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Smith & Williamson's award winning Tax and Investment teams may be just the tonic you need. If it's time to consider a different approach, why not discover the benefits of working with people who really care?

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angelsden

Angel Investment Booklet

January 2010

A good year



It's been great working with so many Angels in the last two years who are realising that backing an entrepreneur is more rewarding than investing in the banks.

Angels Den has been very fortunate and 2009 was our most successful year yet. We have made extraordinary strides in achieving our objective of providing a real alternative to entrepreneurs and companies looking for funding and, at the same time, driving Britain PLC forward.

Our highlights:

- **Largest Angel investment company in the UK** Over 3,000 serious Angel investors, and access to thousands more via syndicates, are registered with Angels Den.
- **Regional rollout** Watch out for SpeedFunding™ events in Manchester, Bristol and Glasgow in the New Year. Meet Rachel Miller, our Southwest Regional Director, Cameron Thomson, our Scotland and North West Regional Director, and our Regional Director for Yorkshire and Humberside, Stewart McLean.



Rachel Miller



Cameron Thomson



Stewart McLean

- **Angel networking events** We are planning regular Angel Networking events during 2010 which promise to be the best networking events for Angels anywhere.
- **We are funding more and more entrepreneurs** Over 3,000 individual pitches, on average, take place a year between entrepreneurs and investors giving our entrepreneurs the best chance of securing funding. See some case studies at www.angelsden.co.uk
- **Angel Lounge** Working with Addidi Angels, we are launching Angel Lounge soon which is aimed at encouraging more female Angels to invest in fledgling businesses.

Thank you for your contribution to Angels Den. Another 21 companies are profiled in this issue of our Angel Investment Booklet which we think you will find interesting.

I wish you a prosperous 2010 from all of us at Angels Den.

All the Best

Bill Morrow Founder - Angels Den

The Best of Angels Den EIS Fund 2010

Angels Den is pleased to announce the launch of The Best of Angels Den EIS* Fund 2010.

If you do not have the time and money to get submersed in the full-time business of being an Angel then this Fund is for you.

With our partners at Pre-X, we aim to pick a spread portfolio of the most promising companies that go through the Angels Den process, helping them to grow, ensuring that they are appropriately backed and manage them through to the point when another company buys them or they are growing sufficiently fast to consider a listing on the Stock Market.

This allows you, the investor, to enjoy the same exposure to companies that wealthier investors follow, but without devoting large amounts of time and money.

Invest by 31 January 2010 and take advantage of a 1% discount. The official closing date for the Fund is 4 April 2010.

To find out more please visit www.angelsden.co.uk

*EIS is the Enterprise Investment Scheme, a government scheme that provides a range of tax reliefs for investors.

SPOTLIGHT on SpeedFunding™

SpeedFunding™ is a sell out every month and we are still the only company to offer individual, one-to-one pitches for entrepreneurs to meet Angel investors. 90% of entrepreneurs, on average, gain interest from at least one Angel and some have as many as ten from a single event.

We are looking to double their frequency next year as well as holding more around the country. Block out the dates in your diary now (more dates to be announced on angelsden.co.uk):

LONDON:

3rd & 17th February
5th May

3rd & 16th March
2nd June

7th & 21st April

Angels Den in 2010

Next year is set to be even more exciting for Angels Den as we expand into the Asia Pacific region, commence activity on our new TV show and hold more events including a dedicated Investment Fair in spring 2010:

- **Our TV Show** for entrepreneurs has been commissioned by ITV for broadcast in 2010.
- **Asia-Pacific and Singapore** Using Singapore as a hub for the Asia-Pacific region, we are holding funding events from spring 2010 in Singapore.
- **Investment Fair** We are holding our first Investment Fair to showcase Angels Den entrepreneurs to up to 200 Business Angels in May 2010.

Here are some of the great businesses that can be found at Angels Den. These profiles and many more are available to registered users of www.angelsden.co.uk. To find out more, simply log on.

Socks for Happy People - £30K

UP TO £50K INVESTMENT REQUIRED



This is a social enterprise providing 'motivating' socks – a business headed up by one of the UK's leading social entrepreneurs.

On a deeper level, the beautiful and magnificent premium quality Socks for Happy People make a genuine difference in the world. When someone buys a pair of Socks for Happy People, they get an inner sense of fulfilment and certainty since they are playing a part in the creation of a happier and more sustainable world and investing in important, world-changing global projects.

So, if you want an opportunity that could be pleasing to the eye as well as the wallet, then look in wonder as this one may well enhance your assets.

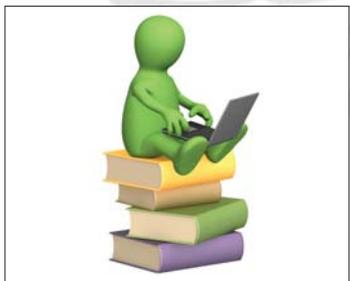
Clean Energy Prospector (CEPRO) Ltd - £40K



Smart meters seem to be the current buzz words in electricity circles. CEPRO converts traditional electricity meters into 'smart' meters, enabling end users to understand their electricity usage and realise real savings. It integrates with the new online energy system which is expected to quickly become an industry standard. CEPRO makes the whole process easier for consumers – installation does not need an electrician, and energy usage is sent wirelessly over the over the Internet to a web service.

With the government already saying they want ALL electricity meters to be smart meters by 2020, this could well be the spark of an excellent opportunity.

Electer - £45k



Electer offers free, customisable, online bookstores for its clients - charities, businesses, voluntary groups, bloggers, schools and universities - sourcing more than one million books from the largest UK and US wholesalers. Profits from the stores are then shared equally with these clients.

Electer is a builder of market places, initially with books, for its clients' communities (including our bookshop at books.angelsden.co.uk). This business model offers organisations a risk free opportunity to give a valuable new service to their

supporters and customers while providing them with a new income stream at no cost.

Read between the lines and we might see a potential Amazon beater.

My Green Lunch Box - £50K



This business is all about the delivery of high quality, healthy lunches to companies for their staff.

Customers order their lunchbox online or by mobile before 11 am, and a local sandwich supplier delivers it before 1pm. It's environmentally friendly with the food being local and fresh. Customers can check the nutritional content and make it part of their calorie controlled diet.

Eat healthily, feel good – knowing you're helping the environment.

With corporate contracts already won for well known high street brands in the last few weeks, this company is already growing, so taste for yourself the opportunity to improve the health of our nation.

Euro Monkey - £75K

£51 TO £100K INVESTMENT REQUIRED



European placements for university students are a nightmare to organise. And each university reinvents the wheel each time a European placement is needed.

Euro Monkey steps in as the complete solution for undergraduates going to work abroad: offering job search and selection, professional advice on placement searching and CV critiquing; extensive help and advice for the entire placement process; a networking forum for students to share their experiences; classifieds

for students to sell unwanted products, for example textbooks, furniture or defunct European mobile phones.

Get involved here and you could help students around the UK to make the most of their European experience.

Red Advertising - £75K



This is a rapidly expanding online recruitment business that provides recruitment advertising solutions to clients: publishers and online jobs boards; recruitment agencies; direct sales to employers and the corporate market; plus ad agency business.

This business is past the start up phase, having spent the last few years building their network and extending their candidates reach. They now have a solid platform from which to grow rapidly, with their website already attracting in excess of 550,000 unique visitors a month.

Jobs are always needed. This is a novel approach to finding a job.

With so many unemployed right now, could there be a better time to invest?

Beta Fashion Ltd - £100K

This is a women's fashion label for up and coming designers aimed at the 16-34 yr old market, combined with a social network. It is the world's first collectively made fashion label, with all its collections based on winning designs submitted by its community of up and coming fashion designers in design competitions. All submitted designs are displayed on the site for the community to rate, giving its users the power to shape the label's future and offering designers an unrivalled opportunity to showcase their talent to the fashion world.

Why not bring your creative talents to this business to help them grow.

Datilo Ltd - £100K

This is a superb piece of mobile phone software for the tourism/travel industry. It sends a tour operator's customers their travel documents to their phones instead of printing out paper versions. It ticks all the right boxes – software, huge worldwide market, innovative product, environmentally friendly...

It is like an iPhone application on steroids - compatible with over 300 phone models. For a holidaymaker, all travel itineraries, mobile tickets, city guides, and maps etc are immediately to hand on their mobile.

If you've ever wished that you didn't need so many different tickets for your holiday, then putting your money here might make that a reality.

Vir2us Circles - £165K**£101 TO £200K INVESTMENT REQUIRED**

Vir2us Circles helps charities replace declining income, having the UK's only licensed virtual scratch card games that can be played online through PCs and mobile phones.

The business has been built on the reputation and experience of three years of providing text based donation services to over 150 charities. They have developed games that provide a means of prompting donations through game play from the charity sectors' traditional supporters who otherwise would be players of the National Lottery.

Get involved here and you'll help to raise potentially millions of pounds for charity!

Splashworkz - £180K

This is a great, new and innovative children's bath toy - a construction toy using coloured pipes connected to a pump at one end with a selection of accessories at the other. It comes in a range of sizes to suit different applications from bath and swimming pool to garden and pre-school. Made from recycled plastics and manufactured in the UK, it is ideal for children aged three years and up, with more complicated accessories available for older age groups. The company has received enough success so far to be the focus of a TV documentary.

Join in the fun with this great opportunity.

Blitz Jive Ltd - £200K

American soldiers brought the Jitterbug to Europe around 1940, where the dance swiftly found a following among the young. In the UK, 'jive' quickly became the term for styles such as Boogie-Woogie.

Blitz Jive now aims to be the largest chain of franchised 'modern jive' dance schools with an ambitious expansion plan to develop a chain of 20 dance venues in the UK and launch the first 400 person venue to create several large dance spaces and bar areas available for daytime room hire, mid-week evening dance events and Special Events at weekends.

So, if Strictly is your cup of tea, then be sure to check this one out.

Juniper Property - £200K

This is a property investment business, their USP being the rental of luxuriously kitted out properties to corporate staff. They are looking for joint venture partners or investors who wish to put their money in the UK residential property sector, offering you the opportunity to acquire new or nearly new houses located in the affluent London and the South East region.

They then let the houses to young professionals on a room-by-room basis to generate above average returns.

So, why not partner with an experienced, proven operator in this sector who has already invested their own funds in similar properties?

Nimbus Airlines - £200K

Nimbus Airlines is a new consumer airline taking advantage of a gap in the short-haul European travel market to provide a high quality business class service, out of Luxembourg initially to UK and Irish destinations. The gap in the availability of quality service in and out of Luxembourg to the UK, coupled with the demand for passenger travel on selected routes from Luxembourg, indicates that a new entrant airline could be expected to capture a significant portion of the current air travel business.

So, could an investment here help create the next big Ryanair or Easyjet?

Utopia Property - £240K**£201 TO £300K INVESTMENT REQUIRED**

This is a property investment business with huge growth potential. They identify and develop property, specialising in conversions of properties such as care homes into individual flats. The business has its own in-house construction company that also does public and private sector work. They have recently won some office refurbishment contracts with Wates.

The USP of this business is the skill in identifying unique, undervalued properties, and successfully developing them. They always look for a minimum of 50% return in any development together with the ability to generate healthy profits.

So, get on the property ladder here to create your very own utopia.

GoTapas - £280K

Following hot on the heels of the success at Yo Sushi restaurants comes this Spanish Tapas chain of restaurants. Their Soho premises will be the first conveyor-belt Spanish tapas restaurant in the UK. Dine-in, takeaway and delivery to surrounding offices are available – all convenient, fast and easy.

Customers will enjoy a new experience and new form of entertainment – seeing coloured dishes on the moving conveyor belt while watching their food being prepared in the open kitchen. Gone are the days of waiting for service, as many of the dishes are on view ready to order.

Partner with GoTapas now and help them become a worldwide brand.

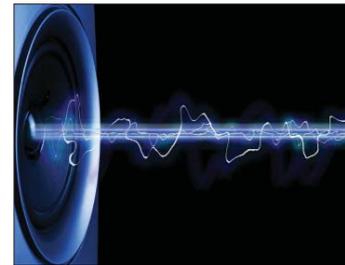
Airetrak - £300K

Fancy saving the tax payer money? Who doesn't?

Well, if so then this could well be an investment for you. In a nutshell, it involves the wifi tracking of a company's assets, especially tailored for use in hospitals where it improves efficiency and reduces costs. Organisations operating over a large campus, for example a hospital, will have many mobile assets such as equipment and people moving around on a regular basis and it is often difficult to locate these assets quickly and easily.

Having already secured £100k in 2008, they are back now for more funding.

We've tracked down this investment opportunity for you. See what you think.

AudioBoo Ltd - £300K

Think YouTube and Flickr but for audio instead of video and photos. Audiobook allows the spoken word to be easily captured from any mobile, phone or web interface and immediately shareable across all social media. Already an award winning company with a highly successful iPhone application, this is a complete platform for creating, storing and sharing audio content. It even allows easy integration with websites (such as Facebook and Twitter) for content distribution and the easy development of services for content generation across multiple web and mobile platforms.

Listen up and you could be onto a winner.

Mercury Media - £560K**£301 TO £600K INVESTMENT REQUIRED**

Documentaries are becoming more and more popular, with household names such as David Attenborough having pioneered this genre.

Mercury Media is a leading online distributor of factual documentaries to TV, cinemas, DVD and in-flight entertainment providers. In February 2009 it launched joiningthedocs.tv, a documentary Video On Demand (VOD) platform, offering documentary films via internet streaming to a worldwide audience. Films are available on a pay-per-view or subscription

basis, with a non-exclusive, revenue-sharing model with producers. The aim is to become the leading online documentary provider.

Do you have what it takes to try and make fact as popular as fiction?

Lehmann Communications - £600K



Lehmann Communications are an experienced marketing, PR and communications agency providing public relations, design, crisis communications, event management and media training within the corporate, financial, professional services, consumer and luxury brand sectors.

One of their distinctive capabilities is to obtain media placements for all their clients in specialist trade, regional, national and international publications, and broadcast television and radio. A design studio is already up and running, providing the latest in corporate branding, website design, advertising, presentations, annual reports and the provision of a variety of collateral materials.

Join the team here and you'll get to work on promoting some great clients.

Nikka Apparel - £625K

£601 TO £900 INVESTMENT REQUIRED



A designer fashion label – already big in the USA – worn by celebrities including Paris Hilton, Lindsay Lohan, Ivanka Trump and Keira Knightley.

Nikka is a distinctive line of sophisticated apparel and related products for the fast growing group of women who have outgrown the younger fitting brands but still want designer and contemporary looks. Mainly for Generation X (primarily the 30-45 age group) but with appeal to all ages with the same style needs.

Help here and you can say down the pub that Keira and Paris etc. wear your clothes!

Olive and Earth - £900K



Olive and Earth is a Meze Bar and Grill offering wholesome and seasonal meze selections, plus tailor made, char-grilled kebabs – not your usual vertical meat stacks. Kebabs made from freshly prepared free range chicken, lamb and vegetables in the traditional style of a Mediterranean family kitchen.

Exhibition style kitchens, meze dishes on display and meats grilled to perfection over smoky charcoal. Fresh sauces, herbs and spices add to their distinctive flavour.

With its first restaurant already open in London, investment is needed to open numerous other restaurants around London and further afield.

Put your money where your mouth is and help change the face of the humble kebab shop.

Blue Tomato - CASE STUDY

Blue Tomato, a stylish new 'foodie' magazine for London, launched in May 2009 with an injection of advice, support and backup from an Angels Den Angel.

Darren Hassall, the 32 year old founder of Blue Tomato, noticed a niche in the market for a high quality magazine profiling the capital's thriving food scene, when he was working in Japan. He had been running his own English School for six years and was a frequent reader of 'Hot Pepper', which provided a free guide to Tokyo's top eateries. With no direct equivalent in

London, Darren was inspired to launch the same concept here.

"Without Angels Den's help, I would not have been able to get Blue Tomato in front of over 150,000 Londoners and tourists"

*Darren Hassall
Blue Tomato Founder*

Darren secured a bank loan but he soon felt that he needed a larger injection of investment and contacted Angels Den. Within 2 weeks of posting his business plan online, Darren attended a SpeedFunding™ event, which he describes as a "brilliant, if nerve-racking experience", where he attracted the interest of three Angel investors. "I had lengthy discussions with all the investors but in the end the best fit was the one who I felt I could do business with and who, more importantly, was interested in mentoring the project from the start to the end," said Darren.

After sealing the deal with the Angel investor, the second issue of Blue Tomato was produced in just a few short weeks. The eye-catching magazine is freely distributed around London from selected tubes and railway stations, top hotels, members' clubs and luxury health clubs and spas.

"Without Angels Den's help, I would not have been able to get Blue Tomato in front of over 150,000 Londoners and tourists as quickly and effectively as I have," said Darren. "My investor has been invaluable to me in getting the magazine off the ground, from supplying office space to giving me access to his vast business experience and financial expertise. Our medium-term aim is for Blue Tomato to go monthly shortly, together with the launch of a new interactive website. Then for the future, we would like to take the brand nationally and maybe even internationally in the longer term – who knows?!"



Angels Den are experts at matching brilliant business ideas to investors quickly and simply

If you are interested in finding out more information on any of these 21 companies then contact us NOW:

0203 318 0230 wings@angelsden.co.uk