

## Strategic Futures & Market Foresight

*Pausing at a moment of success to learn from disruptions at the edges of finance*

**Who:** Anthemis Group

**Where:** UK

**When:** 2021 - 2022

### Overview

**Industry:**

FinTech  
Venture Capital

**Company Size:**

+ 30 employees  
+ \$1.5 billion in assets under management

**Themes:**

Foresight  
Futures  
Technology  
Governance  
Capital  
Networks

**Core Activities:**

Strategic Conversations  
Business Rationale  
Market Foresight  
Reconnaissance  
Futures

### Program Contact

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*"Hitting pause and reflecting on old assumptions is key to ensure resilient teams and robust objectives. It is all the more important to do that at an all time high moment."*

### Challenge

*How can we quickly learn what is happening at the edges of the financial system and leverage emergent disruptions to test and evolve our strategic priorities?*

Building on their successful focus on financial performance and an accelerated growth in assets under management, Anthemis Group was setting itself up to double down on its growth over the next few years. At the same time, they were wary of continuing the same approach and working with the same old assumptions. They required a fundamental re-engagement with the assumptions behind their business model and their theory for how financial services could evolve in the next decades.

### Solution

CHÔRA combined the best of reflection, imagination and analysis to help the Group design a robust strategy for its next phase. We designed and facilitated a number of reflective strategy and business rationale workshops and led a futures scenario complemented by a market foresight effort that ran as a series of research sprints over a period of five weeks.

In combination, this process brought about new insights from all levels of the organisation and beyond and highlighted key signals and patterns that Anthemis' Senior Leadership could leverage to revisit old assumptions and critically assess their priorities and strategic robustness.

### Results

- **Systems Approach:** The Group complemented its business strategy with a triple bottom line strategy focusing on leverage areas identified in its strategic market foresight.
- **Business Rationale:** The Group took stock of core competencies, non-financial capital (human, social, renewal etc) and business risks to create terms of reference for the articulation of a coherent and informed approach to developing a new strategy.

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*"Our focus, now more than ever, is around deploying financial, intellectual and human capital in service of the financial system improvement and reinvention."*

Briana van Strijp, Partner at Anthemis