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INVESTOR BULLETIN EASTER 2008
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Company name Homes Matter Ltd.
Sector Online residential estate agency
Location Home Counties
Stage Early stage, achieving sales
Funding required £250,000 (£80,000 invested to date)

Homesmatter
 The Future of Selling and Buying Property

The future for Estate Agents is going to be online. It's just a matter of how fast it happens" (Shawn Luetchens, MD Hotproperty.co.uk Sept. '07). Homes Matter Ltd is a new type of estate agent, successfully trading online without an expensive high street branch presence and other traditional costly overheads. As such, home sellers are charged only a fixed fee of £899 irrespective of value of property, providing attractive cost savings compared to high street agents. Furthermore customers are also provided with a one-stop shop for home information packs (HIP's), energy assessment and conveyancing. With a highly fragmented market where 80% of UK house properties are being sold through independent agents, Homes Matter Ltd has been growing quickly since launching in early 2007. The business was founded by Nigel Farren, a proven entrepreneur with a strong career track record at a senior level within publishing and banking. A funding injection is now required to rapidly expand a proven business model, which is clearly highly scalable, and offers a very viable trade sale exit. www.homesmatter.co.uk

Contact Scott Haughton, 020 7240 0202, scott@envestors.co.uk **Min. Subscr** £25,000

Presenting on
12th March

Company name Blueberry Card Services Ltd
Sector Financial Services
Location London
Stage Early stage (product recently launched)
Funding required £300,000



blueberry

Blueberry® is a leading edge provider of Prepaid MasterCard® cards to niche consumer markets. Prepaid 'pay-as-you-go' cards are set to take the UK and Europe by storm as they look like credit cards, but no line of credit is offered - only funds pre-loaded onto the card can be spent. Anyone can get a card, regardless of credit history and are perfect for those who are credit averse or want to 'ring-fence' funds for specific things. Blueberry's first product is the BaBeeCard® aimed at the 750,000 per year mums-to-be in the UK, as well as existing mums and families. Friends and Family can top up the card and it can be purchased as a gift. Blueberry makes money from the cost of the card, monthly fees and transaction revenue. The cardholder enjoys on-line use of the card and substantial loyalty discounts. The highly scalable Babeecard was launched at the end of January 2008 and investment is needed to market the product and expand to Germany and the US. Blueberry also has plans for a range of limited edition Collectible gift cards and a COSMO branded card. www.babeecard.com

Contact Nick Taylor, 020 7240 0202, nick.taylor@envestors.co.uk **Min. Subscr** £25,000

Presenting on
12th March

Company name Intellistream Limited
Sector Technology: interactive mobile video applications
Location London
Stage Early Revenue. Est April 2006
Funding required £1m (up to £500k pledged by London Tech Fund)

intellistream

Intellistream has developed a platform for deploying interactive mobile video applications. The Company is focused on the security sector and recently completed its first significant sale to a CCTV system developer focused on the SME and consumer markets, which has a customer base in over 15 countries. It received initial investment from the London Technology Fund and others in late 2006 and has since established its core team, refined its focus on selected markets and developed a pipeline of potential opportunities. Intellistream's Unistream platform has been designed to enable the straightforward production and delivery of interactive video applications on mobile phones. For instance, in a CCTV application the platform can readily be integrated with camera networks and enable the selection of a specific camera, viewing of its video feed and control of its pan, tilt, and zoom functionality. The CEO, has experience in MD roles at both major corporate (Sprint and ICL) and start-up (Object Design, subsequent IPO'd on NASDAQ). The Founder and CTO, previously founded Broadcast Games which developed the Simcast participation TV platform (now used by Sky, Turner, ITV, StarTV etc.), which he successfully sold in 2004. www.intellistream.co.uk

Contact Oliver Woolley, 020 7240 0202, oliver@envestors.co.uk **Min. Subscr** £25,000

Presenting on
12th March

Company name Earl Grey Entertainment Limited
Sector Lottery.Single Draw Fixed Odds
Location London
Stage Early Stage, initial revenue generated
Funding required Second round funding of £250K (previously raised £400K)



Earl Grey Entertainment Ltd. exploits the untapped multi-billion dollar "Pick 3 & Pick 4 Lottery" market. Pick 3 & Pick 4 offerings currently generate over \$7 Billion in sales in the United States. Earl Grey Entertainment has developed a unique system to legally market & sell Pick 3 & Pick 4 games, through distributing scratch-card entries in local news agents across the UK, Ireland, and Europe. How it works: simply purchase a scratch-card entry for £2; chose 3 numbers between 000 & 999; match all 3 numbers in the correct order and you win fixed odds of 500 times your bet (£1,000). The house wins over 97% of all drawings, and reaps large margins. Despite state run Pick 3 games having little or no marketing budgets, Pick 3 consistently earns more revenues and profits than large "Jackpot" draws. Earl Grey has developed proprietary technology and assembled a team of gaming & lottery experts to successfully exploit the Pick 3 & Pick 4 opportunity within the UK and Europe. www.pick3.com

Contact Stephen Kain, 020 7240 0202, stephen@envestors.co.uk **Min. Subscr** £25,000

Presenting on
12th March

Company name Monsieur M Limited
Sector Fast serving restaurant concept
Location London
Stage Start-Up, pre-revenue
Funding required £320, 000 (£200,000 already secured)



Monsieur M, founded by Marc Bringmann, is a highly innovative, fast-casual dining restaurant concept, serving South-East Asian fusion cuisine. Its attraction is the speed of food preparation and excellent service, enabling a rapid customer turnover. The menu features only two main courses, which change daily. Marc, who has very strong project management skills, has assembled a team including a high profile restaurant chain entrepreneur and a highly qualified chef specialising in south East Asian fusion cuisine. The model is based on a similar well established restaurant in Berlin, with which Marc has very close connections. Premises have been obtained in Shoreditch and all architectural plans, planning approvals, and building consent and contracts are in place. Following proof of concept at the Old Street location, immediate roll-out into a national chain is anticipated. Of the £320,000 launch funding required, £200,000 has already been secured to date.

Contact Stephen Kain, 020 7240 0202, stephen@envestors.co.uk **Min. Subscr** £25,000

Company name Climate Cars Ltd
Sector Transport
Location London
Stage Early Stage (launched June 2007)
Funding required £300,000 mix of equity and debt



Climatecars (CC) is an environmentally friendly car service based in Central London. CC offers customers a 'green alternative' to black cabs, normal car services, chauffeur services and minicabs. The CC cars are more luxurious than the non-green competitors and are controlled with the latest technology, thereby providing differentiation, which is building sales each month. The private hire market is fragmented and often badly served which provides a window of opportunity for this marketing-led company to grow from 12 cars operating 24/7 presently. The business model is proven with a high level of customer satisfaction, (why not take a trial ride and feel better?), repeat sales and a low cost base. CC now seeks investment for additional cars and working capital for corporate accounts which are waiting for increased operating capacity. Management have launched the CC brand of service successfully and have the vision and energy to achieve significant market share very quickly. New shareholders are sought who can contribute to roll-out of this new approach to a traditional business, whilst increasing the value of the company at the same time. www.climatecars.com

Contact Nick Taylor, 020 7240 0202, nick.taylor@envestors.co.uk **Min. Subscr** £25,000

Presenting on
12th March

Company name UGAME Ltd
Sector Computer Gaming, Social Networking, Online Advertising
Location Southampton (web-based)
Stage Pre-Revenue (contracts already obtained)
Funding required £150,000



UGAME is a social network designed exclusively for online video gamers. It will provide them with a place to interact with friends, find new opponents, share, play, and use focused services; all of which have been designed from the ground up by passionate gamers. UGAME is designed to enhance the enjoyment of a user's online gaming experience; whether they are a 50 year old with a love for Wii Tennis, or a 15 year old Warcraft warrior! UGAME's main source of revenue is generated through advertising, and sponsorships. UGAME will provide an excellent platform to market directly to gamers, a niche which has a strong appeal to marketers; predominantly 18 to 34 year old males. Campaigns can be targeted directly to individuals based on gaming specific information provided in their profile. UGAME's management team is experienced in the field of online gaming, having founded the world's current number 1 professional gaming team FNATIC, and built up huge knowledge base and network. They are in an excellent position to capture a significant share of the 300 million online video gamers. www.ugame.net

Contact Peter Hopkinson, 07770 756779, peter@envestors.co.uk **Min. Subscr** £25,000

Company name The Ubuntu Trading Company Limited
Sector Soft drinks & beverages
Location London
Stage Early stage, revenue generating
Funding required £750,000 (£335,000 equity & debt seed funding May 2007)









With the objective of becoming the UK's leading Fairtrade brand, Ubuntu has launched the first cola that applies 70% p.a. Fairtrade growth to a £1.9 bn UK market. In consumer research Ubuntu Cola matched/outperformed Coke & Pepsi on all key measures. "ubuntu" expresses the concept of human interdependence: "I am what I am because of who we all are," and the brand is underpinned by a robust Fairtrade proposition, distinctive design and quality product. Launched in September 2007, Ubuntu Cola has established a 'first to market' position and is currently distributed via 10 wholesalers to 200 accounts, including universities, contract catering (Google, Procter & Gamble staff restaurants), cafes (John Lewis), bars, restaurants and shops. Additionally, significant unanticipated international demand has derived from Sweden, Norway and others. An innovative consumer marketing campaign will be launched in 2008 featuring Andy Cato of Groove Armada. The business also features an impressive management team including MD Miranda Walker (previously held senior positions with Ogilvy & Mather, Saatchi & Saatchi and Leo Burnett), FD Phil King (previously FD with Cafedirect), and Operations Director Philippe Sibaud (extensive senior operations/logistic experience with TOTAL).

Contact Scott Haughton, 020 7240 0202, scott@envestors.co.uk **Min. Subscr** £25,000

INVESTMENT OPPORTUNITIES

INVESTOR MEMBERS' BULLETIN EASTER 2008

WHERE ARE THEY NOW? AN UPDATE ON THE COMPANIES THAT PRESENTED AT "THE NEXT BIG THING..." EVENT ON 24TH NOVEMBER 2007

	<p>Reeds Nautical Online Almanacs. CLOSED. (Online publishing). In February 08, We closed funding of £295,000 for Simon Whitley and his team from seven of our investor members. www.reedsnauticalonline.co.uk. Contact Oliver Woolley at Envestors.</p>		<p>Reflective Solutions. CLOSED. (Website stress testing and monitoring). Reflective closed total funding of £300,000 in tranches from two of our members. www.stresstester.net. Contact Peter Hopkinson at Envestors.</p>
	<p>TNWA Group. CLOSED. (Technology: Developer of online PC videogame systems). TNWA closed an undisclosed amount of equity funding, including funds from one of our investor members. www.tnwagroup.com. Contact Oliver Woolley at Envestors.</p>		<p>SquadGod. OPEN. (Online fantasy football). In spite of interest from a number of parties, no funding has been closed to date. The team are considering another stab at fundraising when they are a bit further down the line. www.squadgod.com. Contact Bob Taylor at Envestors.</p>
	<p>The Medical Phone. OPEN. (medical smart phone). The Medical Phone Company is closing investment of £535,000 from 7 investors, including the Scottish Enterprise Board, and seeks to raise £100,000 more in the current fundraising round. www.medicalphone.com. Contact Nick Taylor at Envestors.</p>		<p>Taut Drinks. POSTPONED. (Sports drink). Taut, the sports drink range that offers superior physical performance without artificial sweeteners, preservatives, colours or flavours, has been bought by Barr Soft Drinks. www.taut.com. Contact Scott Haughton at Envestors.</p>

"THE NEXT BIG THING..." EVENT, WED 12TH MARCH 2008

Time: 6pm to 9pm (presentations from 6.30pm to 8pm).

Place: The Savoy Rooms, 2 Savoy Place, London WC2R 0BL **Nearest Tube:** Embankment

- The event will feature up to six screened companies looking to raise finance of up to £2m; each one will make a 10 minute presentation,
- Please book by contacting Hayley McNally at hayley@envestors.co.uk or 020 7240 0202

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FUTURE EVENTS FOR YOUR DIARY:

'Learning to Fly' - How to Invest as a Business Angel: Wednesday, 2nd April @ Coutts & Co.

'The Next Big Thing...' Event: Wednesday, 7th May @ Coutts & Co.

ABOUT INVESTORS

Envestors LLP is authorised and regulated by the Financial Services Authority and comprises:

Envestors Private Investor Club which is a network of private individuals looking to invest between £20,000 and £2m in early-stage, high growth companies, usually under the Enterprise Investment Scheme (EIS).

Envestors Corporate Finance which helps businesses get 'investment ready' and raise finance of up to £2m.

Envestors LLP is a member of the British Venture Capital Association (BVCA) and the British Business Angels Association (BBAA).

INVESTORS: THE TEAM

Scott Haughton,
Nick Taylor, Hayley
McNally, Bob Taylor
and Oliver Woolley,
(Left to right)



CIRCULATION

505

Private investors	341
Investment fund managers and business angel networks	61
Banks	16
Professionals e.g. accountants and lawyers	87
No of business plans reviewed in Jan/Feb '08	181