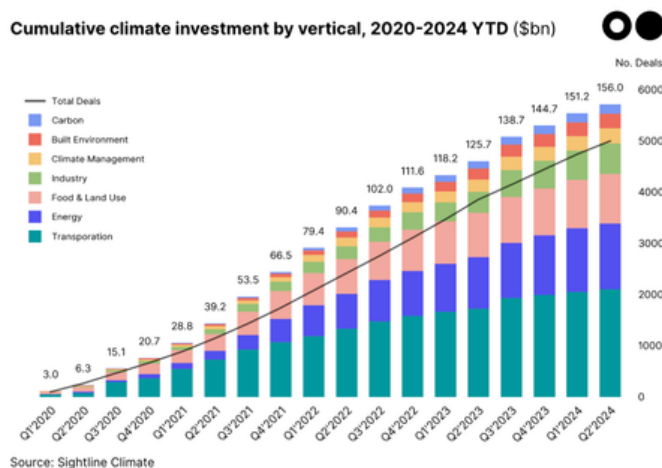
Climate tech startups in the “Valley of Death,” a period of heavy spending without significant revenue.

The transition to a Trump administration poses risks to key Inflation Reduction Act provisions, offshore wind, hydrogen projects, and EV tax credits.

However, early-stage climate investment remains resilient, driven by institutional backing and bipartisan support for energy transition policies.

High interest rates and funding pullbacks strain hardware-focused startups, but deregulation and evolving policy clarity could accelerate growth post-2025. Long-term trends favour clean infrastructure investments over political cycles.

Cumulative climate investment by vertical, 2020-2024 YTD (\$bn)



## Return to the dot-com era for gaming startups:

Gaming startups are seeing a modest rebound in venture capital funding, with \$1.9 billion invested across 143 deals in Q3 2024.

This marks a stabilisation after sharp declines post-pandemic. A renewed focus on browser-based gaming, reminiscent of the Adobe Flash era, presents a growth opportunity.

Gaming VC deal activity



Startups are leveraging web-based platforms to deliver accessible entertainment experiences, as highlighted in the latest Emerging Tech Research report.

