

Floww for Funds

Detailed Pricing

2026

Funds Pricing

All prices are per month

	Starter £1.2k Up to £15M AUM	Standard £2.4k £15M-£75M AUM	Professional £4k £75M-£250M AUM	Institutional Custom £250M+ AUM
Number of Funds	1	3	5	15
User Logins	3	10	20	50
Promo Pages	40	150	300	Unlimited
Deal Rooms	8	20	50	100
Showrooms	1	3	10	25
Number of Contacts	1,000	2,500	10,000	Unlimited
No. of free Starter subscriptions to give to clients	20	80	175	500

Funds Pricing: Additional

SERVICE PROVIDED	GUIDE PRICE
SPV Setup	£3,700 (Includes Deal Room)
Fund Admin Integration	£4,800
CRM Integration (Salesforce)	£5,500 setup + £1,400pa
Custom LP Reporting Templates	£3,700 one-time
White-label Branding (Core Users)	£1,800 setup
Fund Formation	£18,500
Additional Deal Room	£35
Additional Showroom	£100

SERVICE PROVIDED	GUIDE PRICE
Custody for SPVs	0.25%–0.50% of AUM annually (min £5,000)
Cap Intro	5% of capital introduced by Floww
Custody (Fund level)	0.25%+ of AUM
Co-Investment SPV Fee Policy	If SPV used for external investors, Floww captures 10–20% of fees charged by fund
Placement Fee (Floww Introduced LPs)	2–5% of capital raised if Floww introduces LPs
Rev Share on Co-Investment Fees	10–20% of fees charged to investors if fund syndicates deals via SPV
Fee Waiver Conditions	Waived under enterprise license or strategic partner agreement
Discounts for client issuers	Limited number of discount codes