# Tide becomes unicorn with $120m boost to expand AI-driven SME platform



London-based fintech Tide has reached unicorn status following a $120 million funding round led by global asset manager TPG, valuing the company at $1.5 billion. The investment underscores Tide’s rapid growth and its role in supporting small and medium-sized enterprises across multiple markets.

Tide currently serves more than 1.6 million members globally, including nearly 800,000 SMEs in the UK—equivalent to 14 per cent of the UK market—and over 800,000 in India. The firm recently entered Germany and launched operations in France in September 2025, starting with affordable credit services.

The funding came through The Rise Funds, TPG’s impact investment platform, which supports companies promoting financial inclusion. Yemi Lalude, Partner at TPG and Head of EMEA for The Rise Funds, will join Tide’s Board. He said supporting sole traders and micro-enterprises is vital to economic resilience and praised Tide’s mission to democratise financial and administrative services.

Tide’s all-in-one business platform includes current and savings accounts, invoicing, accounting, payroll, payments, credit and even website building. The service is tailored specifically for SMEs, offering a streamlined alternative to complex, disjointed incumbent offerings.

CEO Oliver Prill said the new capital will accelerate Tide’s international expansion and product innovation, with a particular focus on agentic AI to improve service delivery. He said this positions the firm at the forefront of fintech innovation while remaining grounded in the needs of small businesses.

The round also saw participation from existing backers including Apax Digital Funds, reaffirming confidence in Tide’s model. The company employs more than 2,500 staff worldwide.

Tide joins a wave of European startups reaching unicorn valuations in 2025, including AI firms Isomorphic Labs and Tines. This reflects a strong innovation ecosystem attracting global investment. TPG’s backing brings not only capital but strategic expertise, with the firm having previously invested in Airbnb, Uber and Spotify.

Tide’s rise is a positive signal for the UK’s fintech sector. By combining financial inclusion with responsible AI adoption, the company is helping to position the UK as a leader in ethical, tech-driven enterprise support.

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## Bibliography

1. <https://siliconcanals.com/londons-tide-hits-unicorn-status/> - Please view link - unable to able to access data
2. <https://techcrunch.com/2025/09/21/powered-by-indias-small-businesses-uk-fintech-tide-becomes-a-tpg-backed-unicorn/> - UK fintech company Tide has achieved unicorn status after securing $120 million in funding led by TPG, valuing the company at $1.5 billion. The investment, made through TPG's The Rise Fund, aims to support Tide's mission to democratize access to financial and administrative services for small and medium-sized enterprises (SMEs) across the UK, India, and Germany. Tide plans to utilize the funds to accelerate international expansion, enhance product development, and invest in agentic AI. The company currently serves over 1.6 million members worldwide, with nearly 800,000 members in the UK and over 800,000 in India. ([techcrunch.com](https://techcrunch.com/2025/09/21/powered-by-indias-small-businesses-uk-fintech-tide-becomes-a-tpg-backed-unicorn/?utm_source=openai))
3. <https://techcrunch.com/2025/08/28/more-than-10-european-startups-became-unicorns-this-year/> - In 2025, more than 10 European startups achieved unicorn status, including Parloa, Isomorphic Labs, and Tines. Parloa, a German startup offering a conversational AI platform for customer service, secured $120 million in Series C funding at a valuation of $1 billion in May 2025. Isomorphic Labs, a London-based AI drug-discovery platform spun out of Google's DeepMind in 2021, raised $600 million in March 2025, placing it firmly within unicorn territory. Dublin-based Tines, focused on AI-powered workflows, became a unicorn in February 2025 after raising $125 million in Series C funding at a valuation of $1.125 billion. ([techcrunch.com](https://techcrunch.com/2025/08/28/more-than-10-european-startups-became-unicorns-this-year/?utm_source=openai))
4. <https://jp.reuters.com/article/angelo-gordon-m-a-tpg/tpg-to-buy-investment-firm-angelo-gordon-in-2-7-billion-deal-idUSKBN2X60RZ/> - TPG Inc., a U.S. private equity firm, announced plans to acquire alternative investment firm Angelo Gordon in a deal valued at $2.7 billion. This acquisition aims to bolster TPG's credit investing business and diversify its portfolio. Angelo Gordon, founded in 1988, specializes in credit and real estate markets and will become a new investing platform within TPG. ([jp.reuters.com](https://jp.reuters.com/article/angelo-gordon-m-a-tpg/tpg-to-buy-investment-firm-angelo-gordon-in-2-7-billion-deal-idUSKBN2X60RZ/?utm_source=openai))
5. <https://www.businessinsider.com/tpg-raises-16-billion-for-debut-tech-focused-fund-2019-5> - In 2019, TPG raised $1.6 billion for its debut technology-focused fund, TPG Tech Adjacencies. This fund was established to provide flexible capital for founders, employees, and early investors seeking liquidity, as well as primary structured equity solutions for companies looking for additional capital for growth. TPG's previous investments include companies like Airbnb, Uber, and Spotify. ([businessinsider.com](https://www.businessinsider.com/tpg-raises-16-billion-for-debut-tech-focused-fund-2019-5?utm_source=openai))
6. <https://www.businessinsider.com/enterprise-startups-to-bet-on-in-2016-2015-11> - In 2015, Business Insider highlighted several enterprise startups to watch, including Tidemark, a cloud-based enterprise performance management firm. Tidemark, founded in 2010, provides cloud-based analytics applications built for mobile devices. The company had raised $118.37 million in eight funding rounds by that time. ([businessinsider.com](https://www.businessinsider.com/enterprise-startups-to-bet-on-in-2016-2015-11?utm_source=openai))
7. <https://markets.businessinsider.com/news/stocks/tidal-cyber-closes-4m-funding-round-to-continue-making-threat-informed-defense-achievable-1031781728> - Tidal Cyber, a company focused on implementing threat-informed defense strategies, closed a $4 million funding round to continue its mission of making threat-informed defense achievable for enterprises. The Tidal Platform is designed to help organizations map their security capabilities against adversary tactics and techniques, providing actionable insights to improve defensive coverage. ([markets.businessinsider.com](https://markets.businessinsider.com/news/stocks/tidal-cyber-closes-4m-funding-round-to-continue-making-threat-informed-defense-achievable-1031781728?utm_source=openai))