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Company name Boardman Bookings Limited (t/a Studio Boardman)
Sector Creative live production agency
Location London
Stage Achieving sales (c. £330,000), expansion
Funding required £250,000
Board Requirement Non-Exec Chairman



Voted Best Entertainment Company in 2006 by RSVP Magazine, and seen as the original "ideas clinic", Studio Boardman represents a unique one-stop-shop production agency which combines a roster of over 2,000 actors/performers, 3000 piece in-house costume collection, in addition to event production. The business provides creativity with pragmatism, resulting in extraordinarily effective events, PR stunts, productions, exhibitions, launches and guerrilla marketing campaigns for an impressive & diverse blue-chip client list including Virgin, Sony BMG, MTV, Nokia, Ladbrokes, BP, Calvin Klein, Harrods, Yahoo, Chelsea FC, English Heritage, JP Morgan, BHS etc. Founded in 2002 by Emma Boardman, a previously successful film, TV and commercial actress, who set out with a mission to reform the events industry, Emma fires the company's prolific, original and boundless visions which has captured the attention of major brands and clients to date. Having a proven business model & track record of success, the business is now set for national and international expansion and is likely to become an attractive trade acquisition by a leading mainstream advertising agency. www.studioboardman.co.uk

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

Presenting on
19th Nov

Company name DJdownload
Sector Internet / Music
Location London
Stage Trading (£800k T/O. Breaking even)
Funding required £200,000
Board Requirement N/A



DJdownload.com is the second largest dance music retailer globally. The business, which is breaking even, sells £800,000 of music downloads per annum via the internet from over 8000 labels including EMI, Universal and other specialised dance labels. The on-line store offers cutting edge technology including its acclaimed 'needle-drop' player. DJdownload has also developed strong partnerships with dance magazines in Spain, Portugal, Greece and France, and a white label store for a leading UK publication. The business is run by a 3-man executive team who all have commerce degrees plus accounting, project management and IT qualifications. Investors can expect an exit in 3-5 years through the potential trade sale to hardware or media companies in the dance music industry. The music industry has evolved rapidly of late and going forward the key to music consumption will be 'discovery'. The company is poised to broaden its customer base and with its proposed new platform, DJdownload has the opportunity to be at the cutting edge of music delivery not only in dance, but in other music genres too.

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

Presenting on
19th Nov

Company name The Business Phone Ltd
Sector Mobile payment solutions
Location London and Kenya
Stage Early revenues from September 08
Funding required £1.5m (of which £800,000 already pledged)
Board Requirement Operations Director



The Business Phone (TBP) is the international distributor of Mobile Transaction Terminals (MTT) and the only mobile Chip and PIN device that doubles as a fully functional phone. To begin with TBP is focusing its sales efforts in Africa which now represents the fastest growing mobile payments market of all regions; it has entered into a business services agreement with Kenya Commercial Bank, which has the largest branch network in Kenya, Tanzania and Uganda and has started trading with Citi Hoppa, the largest operator of buses in Nairobi. Revenue is earned from product sales, service fees and regular transaction commissions, which are growing monthly towards £1m+ turnover in Year 1. Longer term it is planned to market MTT technology and software worldwide, concentrating particularly on those countries which have poor fixed line telecommunications services. The company has an experienced management team with specialist knowledge of the payment sector and a number of strategic partnerships which facilitate operations. Directors are now in the process of seeking admission to Plus Markets in order to increase the company's profile and provide marketability for its shares. www.thebusinessphone.com

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

Presenting on
19th Nov

Company name ToyCollector.com
Sector Internet
Location London
Stage Pre-revenue
Funding required £500,000
Board Requirement NED with strong e-commerce background



The dominance eBay has enjoyed in recent years is giving way to web 2.0 specialist auction sites with strong community elements. Over the last three years ToyCollector.com has built specialist software to target large communities of collectors allowing it to pick off from eBay a number of their markets. Its first community ToyCollector.com serves the £2.5bn vintage and collectible toy market with a range of functionality that collectors find invaluable. These include blogging capabilities, directories of suppliers, competitions, details of toy events, forums for queries, photo galleries and product videos. The site also produces a catalogue of every toy ever produced and allows members to select which areas interest them - for example only Batman collectables, Steiff bears made before the 1940s or toy soldiers from the Napoleonic wars. Content is provided by the users. The company also provides a collection management capability that links press releases and buy/sell events to track the current value of a collectors' entire portfolio. Revenues come from P2P sales, insurance commissions and advertising. www.toycollector.com

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Presenting on
19th Nov

Company name Meet the Real Me Ltd
Sector Graduate Recruitment. Video CVs
Location London
Stage Early revenues (£20k per month). Launched in June 08
Funding required £280,000
Board Requirement Non-Exec Finance Director



Meet the real me brings employers and graduates face-to-face with a structured video interview that drives personality and communication skills to the front of the application process. For graduates without commercial experience having the right personality is essential to successful recruitment. Video CVs enable employers to get closer to the right candidate before investing time and money in face-to-face interviews and enable job seekers to stand out from the crowd. The directors have committed £150,000 enabling them to conduct research, complete 'real world' pilots at three UK universities and launch a phase-one website. Following a soft launch in June 2008, the agency has signed terms with 11 clients including IPC Media, Centaur Communications and Bloomberg generating average sales of £10,000 per month. To accelerate growth the Directors have agreed a joint venture with long established recruiter Lipton Fleming adding over £10,000 of sales per month, working capital and experience to the business. The agency will use funds raised to roll-out a subscription service combined with a user generated process to rapidly expand both candidate and client databases. www.meettherealme.co.uk

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

Presenting on 19th Nov

Company name POD Food Ltd
Sector Retail catering. Healthy lunches
Location London
Stage 3 units operational. T/o approx £1.5m
Funding required £1.5m (of which £1m secured from existing and new private investors)
Board Requirement None



pod is a fast food retailer offering a balanced, healthy and seasonal menu of freshly prepared hot and chilled dishes to eat-in or take-away. pod's first outlet opened in Q405 at 162 London Wall EC2, the Company opened a second outlet at 5 Lloyds Avenue, EC3 in Q208 and site 3 opens in December 2008. The Company intends to open two additional outlets by mid-2009 and a further ten by 2011. The Executive Management team comprises: Timothy Hall (Founder & Managing Director, 37) – Experienced senior management in retail sector and Kate Skerritt (Head of Operations, 41) – General Manager of Prêt A Manger, Broadgate (Prêt'Top 3' outlet). The Non-Executive Directors (each of whom have invested at least £30,000) include Nicholas Payne (Chairman) - ex-Business Development Director of Grand Metropolitan plc, Christopher Upton (CFO) - Group Finance Director of Arcadian International. Nick Rowe (Director) - President of Diners Club International for EMEA and Alastair Eperon (Director) - Director of Corporate Affairs, Boots Group PLC. The directors believe the most profitable opportunity for exit for early stage investors will be reached at approximately 15-20 units. www.podfood.co.uk

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Presenting on 19th Nov

Company name Dataweld Ltd ("Project Tonto")
Sector Mobile phone comparison service
Location London and Wales
Stage Pre-revenue. Market research completed
Funding required £2.5m
Board Requirement The company would like to speak to people with relevant experience

"Yeeha!
 Look at those deals.
 Hi-yo Silver, away!"



"Project Tonto" aims to establish itself as the de facto consumer comparison and shopping service for mobile phone handsets and tariffs. The idea is the creation of Professor Jeremy Stone, who was a founder investor in Admiral Insurance and Confused.com. The service aims to be the leading independent "honest broker", helping consumers find the best mobile phone package based upon their actual historic usage. Current 2-Dimensional aggregators (e.g. Confused and Moneysupermarket) cannot offer a mobile offering other than simple affiliate links. A new generation of 3-D aggregators are needed in the mobile phone market, which can compare tariff price, handset price and the users themselves. To be a genuinely helpful, transparent honest aggregator, there requires a perfect market snapshot, a distribution channel and a brand – Project Tonto is assembling all three components. Given the embedded cost base of MNOs (offering single network only products) and high street retailers with their multitude of mostly loss-leading shops, Project Tonto will have a starting cost base advantage and aims to build a growing annuity base of customers at the expense of current providers.

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

Company name Mobile Personal Gifts
Sector Mobile software: Gift vouchers via mobile phones
Location London
Stage Pre-revenue. Operational website complete
Funding required £250,000
Board Requirement Mobile software experience (sales/marketing/commercial/financial & strategic)



Currently, if you want to buy someone a gift voucher from a high-street retailer, you can either go into the store, purchase online or over the phone. You will then be given a paper gift voucher or gift cards to spend in store. The recipient of the gift voucher has to remember to have the paper gift voucher or gift card with them to redeem at the store. With www.gifts2mobile.com, you can purchase a mobile gift voucher online and send the voucher directly to a person's mobile phone via SMS. This appears as an embedded bar-code with unique pin number and senders message, the person will then have the gift voucher with them at all times on their mobile phone. To redeem, the person goes into the store with the bar-coded MPG voucher with unique pin number on their mobile phone which is scanned or the unique pin number is used by the retailer's epos. This costs you a flat fee of £1.95 per gift voucher sent (as opposed to around £3.50 from other gift voucher sales companies). The business has been funded to date by Mark Dixon (£100,000), who is seeking investors and non-execs to help build the business. www.gifts2mobile.com/demo

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INVESTOR'S VIEW



GLASS HALF FULL... Hayley, our Investor Relations and Marketing Manager, spends a lot of time speaking to entrepreneurs and investors. This is her view on the current state of the business angel market. In September and October we noticed a significant increase in the number of enquiries from companies seeking finance. This likely stems from the tightening lending criteria of high street banks, coupled with greater numbers opting to take the entrepreneurial plunge as corporate life looks uncertain in the current economic climate. On the investor side, some are 'looking only' at the moment, whilst others have said they want to keep their powder dry to provide follow-on funding to existing investments. However, many of our investors say they still see great opportunities to achieve attractive returns from early stage investment. One thing is for sure - valuations are down, so companies need to price themselves sensibly in order to look attractive.

NEW FRESHLY SQUEEZED GUIDES - GET YOUR COPY!

Investors 'Time Lime Publications' are pleased to announce the publication of our updated Guides. The Guides are free to Members, and can also be purchased on our website. For those companies interested in floating on AIM/PLUS, we are having an event at Coutts & Co. on 3rd February 2009. Please ask Hayley McNally for more information - hayley@investors.co.uk



PARTIALLY COMPLETED DEALS...



Tag-Man, the website tagging system that serves marketers and advertisers (not the technology industry), has raised £100,000 of its £350,000 target fund raising. It is looking to close a further £250,000.



Two Chicks Ltd, the only providers of pasteurised free range liquid egg white to the consumer in the UK, have received offers of £75,000 and are looking for a further £25k - £50k.



The Medical Phone has a suite of mobile phone products designed to protect and save lives (with pre-orders of 64,000 units); it has raised £700,000 so far in its second round fundraising and seeks to close a further £200,000.



Spark Energy, who Investors successfully raised funds for a year ago, is looking for the final £250k as part of a £3m round. The company which is growing rapidly, has already had £1.4m of investment to date, is an Ofgem regulated and accredited domestic supplier of gas and electricity to residential tenants across the UK.

"THE NEXT BIG THING..." EVENT, WEDNESDAY 21ST JANUARY 2009

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.

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

Place: RSA House, 8 John Adam Street, London WC2N 6EZ (Entrance from Strand), Tube: Embankment/Charing Cross

RSVP: Hayley McNally, hayley@investors.co.uk or 020 7240 0202

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, high growth companies, usually under the Enterprise Investment Scheme (EIS).

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

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

CIRCULATION

Private investors.....	556
Investment fund managers and business angel networks	392
Banks	61
Professionals e.g. accountants and lawyers	16
No. of business plans reviewed in Sept/Oct '08	87
	203

INVESTORS: THE TEAM

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

