

# INVESTOR BULLETIN

## DECEMBER/JANUARY 2006

# en Investors

picking the **plums** from the  
**puddings...**



For investors looking to invest upwards of **£20,000** email: [investors@envestors.co.uk](mailto:investors@envestors.co.uk) or call: 020 7348 6171

For companies seeking finance of up to **£2,000,000** email: [funding@envestors.co.uk](mailto:funding@envestors.co.uk) or call: 020 7348 6171

this month's **plums...**



### Wealth warning: Financial Services and Markets Act 2000 (The 'Act')

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100 New Kings Road, London SW6 4LX t: 020 7348 6171

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f: 020 7348 6172 e: [info@envestors.co.uk](mailto:info@envestors.co.uk)

www: [www.envestors.co.uk](http://www.envestors.co.uk)

**Company name** Trace UK  
**Sector** Multi-cultural youth genre TV channel  
**Location** London  
**Stage** Startup in UK (from established Trace France)  
**Funding required** £850,000



Trace TV is a new youth entertainment TV channel aimed at a multicultural audience aged 15-35 with high disposable income, which is brand aware and lifestyle driven. The content consists of music videos from the world of global urban (big city) entertainment and various documentaries and lifestyle programming. Trace UK has Ofcom approval and has secured a transmission space with Sky to transmit in March 2006. The licensor of Trace TV is Alliance Trace Media BV (Netherlands holding), the shareholders of which include Alliance Trace Media and Goldman Sachs. Trace has a proven track record ([www.trace.tv](http://www.trace.tv)) being spun out of Trace magazine (launched 1998) and is said to be the 'premier urban brand in France'. Trace UK will build upon this success together with its partners Digital Media Sales and Saatchi & Saatchi, who will market and sell the channel to advertisers and sponsors. The key figure behind Trace UK is Terry Jervis, who is an accomplished TV executive and has produced and directed many TV shows. He has over 20 years experience in the media ([visit: www.jervismedia.com](http://www.jervismedia.com)). Formerly with the BBC, he has worked with many of the world's major broadcasters.

**Contact** Nick Taylor, 020 7348 6171, [nick.taylor@investors.co.uk](mailto:nick.taylor@investors.co.uk) **Min. Subscr** £25,000

**Company name** Intrepid Investments (UK) Ltd  
**Sector** Property investment consultancy in emerging markets  
**Location** London  
**Stage** Early-stage  
**Funding required** £600,000 (£300k equity and £300k debt)



Few property experts know the ins-and-outs of buying investment property abroad better than Scott Huggins, the presenter of the BBC's prime-time relocation series 'Get A New Life'. Scott realised that the high and growing demand for overseas homes has created a need for expert consultancy. Most would-be investors have neither the knowledge, confidence nor time needed to make the right decision. This is where his business, Intrepid Investments, comes in. So far, Scott's team have built a database of 85 'Syndicate Club Members', paying an average £100 each to access property information. Two property deals with a combined estimated net value of £382,000 have already been completed. Scott has a public profile which will be enhanced by his new, weekly, overseas property column in the new City AM London newspaper. Within 5 years, Intrepid Investments aims to be one of the best recognised property investment consultancy in the UK, providing regular syndicated investment opportunities to its members, creating a regulated overseas property investment fund and providing guidance to individual investors. [www.intrepidinvestments.co.uk](http://www.intrepidinvestments.co.uk)

**Contact** Oliver Woolley, 020 7348 6171, [oliver@investors.co.uk](mailto:oliver@investors.co.uk) **Min. Subscr** £20,000

**Company name** MorningPapers Ltd  
**Sector** Overnight transcription services  
**Location** Winchester  
**Stage** Early stage  
**Funding required** £300,000 (£25,000 already subscribed)



Corporations seek greater productivity and MorningPapers offers a quick and easy boost. As people speak faster than they type, MorningPapers' voice-to-text service means direct time and cost savings. Talk into any telephone or dictaphone, anywhere in the world, and upload sales reports/ meeting notes/ conferences via landline/GSM/internet/satellite. The maths is simple – if your time is worth more than the cost of the service, you shouldn't be typing. The service uses a hand-picked team in India to ensure consistent quality of formatted text, which is delivered overnight by secure routes. MorningPapers has built and documented a process with great customer service: easy sign-up, intuitive operation, guaranteed accuracy and speed, versatile payment options. Professional UK management, with backgrounds in finance, technology and communication, have invested £75,000 already, to prove the technology, identify profitable markets, and lay the foundations for rapid growth. Currently breaking-even on low sales volumes, the company seeks first round funding of £300,000 to drive sales. [www.morningpapers.com](http://www.morningpapers.com)

**Contact** Bob Taylor, 020 7348 6171, [bob@investors.co.uk](mailto:bob@investors.co.uk) **Min. Subscr** £20,000

**Company name** Trident Loyalty Systems Ltd  
**Sector** Airline frequent flyer programme loyalty kiosk  
**Location** Suffolk  
**Stage** Startup  
**Funding required** £275,000 (of which £75k raised)



Trident Loyalty Systems Ltd (TLS) has developed a unique in-lounge loyalty kiosk for frequent flyer programmes (FFP). Amongst other benefits, the kiosk enables an airline to complete the enrolment process of its First Class and Business Class passengers into its FFP within 90 seconds – as compared to the industry standard of 3 to 8 weeks – and to reduce the average cost of doing so from £20 to £10 per person. The key challenge facing FFP management is the enrolment of more First Class and Business Class (premium-cabin) passengers, at less cost, into their loyalty programme, whilst elevating the service levels offered to these crucial members. The TLS kiosk is able to meet these challenges, by being in the right place (airline lounges) at the right time and with the right offer (e.g. double miles). The business is led by Philip Charlton, who was International Account Director at CMG and worked on the British Airways' FFP. He was also Group Account Director at OgilvyOne and worked on the Emirates' FFP. TLS is in the final stages of negotiations to launch the system with Qatar Airways. It has also attracted the interest of some of the major airlines of Europe and the Middle East, including British Airways, Lufthansa, SN Brussels Airlines, Emirates and KLM/Air France. [www.tridentloyaltysystems.co.uk](http://www.tridentloyaltysystems.co.uk)

**Contact** Oliver Woolley, 020 7348 6171, [oliver@investors.co.uk](mailto:oliver@investors.co.uk) **Min. Subscr** £30,000

**Company name** Made4Mobile Ltd  
**Sector** Mobile phone marketing (market research)  
**Location** London  
**Stage** Startup  
**Funding required** £350,000 (£40k from management team)



Broadcast media networks have already signed up for Mobile Survey, the market research innovation from Made4Mobile. Mobile Survey enables companies to send text, images and audio polls direct to mobile phones. This leads to higher response rates because recipients can reply wherever they are, whenever it suits them. BBC World, Mediacom and CNBC have signed letters of intent to trial the product. Made4Mobile has a second product, Property Agent, ready for launch. This enables agents to send property details (text, pictures, sound) direct to customers phones. The company is seeking £310,000 finance to achieve profitability. This is split into two phases, first phase requires £155,000 to achieve first stage profitability, and second phase requires £155,000 to develop the business and launch a second product 'Property Agent'. [www.made4mobile.com](http://www.made4mobile.com)

**Contact** Oliver Woolley, 020 7348 6171, [oliver@investors.co.uk](mailto:oliver@investors.co.uk) **Min. Subscr** £20,000

**Company name** EcoHydra Ltd  
**Sector** Healthcare  
**Location** London  
**Stage** Early stage  
**Funding required** £1.2m



EcoHydra have developed and test marketed a complete range of non-alcohol based hand hygiene products - the future of hand hygiene - which will be more effective in the fight against virulent strains of flu, SARS and MRSA. The flagship product is an Instant Hand Sanitiser, designed to replace alcohol handrubs, which is desperately needed in the healthcare and food preparation markets. The primary focus is on global healthcare, where the hand sanitiser share of the market is estimated at £2bn. Early stage market access will be achieved by supplying product on a 'white label' basis to established distributors particularly in Europe, United States and the Middle East. The strong management team has committed around £300,000 to reach this stage; new investment is needed now to seize the market opportunity.

**Contact** Nick Taylor, 020 7348 6171, [nick.taylor@investors.co.uk](mailto:nick.taylor@investors.co.uk) **Min. Subscr** £20,000

**Company name** SchoolTrip.com  
**Sector** Travel  
**Location** Berkshire  
**Stage** Early stage - initial sales  
**Funding required** £750,000



SchoolTrip.com does exactly what its name suggests. The team provides a one-stop shop for venues, transport, insurance and stores an 'audit trail' needed to comply with government safety requirements. Using its proprietary software, a teacher will spend up to 50% less time organising trips, but crucially is able to ensure all the necessary permissions are documented as required by the authorities. There is a growing need for this service because educational trips are seen as a key part of the curriculum and are being encouraged by the government, yet with recent high profile accidents, the increased regulatory burden is growing and will not lessen over time. SchoolTrip's margin is generated from bulk buying of services and a software usage fee. The business also manages 100 per cent of the cash flow between schools and suppliers. In terms of size of market there are 3,000 state schools each spending more than £100,000 every year on school trips. [www.schooltrip.com](http://www.schooltrip.com)

**Contact** Bob Taylor, 020 7348 6171, [bob@investors.co.uk](mailto:bob@investors.co.uk) **Min. Subscr** £20,000

**Company name** Outsider Film Sales Limited  
**Sector** Sale & marketing of film rights  
**Location** London  
**Stage** Start-up  
**Funding required** £350,000



Outsider Film Sales is the crucial link between movies being made and appearing in cinemas, on DVDs, videos or mobile phones. This strong team of experienced managers sells international rights for feature films in the £2-£10m budget range typically aimed at the 16-34-year old audience. Outsider has six films under license which are in pre and post production, with two more at an advanced stage in its pipeline. The team is lead by Ryan Bonder, a Canadian film producer and director, who sources the films. Bill Stephens has joined as head of sales, a coup for Outsider as he brings a first class track record as a former head of sales and marketing at Film Four (Shallow Grave, Trainspotting, My Beautiful Laundrette). Bill has a vast network, advises on likely hits as well as the most appropriate distributors to market individual films to. Andreas Roald, a polyglot Norwegian who began his career as a youth TV presenter, is head of business affairs and draws on similar experience gained at Scala Productions.

**Contact** Scott Houghton 020 7348 6171, [scott@investors.co.uk](mailto:scott@investors.co.uk) **Min. Subscr** £20,000

# INVESTMENT OPPORTUNITIES

## INVESTOR MEMBERS' BULLETIN DEC/JAN 2006

Our 'Next Big Thing Event' on Wednesday 23rd November, was attended by 75 people (48 investors and 27 guests). The evening was sponsored by Davenport Lyons Solicitors and took place at Arundel House, near Temple. The companies presenting were: Ecohydra, Trident Loyalty Systems, Schooltrip.com, Outsider Films, Manuscripti and Stratify Associates.



**Diary** "The next big thing..." evening, Wednesday 25th January, 6.30pm to 9pm (presentations from 7pm (sharp) to 8pm). **Place:** The Commonwealth Club, 18 Northumberland Avenue, London WC2N 5BJ. **Nearest Tube:** Embankment



- The event will feature up to six companies looking to raise finance; each one will make a 10 minute presentation
- There will be food and wine and a chance to mix with other investors as well as to meet the companies themselves
- Numbers are limited to 80 guests, so please book early, by contacting Pattie Mason at [pattie@investors.co.uk](mailto:pattie@investors.co.uk) or 020 7348 6171

## Funding Closed

THE FOLLOWING INVESTMENTS HAVE BEEN MADE THROUGH OUR NETWORK IN OCT/NOV 2005:

**Montenegro Property Fund Ltd, Funding closed: €1m on 3rd November 2005.** The Montenegro Property Fund featured in our last Investor Bulletin (October/November 2005). There are other investors reviewing this opportunity, which could raise up to a further €270k.

**Pad (Building Dynamics Ltd), Funding closed: £200,000 on 27th November 2005.** Pad (Building Dynamics Ltd) featured in our last Investor Bulletin (October/November 2005) and presented at our last event on 23rd September at the British Computer Society.



## Guide to Investing as a Business Angel

Our 24-page **Guide to Investing as a Business Angel** provides some general advice on how to invest £20,000 to £2m in early-stage companies. As well as offering some dos and don'ts from the old hands, it provides information on EIS tax relief, how to value a business, how to structure a deal and the expected risks and returns from Angel investing. For those of you that have not done so, you can download the Guide from our website at [www.investors.co.uk/pdf/Investors-Guide-to-Investing-2005.pdf](http://www.investors.co.uk/pdf/Investors-Guide-to-Investing-2005.pdf). Alternatively, as a member of our private investor club, you can contact Pattie Mason at [pattie@investors.co.uk](mailto:pattie@investors.co.uk) who can put a hard copy in the post for you.

## About Investors

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

**Investors Private Investor Club** which is a network of private individuals looking to invest between 20,000 and £2m in early-stage businesses.

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

## THE INVESTORS TEAM

Oliver Woolley, Scott Haughton, Bob Taylor, Pattie Mason and Nick Taylor (Left to right)

## Circulation

# 338

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|--|-----|
| Private investors                                    | 131 |
| Investment fund managers and business angel networks | 58  |
| Banks  | 15  |
| Professionals e.g. accountants and lawyers           | 134 |
| No of business plans reviewed in October/November 05 | 79  |

