

ITV announces investment in Resi

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ITV today announces that it is adding architectural tech company [Resi](#) to its Media for Equity portfolio in its first investment of 2023.

As part of ITV Adventures Invest, its Media for Equity investment fund, ITV has agreed to invest up to £3 million of advertising inventory across ITV's channels and ITVX in return for a minority equity stake in the Company.

Resi is the UK's leading architectural platform, on a mission to change, democratise and have a sustainable impact on the UK home improvement market, and joins ITV's diverse portfolio of successful Media for Equity investments including location app what3words, online menswear brand Spoke, wellness brand Feel and Europe's biggest new car buying marketplace Carwow.

ITV's investment will bring Resi to millions of viewers, launching the brand on TV for the first time.

Sheena Amin, Director of ITV AdVentures Invest, said:

“It’s an exciting time for ITV AdVentures as we announce our first media for equity investment of the year. I am also proud to be backing our first all female founder team. Alex and Jules are serial entrepreneurs, with a proven track record of building, scaling and exiting online marketplaces. I have been thoroughly impressed by their passion and dedication to innovating and digitising the residential architectural market. Resi solves so many pain points for home renovators and architects alike, and I look forward to helping the Company become a household name through the power of ITV. ”

Alex Depledge, Founder and CEO of Resi, said:

“ITV offers an unparalleled opportunity to reach millions of households right across the UK. Through a combination of both the scale of linear TV channels and a growing digital audience with ITVX, ITV enables Resi to speak directly to the everyday homeowner. Homeowners who are looking to improve their property and reduce their energy costs but are not sure where to start or who to trust.”

Resi is unique in assisting with the architectural design and planning of a project, but also the financial aspects and the build via its connect service. It has quickly established itself as the largest residential architect in the UK - undertaking more projects than any other residential architecture practice (nearly 6,000 to date) and has a market-leading 96% planning approval rate.

Launched in 2021, ITV AdVentures Invest is a Media for Equity programme which sees ITV take minority stakes in early stage digital and direct-to-consumer businesses, alongside venture capital investment, in return for advertising inventory across ITV’s range of market-leading channels and ITVX. The initiative represents an innovative opportunity for consumer businesses seeking to build scale through TV advertising, alongside a strategic media partner.

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