

INVESTOR BULLETIN

NOV/DEC 2006

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GLOW-inc



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1 Lancaster Place, London WC2E 7ED t: 020 7240 0202 f: 020 7168 8017 e: info@envestors.co.uk w: www.envestors.co.uk

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matching entrepreneurs with investors

Company name Ipiarko Limited
Sector Technology/Transportation
Location Guildford, Surrey
Stage Generating sales
Funding required £400,000



Ipiarko's main product is 'ASTiD' - an in-cab, early warning system of driver fatigue spun out of 15 years of research by the University of Liverpool and Loughborough Sleep Research Centre. The device provides advanced warning that the driver is exhibiting signs of falling asleep at the wheel. The company has a product pipeline of several other in-vehicle devices and is initially targeting the commercial transport market. ASTiD is the only fatigue technology in the world to carry Global Product Liability Insurance and the company already has a £1.1m contract to install 3000 units into the Christian Salvesen fleet across the UK & EU. Driver fatigue causes around 1 in 5 of all road accidents on major roads in the UK, EU, USA and Australia and kills more people than alcohol related crashes. The company has formed strong alliances in several global markets including China, South East Asia and India. ASTiD has undergone global evaluation trials in the America's, Europe, Australasia and the Middle East with companies such as Shell, BP, Caterpillar Inc & BHP Billiton.

Contact Bob Taylor, 020 7240 0202, bob@envestors.co.uk **Min. Subscr** £25,000

Company name CInergy International (UK) Limited
Sector Customer Retention Tool for Telecom Operators
Location London
Stage Early stage, with sales of £550,000
Funding required £400,000-£650,000



By the time you finish reading this brief summary, a telecom network operator with 10M customers will have lost one of them to the competition. Assuming an average revenue per user of £500 a year, that's a staggering £4M loss for each day in operation. CInergy's Accelerated Intelligence™ (AI™) software platform enables call centre and retail staff to confidently negotiate with customers whose contracts are up for renewal or at risk of termination, in order to prevent losing their business to the competition. The Company has developed a live version of the AI™ platform, and secured a full-scale, multi year contract with one of the UK's largest mobile network operators. The Company is well positioned as market leader in the UK and is looking to drive growth through international expansion of CInergy AI™. The Company was founded by Brian Boroff, the architect and visionary, and Richard Merrigan an experienced UK entrepreneur and angel investor who has invested over £350,000 to date in the Company.

Contact Oliver Woolley, 020 7240 0202, oliver@envestors.co.uk **Min. Subscr** £50,000

Company name Murdock Ltd.
Sector Males grooming retail and products
Location London
Stage Early-stage, first store opened in Hoxton in May 2006
Funding required £650,000



MURDOCK London was inspired by traditional ideas about men and retail, brought up to date with a modern attitude and laid-back approach, combining the quiet discretion of Jermyn Street with the stylish insouciance of the East End. Its comfortable relaxed feel ensures that anyone who seriously cares about their look may drop in, recharge and rejuvenate. MURDOCK is a new men's brand that is focused on male grooming. At the store locations services include barbering, traditional wet shave and a retail environment that stocks a range of products that include skin care products, fragrance, leather goods and other accessories. Currently there is one store in Hoxton London that opened in May 2006, with future stores now planned for the City of London and Canary Wharf. Murdock in the last few months has had significant press, being featured in many magazines and newspapers, including GQ, Arena, Attitude and The Sunday Times Style. According to Datamonitor "The boom in men's grooming which has been promised for so many years appears to be about to happen." Murdock aims to capitalize on this growth in male grooming and is looking to raise a total of £650,000 to launch two further retail stores, one in the City and one in Canary Wharf, and to develop online sales. www.murdocklondon.com

Contact Oliver Woolley, 020 7240 0202, oliver@envestors.co.uk **Min. Subscr** £50,000

Company name GLOW-inc
Sector Clothing/Retail
Location London
Stage Startup/Pre Revenue
Funding required £450,000



GLOW-inc is a fun new brand of children's clothing that combines high visibility materials into the design of clothes that appeal to children. Whilst easy to persuade adults to wear high visibility clothing (for cycling / other outdoor events), children usually rebel and refuse to wear anything considered embarrassing or 'uncool'. The range will include T-shirts, gloves, fleeces and hats so that children will 'Be Seen, Be Safe' - especially in poor light or crowded, busy places - as well as being 'cool'. A number of public groups are keen to take up the product too (Police, community service groups). The company was founded by Caroline King, a graphic designer and will develop its own sales channel though a franchise network of GLOWmums thereby leveraging mothers selling to mothers. The company has already closed two seed funding rounds totalling £190,000 including an investment from Chime Plc, the UK's largest independent marketing services company. www.glow-inc.com

Contact Bob Taylor, 020 7240 0202, bob@envestors.co.uk **Min. Subscr** £25,000

Company name Proflix UK Limited
Sector Innovative marketing communication and retail
Location London
Stage Achieving sales, expansion
Funding required £250,000



It's the age-old concept of the flipbook brought into the 2nd millennium - modernized and fun yet with a hint of nostalgia that makes them memorable and powerful. Proflix UK specializes in the identification, development and sale of flipbooks. Each Proflix is double-sided and contains two video or animated action scenes. In addition to this, swiveling the pages around the unique rivoted binding provides 78 information bits (a Proflix USP)! Flipbooks provide a distinct and very different way of communicating a message in a 'media rich' world. In fact, Proflix are "resolutely low-tech" (a Proflix USP). With two distinct markets: retail pocket-money products, and marketing promotional campaigns, the company has had success in both fields. Clients to date include ESPN, Sega, adidas, Nike, Ministry of Defence, and Liverpool FC. The business has achieved sales of £170,000 YTD and has already injected founders equity of £155,000 in addition to securing a £100,000 SFLGS. Further funding of £250,000 is now required to fuel expansion by securing further product licenses, investing in marketing, sales distribution, product development etc.

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

Company name Noozz.com Ltd
Sector Business information service provider
Location London
Stage Achieving sales, expansion
Funding required £500,000



Noozz.com offers decision makers a powerful blend of news, market research and business services 'under one roof'. From the latest news provided by Reuters to the Economist Intelligence Unit's research, Noozz brings together information sourced from key publishers and business specialists. Noozz.com – is the world's fastest growing Emerging Markets business information service. Its Business Support services assist companies develop and implement their business strategies in these markets. Noozz already has an impressive portfolio of blue-chip clients including: Citigroup; Cadbury Schweppes; BNP Paribas; Halliburton; Government of Egypt; Vodafone; General Motors; Government of France; Shell; Merck; Government of USA; Alcatel; Dow Chemicals; Siemens; Credit Suisse; BMW; BP; PriceWaterhouseCoopers; Xerox; Astra Zeneca; Barclays; Allianz; Lockheed Martin; Ericsson; Societe Generale; JW Marriott; Novartis etc. Having already achieved break-even in Egypt, and with a renewal rate for subscriptions of almost 100%, Noozz is ideally poised to take advantage of the tremendous demand for business information and associated business services in respect of emerging markets. Investment is now required to increase the sales team, intensify marketing, make technical upgrades and to launch additional country portals.

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

Company name Feefo
Sector Internet Customer Feedback
Location London
Stage Early Stage
Funding required £750,000



Feefo offers eBay style independent customer feedback for online consumers and retailers to guide consumer buying decisions and to provide merchants with real-time actionable customer information and a 1-2-1 communication channel. Feefo is operational today enabling online merchants to email each of their customers a link where they can post positive and negative feedback. This data is posted on the independent Feefo.org web site and is viewed by online shoppers from a link from the merchant's web site. This data serves as a constant real-time customer feedback for merchants and will be filtered through Feefo software and sold back to merchants as part of a FeefoPro subscription service. The significant consumer traffic coming onto the Feefo site via retailers will also be highly attractive to advertisers prepared to pay premium rates to target consumers with known interests and profiles. Feefo also offers online shoppers a portal to search for consumer qualified online companies. Led by the ex-Egg marketing director, the company expects an exit via trade sale within 2 to 3 years to a large internet stock, for example Yahoo!, Google or MSN. www.feefo.org

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

Company name Carbon Clear Ltd.
Sector Offset Credits
Location London
Stage Early Stage
Funding required £300,000 (UNDER OFFER)



Carbon Clear gives individuals a convenient way to cancel out the pollution impact of their driving, flying, home energy use and even the use of baby's nappies! It works out the amount of carbon dioxide someone emits, then identifies projects that prevent the same amount of carbon dioxide from entering the atmosphere. Carbon Clear Ltd was founded in Sept 2005 and has established an online presence and built relationships with carbon credit vendors. In the last two months the first B2B customers have signed up and there is an order pipeline of £350,000. On securing funding, the company intends to develop the initial business focus to bring carbon offsets to the large and growing consumer market. Jamal Gore and Mark Chadwick head the management team and bring extensive experience from the climate change area, with particular connections to those counties like Brazil where innovative and high quality carbon credit projects will impact. Carbon Clear operations will include the accumulation of carbon offset credits which are becoming a recognised tradeable asset class and offer downside protection for an investor. www.carbon-clear.com

Contact Nick Taylor, 020 7240 0202, nick.taylor@envestors.co.uk **Min. Subscr** UNDER OFFER

Our 'Next Big Thing' Event...

...on Wednesday 18th October took place at Arundel House, Temple Place London. The companies presenting were: Proflix UK, Glow Inc, Murdock London, Ipiarko, Cinergy and Carbon Clear.



Christmas Event, Wed 13th December

"The Next Big Thing" event, Wednesday December 13th, 6.00pm to 9pm (presentations from 6.30 pm (sharp) to 8pm). Place: Chandos House 2 Queen Anne Street, London W1G 9LQ **Nearest Tube:** Bond Street

- The event will feature up to six companies looking to raise finance; each one will make a eight minute investment pitch, with two minutes Q&A.
- There will be mulled wine, mince pies & canapés, crackers and a chance to mix with other investors as well as meet the companies themselves.
- Numbers are strictly limited to **60 guests**, so please book early by emailing pattie@investors.co.uk or calling 020 7240 0202.



Spotlight Event: "Business angels...the risks and rewards"

In conjunction with SG Hambros, Envestors LLP invite you to an entertaining and informative evening on **Tuesday 21st November 2006** being held at SG Hambros Bank & Trust Limited, SG House, 41 Tower Hill, London EC3N 4SG.

The evenings agenda will comprise:

- 6.05-6.15pm** Introduction from SG Hambros
- 6.15-6.40pm** The realities of business angel investing (Oliver Woolley Partner, Envestors LLP)
- 6.40-6.55pm** Investing in unquoted companies (Tim Fussell Partner, Baker Tilly)
- 6.55-7.35pm** Tips and mistakes from a business angel investor (Michael Anderson, experienced business angel)
- 7.35-7.50pm** Getting the 'legals' right (Matthew Cowan, Partner, Clyde & Co)
- 7.50-7.55pm** Closing comments from SG Hambros
- 8.00pm** Drinks and canapés

SG Hambros



RSVP: **Bob Taylor**

t: 020 7240 0202 or

e: bob@investors.co.uk

Deals Completed

Intrepid Investments UK, the property consultancy and investment company, has successfully raised finance of £ 750,000 to expand operations. The company helps UK investors build a portfolio of properties in emerging overseas markets. Presented at our event in Jan '06. www.intrepidinvestments.co.uk. For further information, please contact Oliver Woolley.

Porcellio Ltd, the WWII DUKW amphibious vehicle leisure tour operator, has successfully closed £300,000 funding to expand operations in Plymouth and London. £150,000 was raised from a private investor in the Envestors network and £150,000 in debt and asset finance via Envestors funding contacts. Presented at our September '06 event. www.ducks-n-drake.com

Creswell Medical, the private healthcare one-stop clinic, closed total funding of £2.4m in October 2006, of which £325,000 came from the Envestors network. Presented at our April '06 event. For further information, please contact Nick Taylor.

Creativity Software, which produces programs for the rapidly growing mobile and broadband sectors. As well as closing a major contract with a leading mobile operator, they closed £410,000 of equity funding in October 2006, including £200,000 directly through from our network. Presented at our April '06 event. For further information, please contact Bob Taylor. www.creativitysoftware.net



About Envestors

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

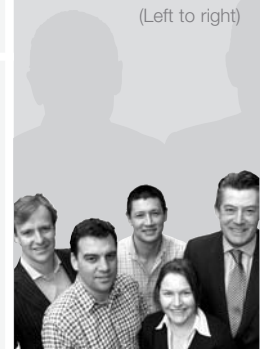
Envestors Private Investor Club which is a network of private individuals looking to invest between £20,000 and £2m in early-stage, high growth companies, usually under the Enterprise Investment Scheme (EIS), and -

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

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



Circulation 477

Private investors	321
Investment fund managers and business angel networks	58
Banks	15
Professionals e.g. accountants and lawyers	83
No of business plans reviewed in Sept/Oct '06	89