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Company name Levexis Ltd
Sector IT/Software
Location London
Stage Early stage - initial sales
Funding required £350,000
Board Requirement N/A



Tagman is a tagging system for the online marketing world allowing advertisers to improve the performance of their advertisements. Currently advertisers and their agencies use 'tags' to measure which ads delivered web site visitors and what visitors did next. Tags are pieces of code that sit on the advertiser's web pages and recognise individual users and the ads they have seen. Tags are essential to online advertising but have become a nightmare to manage. First, they are difficult to add, change and remove - on some sites it can take months. Second, client sites are now swamped with tags from online banner campaigns, search marketing and affiliate programmes, causing arguments over who should be paid sales commission. TagMan is a universal tag that solves these problems. It allows any other tag to be plugged into it and for changes to be made instantly via a simple interface. Most importantly, by housing all tags in one system, it allows advertisers to save money by indentifying duplication. This means advertisers can recognise which campaigns truly delivered a sale, thus avoiding double payment for the same sale as happens 20% of the time at present.

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

Company name Vivadi Plc
Sector Hi-end audio-visual equipment
Location Swindon
Stage Pre-revenue. Fully developed product
Funding required £750,000
Board Requirement Finance Director



Vivadi differs from the likes of Bang & Olufsen, Bose and Loewe in that its products are fully integrated and future-proofed as well as being substantially less expensive. It is the first time that a plasma TV has been integrated with a full surround sound system and a powerful computer to finally deliver a "convergent" system. Management believe that the flagship model, Saturn, is the ultimate Digital Entertainment System and accredited trade magazine 'What Plasma and LCD TV' gave the Saturn system a full 5 stars, saying it was "An out of this world custom install performer that runs rings around the opposition". To date, £3m has been spent on R&D to produce and test the products. Vivadi is debt-free and ready to commence sales through distributors. The main use of new funds is to purchase a profitable distributor of complementary products, which has been targeted and is in negotiation. Vivadi was founded by Paul Roberts, who has 15 years' experience in AV retailing. The strong management team includes Chairman John Jones, formerly MD of Bang & Olufsen UK and Sales Director of Sony UK. www.vivadi.com

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

Presenting on
17th Sept

Company name MDTi Ltd
Sector Healthcare
Location Wolverhampton
Stage Trading since 2004
Funding required £865,000 in tranches (£150,000 matched funding pledged)
Board Requirement Non Exec Marketing Director



MDTi brings uncomplicated medical devices to a growing global market and is already a trusted partner of the NHS for turning its innovation into commercial reality. The company's proven shared revenue model fulfils a comprehensive service not otherwise provided, in effect a one-stop shop for commercialising otherwise 'hidden' IP for the benefit of all. Although the target market is global (particularly North America) and not confined to the NHS, sales of one or more products have already been achieved into 10% of the nearly 2000 English NHS hospitals. Manufacturing and Distribution is low cost and out-sourced to strategic partners such as Hitachi Maxell and AAH Pharmaceutical to support rapid expansion. Competition is low in the MDTi niche and the first mover advantage with the NHS is a barrier to others entering the market quickly. Management and the Medical Advisory Board have the skills and experience to scale-up the business, with existing eleven exclusive world-wide license agreements and 10 new products in the pipeline. High margins and low overheads offer the chance of strong profits once sales volume increases. www.mdti.co.uk

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

Presenting on
17th Sept

Company name Green Cone Ltd
Sector Environment - Food Waste
Location London, Nottingham
Stage Expansion capital
Funding required £650,000 (£320,000 already raised from existing shareholders)
Board Requirement N/A



Green Cone is a provider of economic, effective and environmentally friendly solutions for the disposal of all food waste, including meat and bones, in householders' gardens. The company sells two complementary, patented products the Green Cone and Green Johanna. With a market of over 100 million units and more onerous landfill regulations, an increasing number of local authorities are adopting the Company's products. Sales last year exceeded £1m and are expected to increase rapidly. Green Cone Ltd has a well established UK trading base and is beginning to build a platform in the USA. The Company owns the moulds to manufacture Green Cones and has comprehensive distribution rights to the Green Johanna. New investment is required primarily to increase working capital and exploit the potential of the US market. Once maintainable profitability is achieved the experienced and well qualified Management team will seek a London Listing. www.greencone.com

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

Presenting on
17th Sept

Company name Buy Associates Limited (t/a BuyAssociation)
Sector Online portal for consumer advice
Location London
Stage Achieving sales (c.£500,000 annualised), profitable, expansion
Funding required £500,000
Board Requirement Potentially



Trading since 2006, BuyAssociation's mission is to be the trusted source of impartial consumer advice on a wide range of popular topics, accessible through a network of high profile partners and distributed across multiple on and offline platforms. This new media business revenue model is simple and proven – create extensive specialist content, feed it in an iframe/linked site format to large portals, serve advertising within this content, and share the revenue generated with these partners. Uniquely, BuyAssociation provides consumers with impartial advice and leading expert opinion through an On Demand multimedia suite of Fact Sheets, Buying Guides, Podcasts and Articles. The current three core categories are Overseas Property, Homes & Property, and Looking Good. Content is distributed to a large network of high profile partners, including AOL, Tiscali, GMTV, Magic FM, Orange, CityAM, Rightmove, PrimeLocation, Hot Property and the British Association Aesthetic Plastic Surgeons (BAAPS). These partnerships create huge awareness of BuyAssociation at no additional marketing cost and dramatically increase revenue opportunities. The management team comprises the necessary eclectic mix of industry insight and investors are offered a very viable trade sale exit route. www.buyassociation.co.uk www.aol-property.buyassociation.co.uk/property

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

Presenting on
17th Sept

Company name NICE Car Company Limited
Sector Electric vehicle dealer
Location London
Stage Achieving sales (c.£1.45m annualised)
Funding required £900,000 (£600,000 already secured)
Board Requirement Potentially



Founded in 2006 by former Lotus colleagues Julian Wilford and Evert Geurtsen, the NICE Car Company are now the first choice for electric vehicles. NICE are established as the benchmark for customer choice, impartial advice and offering the best range of zero-emission, electric vehicles in Europe. Trading to both consumers and trade customers, NICE offers a comprehensive range of electric vehicles, including cars, trucks, vans, minibuses, bikes & scooters, in addition to finance options & insurance. Since launch the automotive market has radically changed and the business case for all-electric cars, vans and trucks has never been stronger or clearer. The NICE family of cars will continue to grow. The company have built firm foundations since launch and are now looking to expand retail operations across the UK and to Europe's foremost cities. The NICE Board features David Martell (former CEO Trafficmaster plc), Christopher Ross (Deputy Chairman of Manganese Bronze and former CEO Ricardo plc) & Lord Beaverbrook as investing non-executives. The company is actively considering a flotation on AIM during 2009. www.nicecarcompany.co.uk

Contact Scott Haughton, scott@investors.co.uk, 020 7240 0202 **Min. subscr** £50,000

Presenting on
17th Sept

Company name Whiteground Limited (t/a Eyestorm)
Sector Online & B2B contemporary art publisher
Location London
Stage Achieving sales (£800,000 2007)
Funding required £500,000
Board Requirement N/A



Founded in 1999 and now backed by Duet Private Equity, Eyestorm is the premier online retailer for limited edition prints from the world's finest contemporary artists and photographers, including Damien Hirst, Jeff Koons, Helmut Newton and Antony Micallef. Eyestorm's core business model comprises publishing limited edition prints of work by well known artists & photographers, selling consigned works and selling work on the secondary market. Having pioneered the online consumer contemporary art market, Eyestorm has recently won numerous prestigious B2B fulfillment contracts, including Virgin Atlantic, and has secured a number of innovative and productive strategic partnerships, including being appointed art fulfillment partner to Mydeco, and securing the publishing rights to Wallpaper magazines photography archive. Eyestorm now features: a market leading position; 78,000 client database; 175 artists; a strong publishing & sales track record; and a young and dynamic management team backed by Duet. Funding is sought to fuel a highly innovative business development strategy. Investors can expect a viable exit within 3-5 years through potential trade sale to a specialist art hedge fund, to a large international gallery or to an auction house. www.eyestorm.com

Contact Scott Haughton, scott@investors.co.uk, 020 7240 0202 **Min. subscr** £50,000

Presenting on
17th Sept

Company name Learn 2 Lingo Limited
Sector Language lessons online
Location London
Stage Pre-revenue
Funding required £200,000
Board Requirement NED Chairman or Director



Learn2lingo is an innovative approach to learning languages online, connecting those who wish to learn a language with those who can teach a language via webcam and live video streaming. Lessons are one-to-one, live and on-demand. Learn2lingo will utilize the vast depth of native language speakers worldwide to provide lessons at exceptional prices. It is a flexible, affordable and enjoyable way to learn a language. Simply log on to the website to teach or learn using the 3-step process; select the language, choose an available tutor assessing their star rating, pay \$9 and enjoy an interactive 30 minute lesson via webcam. The online classroom allows the tutor and student to see each other and has teaching resources to ensure effective learning. Phase one will focus on English provision; initially targeting UK/US university students to tutor English, and Eastern European students to learn English. Next will be the provision of Spanish & Chinese. Founded by dynamic ex-teaching professional Shira Rubin, the company aims to become the leading global online language platform. The comprehensive website is developed and the company is ready for a major launch. www.learn2lingo.com

Contact Scott Haughton, scott@investors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Presenting on
17th Sept

INVESTMENT OPPORTUNITIES

INVESTOR MEMBERS' BULLETIN AUTUMN 2008

INVESTORS PICK UP TWO AWARDS AT THE ANNUAL BBAA CONFERENCE AT BRANDS HATCH

Scott Haughton and Oliver Woolley pick up the awards for BBAA Best Business Angel 2008 and BBAA Best Equity-backed Entrepreneur 2008 from Richard Farleigh of Dragon's Den.



RECENTLY COMPLETED DEALS...



Mobile scanning solution to provide affordable high quality MRI.
Funding Closed: **£120,000** (July 2008)
www.mobilediagnostics.info



Prefabricated concrete components for the construction industry.
Funding Closed: **£400,000** (July 2008)
www.verteka.co.uk



Online advertising network for participation sports.
Funding Closed: **£200,000** (July 2008)
www.sportsyndicator.com

PARTIALLY COMPLETED DEALS...



Two Chicks Ltd, the providers of pasteurised free range liquid egg white, have reduced their funding round to £100,000 and have interest for £50,000 of that total. The company is looking for the remaining £50,000. **Contact: Bob Taylor**



allfiled Limited, the web based filing system, has been restructured to simplify shareholder structure and is now raising £425,000. The company has already secured £300,000 and is looking for the remaining £125,000. **Contact: Bob Taylor**



The Medical Phone has the only mobile device providing a comprehensive solution for medical and military emergency care. Sales interest has been stronger than anticipated, thus a further £900,000 is sought for 30% of the equity in second round funding (of which Scottish Enterprise are likely to match-fund a large proportion), to set up volume production and support marketing particularly overseas. This will finance the company through to profit and positive cash flow in the first year of trading. **Contact: Nick Taylor**

'LEARNING TO FLY - INTRODUCING ANGEL INVESTING' EVENT, CELTIC MANOR RESORT, NEWPORT, WALES. 8TH OCTOBER 2008

In addition to insightful information from both Investors & Coutts & Co, experienced Business Angel, Michael Anderson will provide some top tips. So whether you are new to angel investing or just looking to brush up on your knowledge, this event is a great opportunity!

Time: 6:30 - 9:30pm, **Place:** Celtic Manor Resort, Newport, Wales

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

"THE NEXT BIG THING..." EVENT, WEDNESDAY 19TH NOVEMBER 2008

The event will feature up to six screened companies looking to raise finance of up to £2m; each one will make an 8 minute presentation with 2 minutes Q&A. Sponsored by Coutts & Co, Vantis plc, Clyde & Co and Simple Investments.

Time: 6-9pm (presentations from 6:30pm sharp)

Place: Arundel House, 13-15 Arundel Street, London WC2R 3DX, Nearest Tube: Temple

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 July/Aug '08	87
	179

INVESTORS: THE TEAM

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

