

# INVESTOR BULLETIN

## JUNE/JULY 2005

# en vestors

## serving up another slice of the action...

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 top seeds...

Pod

avantec...

engine

PANTHEON ASSET MANAGEMENT LLP  
portfolio management for tangible assets

FOUNDATION  
FOR INTEGRATED  
EDUCATION AND  
DEVELOPMENT

START-UP LICENSING

[ UNLISTED ]  
london

appleberry

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

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matching entrepreneurs with investors

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**Company name** Appleberry  
**Sector** Clothing retail  
**Location** London  
**Stage** T/O of £4.5m, profitable, est in 1980  
**Funding required** £2m



**Attention:** all investors considering retail ventures. The company is a successful clothing manufacturer and retailer, supplying fashion clothing to upper-middle market high street chains in the UK. The average turnover for the last four years ending 30th April 2005 is approx £4.5m, and the average annual operating profit is approx £400,000. The company has its administration and distribution base in London and has four retail shops around the UK. Building upon their experience and knowledge of the market, the team is now launching a new clothing and accessory retail venture, based upon a highly successful chain of retail stores in the US. The first two new-concept stores are due to open in Northcote Road, Battersea (SW London) and Hampstead (N London) by the end of 2005. Funding of £2m is sought to enable the team to roll-out the concept.

**Contact** Oliver Woolley, 020 7348 6171, oliver@investors.co.uk **Min. Subscr** £100,000

**Company name** Unlisted London  
**Sector** Spa and beauty service delivered to the home  
**Location** London  
**Stage** Growth Est. 2002  
**Funding required** £500,000



Unlisted London is the first modern beauty emporium that delivers spa treatments and products direct to the home. Based in London, and established for over two years, Unlisted London delivers premium spa services (beauty, fitness, wellbeing, clinic and makeover) and a range of retail products to any location. In addition to private client work, the company services strong demand from the corporate and hotel sectors. The business is run by an energetic New Yorker, and is turning over up to £25k per month. With new investment in web sales site, plus a move to larger premises, the company is set to expand rapidly in this fast growing market. [www.unlistedlondon.com](http://www.unlistedlondon.com)

**Contact** Bob Taylor, 020 7348 6171, bob@investors.co.uk **Min. Subscr** £20,000

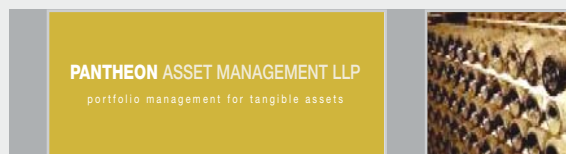
**Company name** Start Licensing  
**Sector** Marketing/Intellectual Property Management  
**Location** Surrey  
**Stage** Early-stage  
**Funding required** £250,000



The IP (intellectual property) market is growing rapidly in the UK and beyond. Start Licensing is a specialist agency earning licensing fees and repeat commissions by helping companies exploit their brands. Trading since 2003 and already established in the marketplace Start Licensing has several blue chip clients including DC Thomson for character brands such as 'Dennis the Menace' and Pedigree Toys & Games for 'Sindy'. Previously they have worked with The Lego Company and S4C International. Building upon their experience in the market and track record with US clients, funding is sought to invest in marketing and working capital to scale-up the business and increase its intrinsic value.

**Contact** Nick Taylor, 020 7348 6171, nick.taylor@investors.co.uk **Min. Subscr** £20,000

**Company name** Pantheon Asset Management LLP  
**Sector** Tangible asset management  
**Location** London  
**Stage** Startup  
**Funding required** £200,000



In essence, Pantheon offers a "one-stop shop" for tangible asset management, aimed at fund managers and HNWI looking for balanced investment portfolios. The company is led by a highly skilled management team, with a track record in marketing financial products gained with leading financial institutions including Merrill Lynch and Mees Pierson. Pantheon considers a diverse range of tangible assets and works with leading independent advisors in their respective fields of art, antiques, gold, fine wine and commercial property. This structured portfolio approach, as applied to financial assets, is quite unique at the present time.

**Contact** Scott Haughton, 020 7348 6171, scott@investors.co.uk **Min. Subscr** £20,000

**Company name** Engine Drinks Ltd  
**Sector** Functional chilled soft drinks  
**Location** London  
**Stage** Startup  
**Funding required** £300,000 (of which £100,000 from SFLGS)



Engine is a groundbreaking functional smoothie concept. Directly targeted at the burgeoning health and wellness movement, Engine will be the first UK smoothie to provide consumers concerned about wellness and ageing with a repertoire of proven, specific health benefits. The inspiration behind the concept are Joanna Lindley & Chris Kelting, whose backgrounds are in advertising, marketing and management consultancy with Euro RSCG, TBWA, Lynne Franks PR and Accenture. The concept is fully developed, including extensive formulation & proprietary consumer research conducted, approvals/claims in place & partnership set up with a leading contract manufacturer. Positioned within two rapidly expanding markets - smoothies and functional foods - it is anticipated that Engine will fill an important gap in the market and make an attractive target for sale after three to five years of trading.

**Contact** Scott Haughton, 020 7348 6171, scott@envestors.co.uk **Min. Subscr** £20,000

**Company name** Avantec Limited  
**Sector** Healthcare  
**Location** London  
**Stage** Pre-revenue startup  
**Funding required** £200,000



Omnicell has over 30,000 system installations in 1500 hospitals around the world and has annual sales in excess of \$120m. Through automation, hospitals can reduce inventory and consumption substantially, which saves money, whilst also improving patient safety. Avantec is the exclusive UK distributor of the proven Omnicell product range and has outstanding growth potential in the UK market, worth approximately £1 billion. The company already has 2 hospitals ready to install the first Omnicell systems in the UK and projects earnings rising rapidly.

**Contact** Nick Taylor, 020 7348 6171, nick.taylor@envestors.co.uk **Min. Subscr** £20,000

**Company name** Rudland Hall Ltd (t/a POD)  
**Sector** Fast-casual food retail outlets  
**Location** London  
**Stage** Startup. First unit to open in Summer 05  
**Funding required** £75,000 (£325,000 already raised. Total req'd of £400,000)



POD is the brainchild of Oliver Rutland and Timothy Hall, both in their early 30's with backgrounds in advertising and retail management. POD is a new retail catering venture, with a unique system of providing freshly-made hot and cold food to office workers seeking a tasty quick lunchtime meal. Oliver and Tim have managed to assemble an impressive team of five non-executive directors, including the ex Business Development Director of Grand Metropolitan and the Group Finance Director of Arcadian International. Each of the non-exec team have invested at least £25,000. The total funding requirement is £500,000. So far, they have raised £325,000 in equity and have secured a loan of £100,000 under the Small Firms Loan Guarantee Scheme.

**Contact** Oliver Woolley, 020 7348 6171, oliver@envestors.co.uk **Min. Subscr** £20,000

**Company name** Funedesin  
**Sector** Amazon eco-tourism lodges  
**Location** London and Ecuador  
**Stage** Expansion  
**Funding required** £360,000 (6 x £60,000)



This is slightly different from what you would normally find in our Bulletin. It is an ethical property investment opportunity, where £60k purchases one of six premium eco-tourist lodges to be developed in the Ecuadorian Rainforest on a tributary of the Amazon. Investors in a lodge can use it for up to 6 weeks a year. For the rest of the time the lodge will be let through Funedesin (anticipated annual yield of 7% for the investor). The project is just up-river from an existing eco-tourist lodge established by Funedesin in 1994, which has won international acclaim, including the Conde Naste 2004 Ecotourism award. This commercial enterprise will support the work of Funedesin (not-for-profit foundation) in preserving the rainforest, protecting wildlife and encouraging sustainable development. The project is supported by Rainforest Concern in London (UK charity). Oliver Woolley has been working with the organisation and has visited the site in the Amazon rainforest. Please contact him for a colourful and interesting prospectus.

**Contact** Oliver Woolley, 020 7348 6171, oliver@envestors.co.uk **Min. Subscr** £60,000

## ENVESTORS NEWS: JUNE/JULY 2005

Our event at the RSA on Wed 25th May, to launch our new 'Guide to Investing as a Business Angel' was attended by 180 investors and guests



- 1: RSA Launch
- 2: David Ashworth and Peter Sabine
- 3: Investors team
- 4: Scott Haughton presenting (Investors)
- 5: Katherine Taylor
- 6: Malene Nielsen, Chris Stone and Bill Lake
- 7: Nick Scott and James Taylor
- 8: Kevin Dodman, Lucius Cary and Sarah Wadham
- 9: George Whitehead
- 10: Helen Reynolds and guest
- 11: Michael Anderson
- 12: Michael Dudgeon
- 13: Charlie Marshall, Bob Camping and John Goodger
- 14: Ilke and Chirag and Oliver Woolley (Investors)
- 15: Ron Norman, Chris Kelting and Jo Lindley
- 16: Helen Reynolds, guest and Malene Nielsen
- 17: Joel Baquiche and Lucius Cary
- 18: Bill Dacombe
- 19: Rose Lewis, Adam Wilcox and David Heard
- 20: Terry Jervis
- 21: Avid listeners
- 22: Anthony Clarke and Sarah Wadham
- 23: Deborah Poole and guest
- 24: Tony Bickford and Gordon Edington
- 25: David Buller, David Bamford, Nick Taylor (Investors) and Joel Baquiche
- 26: Previous Investor Bulletin

Thank you to David McLagan for taking the photographs

### Diary July Investor Presentation Event, Wednesday 20 July, 6pm to 9pm. Adam Street Private Members Club, No.9 Adam Street, The Strand, London WC2.



This 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 meeting the companies themselves

This is free to Envestor Private Investor Club Members (so if you haven't returned your Investor Registration Form, please do so!)

Numbers are limited to 50 guests, so please book early, by contacting Pattie Mason at [pattie@investors.co.uk](mailto:pattie@investors.co.uk) or 020 7348 6171

### 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.

### Circulation 174

Private investors	112
Investment fund managers and business angel networks	25
Banks	14
Professionals e.g. accountants and lawyers	23
Number of business plans reviewed in April/May 2005	53

### THE INVESTORS TEAM (Left to right)

Bob Taylor, Scott Haughton, Nick Taylor, Oliver Woolley, Pattie Mason

