

The first deckchairs were discovered in the tombs of the ancient Egyptians. The now widely-used term 'deckchair' derived from the practice of sitting on the deck of a ship. However, it was not until 1866 that John Thomas Moore took out a patent and manufactured them in Macclesfield, England. The deckchair soon crept from its place aboard ship onto piers, beaches and promenades along seaside resorts around the world.



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For companies seeking finance of up to £2,000,000 email: funding@envestors.co.uk or call: +44 (0)20 7240 0202

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ecommerce solutions

Enterprise Trust
Estates Limited

CYBERSPORTS
VIRTUAL SPORTS. REAL COMPETITION



ENTIVA

Company name Mediatheme Limited
Sector Leisure
Location Stamford, Lincolnshire
Stage Profitable, expansion (£2.5m sales 2008)
Funding req' £500,000 (£300k funding to date)
Board req' N/A

mediatheme[™]
 Experts in Entertainment



Mediatheme™ are the UK's leading provider of touch screen entertainment systems for pubs, clubs and leisure venues. Their innovative Entertainer product suite provides a one-stop shop for venue entertainment (featuring Background Music & Video, Jukebox & DJ player facilities, Karaoke, Games, and Advertising), attracting customers, increasing dwell times and reducing costs. With over 800 current stockists, including national pub groups (Greene King, Enterprise, Punch, S&N and Marstons), independent publicans, and holiday parks (Pontins and Park Holidays), the business revenue model combines sale of systems (£6,500 - £12,000), rental and ongoing service/support income. The business generated a net profit of £89,000 on £2.5m sales in 2008 and is now seeking funding to build the customer base from 800 to 1,800 outlets by 2011, achieving target sales of £8m and £3m EBIT. The company is led by Ian Aldred, Chairman, a Chartered Accountant who jointly founded Sodastream and in 1983 created Kingsgrange plc, which successfully floated in 1987. Ian is supported by Richard Horne, Managing Director, who has a commercial background with Allied Bakeries, L'Oreal, Cow & Gate and Quaker Oats (Sales Director) and then Sodastream UK (Managing Director). www.mediatheme.com

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

Presenting on
 1st July
 2009

Company name Shopcreator Ltd
Sector SaaS and On-Demand eCommerce
Location Leeds, UK and Silicon Valley, USA
Stage £1m + revenues
Funding req' £250,000
Board req' Board in place

Shopcreator[®]
 ecommerce solutions

Shopcreator has provided conventional hosted, SaaS style, eCommerce solutions to larger enterprises in the UK for ten years, including BHS and the Science Museum. Over the last 18 months the company has developed an easy-to-use on-demand SaaS web store solution, specifically targeting smaller vendors and retailers. This hosted product delivers Shopcreator's customers easy access to sell on the web via an agile, on-demand, self-signup and self-service eCommerce solution that is based on a per-transaction licensing model and also allows customers to syndicate their products to wider audiences via eBay, Amazon and Facebook. The management team include Peter Havart-Simkin (President), Founder and Former CEO and CTO of Firefox Communications (UK and USA - NASDAQ IPO), and Bert Rankin (CEO) Formerly VP of Worldwide Marketing - Desktop Document Systems Division - Xerox Corporation (USA). Funding to date has come from a small group of investors who purchased the assets of the UK business from the administrator in late 2007. The US business was funded entirely by its founders. The businesses were merged at the end of 2008 by means of a share exchange. www.shopcreator.com

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

Presenting on
 1st July
 2009

Company name Enterprise Trust Estates Limited
Sector Asset backed commercial property
Location Midlands
Stage Trading
Funding req' £1,300,000 (£300k already raised)
Board req' N/A

**Enterprise Trust
 Estates Limited**

An experienced property entrepreneur is looking for co-investors to join his £300,000 of investment in a 6.8 acre Commercial/Industrial Estate property. Whilst offering similar returns to angel deals, there is substantial asset backing and yields of up to 13.2% per annum on equity. Potential IRR is forecast to be 20% over 5 years. The site is located in the Midlands and comprises modern industrial units already let to quality tenants such as Travis Perkins and Personal Hygiene Services (PHS) on long leases. Purchase price is £2,680,000 with initial rental of £299,000 per annum, rising in year one to £355,000 per annum. Purchase yield: 11% to 13.2%. The acquisition will be financed by a 60% repayment mortgage and equity of £1,300,000. The founder will provide £300,000 himself with the acquiring company being a single asset vehicle. A potential to sell to existing tenants would create capital gains of up to 28%. The Managing Director of the company is a Chartered Surveyor of 40 years experience, a past partner of Savills, a surveyor to two City Livery Companies and property investor and developer with over 25 years experience. The Director's current property portfolio comprises six other industrial estates.

Contact Bob Taylor, bob@envestors.co.uk, 020 7240 0202 **Min. subscr** £50,000

Presenting on
 1st July
 2009

Company name Cybersports Ltd
Sector Games software
Location London & Nottingham
Stage Trading, early stage
Funding req' £2.5m (of which 1.5m already raised)
Board req' N/A

CYBERSPORTS
 VIRTUAL SPORTS. REAL COMPETITION

CyberSports Limited has blended two of the most powerful internet trends in recent years to develop Football Superstars - a ground-breaking and compelling football game. The game is already in soft launch, and has attracted over 350,000 registrations in just a few months with 10,000 active players. Using proprietary technology, it aims to be the first truly mainstream Massively Multi-player Online Game (MMOG), appealing to casual as well as hardened gamers, by recreating the game of football and its associated lifestyle. On the pitch, each player controls one footballer. Off the pitch, thousands of characters will enjoy an aspirational utopian football-based virtual world. The model can also be expanded into other sports. Significant player, media, industry, advertising and sponsorship commitment is already established. Brands such as Puma, Reebok, Nokia and Virgin Media have already signed deals and many others are keen to participate. Managed by an experienced entrepreneurial team comprising business and technical skills, the game is free to play, but attracts premium subscriptions. The majority of revenue is expected to come from in-game transactions, advertising, and brand integration. World-wide interest is significant and assures huge participation. www.cybersportsworld.com

Contact Bob Taylor, bob@envestors.co.uk, 020 7240 0202 **Min. subscr** £50,000

Presenting on
 1st July
 2009

Company name Mymobiworx Limited
Sector Mobile phone marketing and content delivery
Location London
Stage Pre revenue. Launch Sept 09
Funding req' £380,000
Board req' Non-Exec Finance Director



The explosion in internet based music communities has created a seismic shift in the worldwide music industry. YouTube, MySpace, Facebook and many others have changed the game and artists are creating, publishing and promoting their content direct to fans, rejecting the old music labels. Ninety per cent of all current offerings work through the web, Mymobiworx uniquely addresses the mobile route. Their offer enables artists to use mobile marketing tools to reach and communicate directly to every one of their fans, generating revenues through the sale and delivery of mobile assets. The process allows artists' to enhance their existing web pages with mobile capabilities. Mymobiworx will become a 'must-have' element of every unsigned artist's social networking profile (there are 4.7 million unsigned artists already created on Myspacemusic UK). The directors have unique complimentary skills within the mobile industry, working for many of the major players, including developing and delivering 3UK's music and social networking proposition. There is also a key technology partner in place. Funding is required to complete development and drive a clearly targeted and planned marketing effort.

Contact Stephen Kain, stephen@envestors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Presenting on
1st July
2009

Company name Entiva Systems Limited
Sector Communication technology
Location Northants
Stage Launch in 2009. Orders placed
Funding req' £250,000
Board req' Non-execs with relevant experience



ENTIVA is a unique, easy-to-use and easy-to-install entertainment system designed for the caravan, motorhome and yacht markets. The ENTIVA product uses revolutionary software to create a space saving system that combines all audio visual, internet and security needs into one small box. There is no need for multiple interfaces, lots of wires or a satellite dish. ENTIVA uses wireless connectivity to enable the user to watch TV, surf the internet, download music and DVD's and much more – it works wherever you can get a mobile phone signal. Two prototypes of the ENTIVA system were demonstrated at the International Caravan and Motorhome Show in October 2008 and received a great reaction from the trade as well as the press. The motorhome market alone is over 85,000 units in Europe and 200,000 units in the US. A distributor has been appointed in the UK, which is ordering 1,000 units once the ENTIVA product is ready (August 09). Negotiations are starting with distributors in Germany, Italy and France. The likely exit route is a trade sale to a larger electronics or consumer products manufacturer. www.entivasystems.com

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

Presenting on
1st July
2009

Company name Saveme4later
Sector Luxury Goods/Media
Location Tonbridge
Stage Pre-revenue
Funding req' £600k (of that 25-35% is underwritten)
Board req' N/A



Saveme4later have developed a method which allows luxury brands and consumers to interact through offline and online advertising. This will enable the consumer to retrieve vital shopping information such as availability and price, and allows the brand to measure the marketing actively and also communicate directly with those consumers. The Public Beta launch is in the UK in October 2009 followed by an international launch in March 2010. Revenue is derived by charging the brands to link with the consumer via the Saveme4later portal and also through advertising. The board consists of senior industry specialists two of which have main board PLC experience. The concept, value proposition, pricing and business model have been tested with 30+ luxury brands in the UK. Saveme4later have developed a fully integrated marketing strategy to deliver 20K+ signed up users. The business is international and scalable and forecasted revenue is £25 million in 3-5 years with an exit value of £50 million. They are seeking £600k for the Public Beta launch of which 25-35% has been underwritten by our chairman.

Contact Peter Hopkinson, peter@envestors.co.uk, 020 7240 0202 **Min. subscr** £50,000

Company name Get Through Guides Limited (GTG)
Sector Professional publishing & training
Location R&D Centre in India. Distribution & Marketing in Leicester
Stage Established 2007, £395,000 turnover 2008/09
Funding req' Phase 1: £200,000. Phase 2: £150,000
Board req' N/A



GTG publishes study materials, including e-learning, and provides training (distance learning & face-to-face) for international professional qualifications. In July 2008, it published its first complete range for the ACCA market which has 365,000 students worldwide. GTG will publish its second range in July 2009. The company also provides training across India and in Central Europe for clients such as Ernst & Young, KPMG and Shell and plans to open centres across India. GTG has a team of 24 authors/tutors and research assistants in Pune who write the materials, supported by a creative and design team. Quality assurance is provided by freelance tutors in the UK. The low cost base enables GTG to produce high quality materials at affordable prices (typically 40% less than competitors). Co-founder and CEO, Vandana Saxena Poria, is a Chartered Accountant and was previously CEO of BPP International (a division of the UK's largest professional training company). Dipak Poria, co-founder and Chairman, worked in investment banking for over 15 years. James Cooper, non-executive director, was a main board director of BPP Holdings plc and CEO of its professional training division for over 15 years. www.getthroughguides.co.uk

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

Company name Audiosuite Digital Media Limited
Sector Marketing brands through music
Location London
Stage Early revenues
Funding req' £250,000
Board req' Board in place



Audiosuite extends lifestyle brands through music. The company grew out of the licensing of music to Starwood Hotels for use in their in-house TV productions. Following this, Audiosuite built, and currently manage, three music download sites for Hyatt in the USA, and there is now interest in rolling this out to further hotels within the Hyatt group. Going forward, Audiosuite aims to work with lifestyle brands in the sectors such as hotels & restaurants, fashion & retail and travel. The company was founded by Michael Conn (Creative Director) in 2007 who was originally an artist signed to Decca, he was one of the leading classical guitarists of his generation. He is joined by David Moëd (Financial Director), an experienced entrepreneurial accountant and Envestors Member. The reason companies use Audiosuite is so music can be used to extend brand communication, as well as customer involvement and loyalty to ultimately drive sales. Revenue is generated through the following means (a) consultancy: project fees and retainers, (b) delivery: annual management fees and/or profit share on retail sales and (c) Development: the building of assets in technology and content IP. www.audiosuite.com

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

Company name Stravencon Ltd
Sector Healthcare – products from China
Location London, Shanghai
Stage Early stage
Funding req' First tranche €1.125m
Board req' N/A



Stravencon is a specialised healthcare company in the process of obtaining EU marketing approval to market and out-license for sale cost effective pharmaceuticals manufactured in China. With over 6,000 pharmaceutical enterprises, China is already the world's leading supplier of active pharma ingredients and is upgrading its manufacturing capacity for export-quality finished medicines. The strong management team have long experience of their market and have recently negotiated their first JV agreement with a major Chinese Pharmaceutical company to introduce large market Antibiotics and Oncology pharmaceuticals to the EU and other international markets. There is opportunity now to invest with the benefit of EIS alongside the Chinese partner (€625,000) and also provide working capital for Stravencon to implement MOUs already signed with four other major Chinese Pharmaceutical companies. Very significant revenues are expected during the next few years and the JV is forecast to be cash positive in 2011. www.stravencon.com

Contact Nick Taylor, nick.taylor@envestors.co.uk, 020 7240 0202 **Min. subscr** €50,000

Company Zilico Limited
Sector Medical device diagnostic/screening
Location Sheffield
Stage Pre-revenue



Zilico Ltd, the developer of the next generation of cervical cancer diagnostics, using technology which examines the structure of tissues through electrical impedance (resistance) measurement, providing a real-time and objective scientifically-proven method to differentiate between normal, pre cancerous and cancerous cells has received strong VC interest and is now seeking to create an investment syndicate to close the round. www.zilico.co.uk

Contact: Scott Haughton, 020 7240 0202

Update

Company Meet the Real Me Limited
Sector Graduate recruitment with Video CVs
Location London
Stage Early stage



meet the real me (MTRM) has closed the £200,000 required to take it to the next stage of development. The funding all came from one Envestors Member. MTRM brings employers and graduates face-to-face with a unique structured video interview that drives personality and communication skills to the front of the application process. For employers, video CVs enable them to get closer to the right candidate much earlier in the recruitment process. For job seekers, video CVs helps them stand out from the crowd and demonstrate their communication skills, confidence and personality. www.meettherealme.com

Contact: Oliver Woolley, 020 7240 0202

Funding Closed

Company Applied Design and Engineering Ltd (t/a Adande Refrigeration)
Sector Innovative sustainable refrigeration
Location Suffolk
Stage Achieving sales (c. £400k 2008), expansion



Adande, the innovative, patent protected and award winning disruptive technology for sustainable refrigeration, offering commercial kitchens (including KFC, McDonalds, Burger King and Michelin starred restaurants) energy cost savings of up to 57%, has to date reached its minimum drawdown requirement of £1.1m. Further investment interest is invited in this eminently scalable opportunity. www.adande.co.uk

Contact: Scott Haughton, 020 7240 0202

Update

Company Whatafind.com
Sector Online stock clearance for high street brands
Location London
Stage Trading, early stage



Whatafind.com, the online surplus and clearance company that presented at our event in March has followed the advice of a number of interested funds and VCs and agreed to raise a smaller round funding at this stage and look to a larger 2nd round next year. They are now seeking £150,000 for a 20% stake to take the company to a breakeven position in the second qtr of 2010 therefore proving the concept in full. www.whatafind.com

Contact: Scott Haughton, 020 7240 0202

Update

India Investment Forum: Showcasing Indian Ventures to UK Investors.

On 21st May 2009, Envestors held its inaugural India Investment Forum: Showcasing Indian Ventures to UK Investors. There were eight companies from India presenting to an audience of 136 investors and executives. A key issue for investors is their desire to invest through a UK holding company, with the funds being deployed to launch activities in the UK. The event was sponsored by the UK Trade and Investment and the UK India Business Council. To view a three minute video of the event, please visit www.envestors.co.uk and go to Investors India.

INVESTMENT CRITERIA FOR INDIAN VENTURES SEEKING FINANCE FROM UK INVESTORS

Sectors: All sectors considered. Preference towards: technology, media, communications, clean-tech and product/service innovation. NOT property, hotels and film.

Location: Companies based in India and looking to set up a UK operation. Investments are made through a UK holding company.

Stage : Established companies, with a preference for businesses with a turnover of over £1m.

Investment size: Looking to raise finance, either equity or debt, of £200,000 to £10m

Exit: Clear exit route within three to five years, either through trade sale, merger or flotation

Growth: Highly scalable businesses with the potential for explosive growth.

If you would like more information, either as an investor interested in receiving screened dealflow, or an Indian company seeking finance to launch in the UK, please contact Annie Taylor, India Programme Manager annie@investors.co.uk or Oliver Woolley, Partner oliver@investors.co.uk.



Investors in United Arab Emirates

Following reports earlier in the year of people leaving their cars at Dubai airport in their haste to leave UAE, life appears to be getting back to normal. Our partners in Dubai, Edward Roderick and David Moleshead, who run Envestors MENA (Middle East Northern Africa) have seen activity picking up considerably in the past few weeks.

“Earlier in the year, we indicated that as a result of market conditions very few entrepreneurs/business owners were looking at growth plans in the UAE. However, in the past two months we are pleased to report that we have seen a significant increase in better opportunities now arising in the region. Most, however, are seeing the post Ramadan period as the time to launch their equity fund raising so we have decided to hold our next meeting in the autumn so that we can work with businesses to get them investor ready. The date of the meeting will be advised in due course.

Overall, the past few months have been an interesting and active time for Envestors MENA as we have undertaken a number of one-off assignments with companies to meet the challenges of the economic downturn and assist them to manage their operations more efficiently. Recently, we were also invited to participate in a UK Government led delegation of high tech companies who are looking to set up operations in the UAE – some fascinating developments very suitable to the region have resulted from this.

Some of you may have also heard us appearing as business doctors for strategy on the evening business programme on Dubai Eye 103.8 on Monday evenings once a month at around 7.15 p.m. – our next appearance is on Monday 29 June.”

If you would like to find out more about opportunities in the UAE, please contact Edward Roderick at edward.roderick@investors.ae, or visit www.investors.ae.





HAYLEY'S BLOG GLASS HALF FULL

Investors On Top of the World. We'd like to congratulate Chris Dovell, one of our Members, for successfully reaching the summit of Everest last month. Chris, who is a regular investor through our network and with whom we are collaborating on a fund, reached the summit on at 05.45 on 21st May. Some might consider it an extreme technique for avoiding entrepreneurs with follow-on funding requests.



MORE ABOUT...



Maybe you've already attended one of our Investors Business Angel investment events at Coutts, but did you know that Andrew Neil, Sir Terence Conran, Lord Heseltine, David de Rothschild, Baroness Kingsmill and Michael Hayman have all been guest speakers at the Coutts Forum for Entrepreneurs, which offers extensive networking opportunities, together with seminars and discussions on topics of interest, to both investors and entrepreneurs? From an exclusive private dinner at Jamie Oliver's inspirational Fifteen London restaurant and hearing his success story, to soirées with a much wider audience – the Forum's events are always informative and relevant, and often with lively debates.

To find out more about the range of events Coutts has coming up, visit www.coutts.com/entrepreneurs to view the calendar and register your interest in attending. Alternatively, if you would like more information about Coutts, please contact Margherita Razza on 020 7158 0747 or email margherita.razza@coutts.com.

TARGETING CAPITAL GROWTH AND YIELD/ASSET BACKED DEALS

Some of our investors have been lamenting the woeful yield they are currently getting from their assets and investments of late. Property or asset backed deals can sometimes offer good capital growth potential, as well as securing a decent yield and retaining the security of an asset behind the investment. (In our bulletin this month Enterprise Trust Estates is one such property investment, plus Thames Executive Charters and Caisson Investment from our last bulletin are also asset-backed).

The downside with property is usually the lack of EIS, but a further way to secure a yield might be to invest in a company as convertible debt, which again pays a coupon (yield) and then converts to equity on exit. This is especially appropriate for high margin companies that can afford to pay a coupon and is a neat way of combining income whilst retaining potential for capital growth.

For more information, please contact Bob Taylor, 020 7240 0202, bob@investors.co.uk

"THE NEXT BIG THING EVENTS..."

WED, 1ST JULY 2009, 6pm Chandos House Summer BBQ, 2 Queen Anne Street, London W1G 9LQ

WED, 16TH SEPTEMBER, 6pm Coutts & Co., 440 Strand, London WC2R 0QS

These events feature 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). RSVP: Hayley McNally, hayley@investors.co.uk or 020 7240 0202
Sponsored by Coutts & Co, Vantis plc and Payne Hicks Beach

Members & guests only

INVESTORS BREAKFAST 30 INVESTOR CLUB (in association with Coutts & Co.)

The breakfast events are a more relaxed and informal gathering of investors interested in high-growth companies, hosted at Coutts & Co in London. The morning features three EIS qualifying companies, each making an 8 minute presentation, followed by 20 minutes Q & A and discussion. Our first event is on 7th July 09, 8.30am to 10am and our next event will be in October 09. Spaces are limited to 30 people.

For more information please contact Hayley McNally, at 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 high growth companies, usually under the Enterprise Investment Scheme (EIS).

Investors Corporate Finance which advises companies raising 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

	592
Private investors.....	419
Investment fund managers and business angel networks	68
Banks	16
Professionals e.g. accountants and lawyers	89
No. of business plans reviewed in May/June 2009	205



The Investors Team (London):
Scott Haughton, Nick Taylor, Hayley McNally, Bob Taylor and Oliver Woolley, (Left to right)