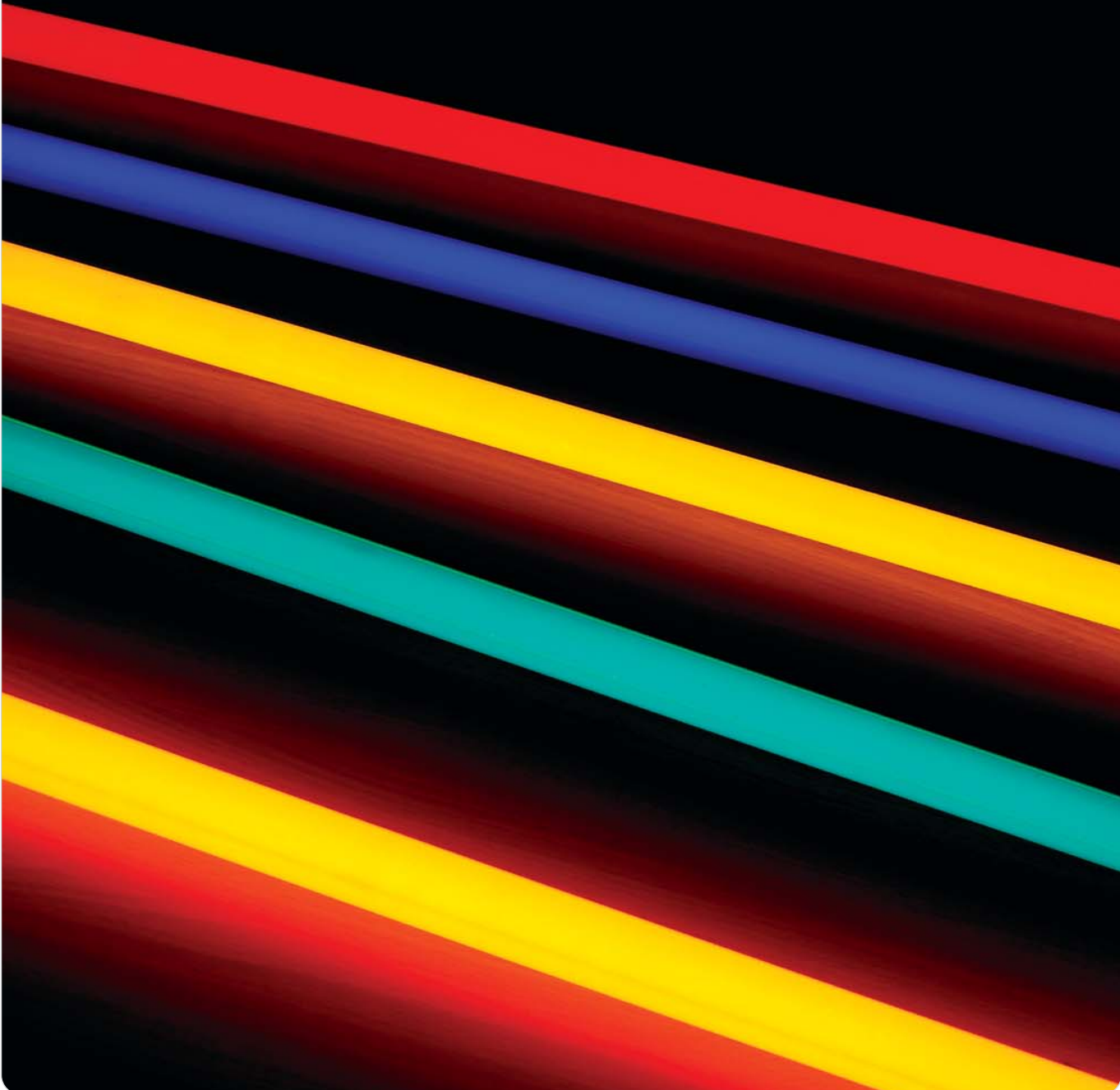


Georges Claude patented the neon lighting tube on Jan 19th, 1915, he displayed the first neon lamp to the public on December 11, 1910, in Paris and, in 1923, his company introduced neon gas signs to the United States, by selling two to a Packard car dealership in Los Angeles. It quickly became a popular fixture in outdoor advertising, visible even in daylight, people would stop and stare at the first neon signs dubbed "liquid fire."



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Solicitors

For investors looking to invest upwards of £20,000 email: investors@envestors.co.uk or call: +44 (0)20 7240 0202
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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Company name Smoothe International Limited
Sector Creative design agency
Location London
Stage Breaking even, expansion (£2.3m sales 2008)
Funding req' £500,000 (£650k funding to date)
Board req' NED Finance

Smoothe

Founded in 2000, Smoothe is an award winning creative agency providing multi-disciplinary design services, specialising within the property sector. With studios in London, Manchester and Dubai the company has a blue-chip client-base (British Land, The Olympic Development Agency, Urban Planning Council of Abu Dhabi, Dubai Festival City, Direct Line Insurance, Mercedes Benz etc.) and generated sales of £2.3m in 2008. Smoothe's success has come from disrupting the market through innovation and challenging conventional marketing approaches. Smoothe provide in-house design & production services in identity, print, web, exhibition, moving image, post production, animation and visualisation. Funding is now required to deliver a growth plan including rolling-out four further international hubs in addition to diversifying in to new market sectors. The Smoothe Board comprises: executives Matt Fairman as CEO, with a background within investment banking and creative sectors; Ross Cunningham as Creative Director, with over 8 years construction industry experience working with some of London's leading property developers; Lucy Foreman, formerly with Sotheby's as Marketing Director; Ken Tiyyur, a Chartered Accountant as Head of Finance; and non-executives Stuart Piercy and Richard Conner, both leading architects. www.smoothe.com

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

Presenting on
16th Sept
2009

Company name Newera Controls Ltd
Sector Cleantech
Location Hatfield, Hertfordshire
Stage Early stage
Funding req' £850,000
Board req' N/A



Newera Controls have a software solution for the estimated \$12bn Cleantech global opportunity (source: Cisco) for 'Intelligent Building Solutions' that can reduce energy use and cost in all buildings both old and new-build, from domestic to corporate. The UK market is estimated by British Gas to grow to £2bn over the next 5 years. Existing 'Building Management Systems' are fundamentally hardware based, cumbersome and require scarce and costly expertise to maintain. Newera Controls are totally software driven using Real-Time Linux on any standard PC-like device to bring energy use into the IT mainstream; the software is adaptable, cost-effective, easy-to-deliver/maintain and will deliver savings from 10% to 50% of energy and maintenance costs. Thought-leaders in energy management and control at the University of Reading and Henley Business School have given Newera strong support, focused on the reduction of heating and energy usage. Early negotiations with large customer prospects Pfizer, Grosvenor Estates, Bluewater and Terminal 5, lead Management to seek £850,000 to re-capitalise the company, implement the marketing strategy and provide working capital for expansion. www.newera-controls.com

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

Presenting on
16th Sept
2009

Company name Isaacc Software Ltd
Sector Bookkeeping software (SaaS) for small and micro businesses
Location Suffolk
Stage Launched September 2009
Funding req' £200,000
Board req' None



Isaacc is software for the millions of small businesses that dislike or fear formal bookkeeping, but want effective cash collection, accurate business information and good customer relationships. For them, current systems seem too complex and expensive; often their record keeping method is to 'throw it in a shoe box and sling it at the accountant once a year', which costs them hundreds of pounds in accountancy fees. Isaacc is a new breed of business software that truly addresses this market for the first time, with a price tag of £9 per month. Isaacc is 'Software as a Service', where the vendor hosts the application in an environment optimised for performance and security. This model drastically reduces costs, and also supports compelling new social and collaboration features. The founders have experience of software development and production and have developed an easy-to-use consumer product with a rich user experience. Their aim is to build Isaacc into Britain's next leader of this growing software sector. The first release was in July which will be expanded to a public beta during September 2009, with paid service starting thereafter. www.isaacc.com

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

Presenting on
16th Sept
2009

Company name Epona Limited
Sector Ethical fashion
Location London
Stage Profitable, expansion (£800k sales '08/'09)
Funding req' £250,000 (£100k secured) (£503k funding to date)
Board req' NED/Chairman



Founded in 2002, Epona pioneered the use of Fairtrade cotton for promotional clothing and is now the market leader in this sector. Public awareness of the Fairtrade mark has now grown to over 70%. Sales of Fairtrade products in the UK grew by 55% last year to £700m and sales of Fairtrade cotton products rose by 788% in 2007 to £52m RSV. Epona has an exclusive contract with the National Union of Students (NUSSL), supplying 80 universities in the UK. Recent sales to universities in Germany and the USA have identified significant growth opportunities in these markets. The market estimate for collegiate clothing in Western Europe is c.£20million and c.\$4 Billion in the US. Additionally, Epona supplies to commercial enterprises, Government departments, charities and music merchandisers. The product range incorporates sweat-top's, T-shirts and sportswear items. Managing Director and Founder, Tom Andrews is a Chartered Accountant, with telecoms sector experience. Finance Director, Phil King was formerly FD at CaféDirect when they became the first Fairtrade company to be listed. Sales Director Antony Wilson has 12 years experience in export sales in textiles. www.eponaclothing.com

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

Presenting on
16th Sept
2009

Company name Total Brand Security Limited
Sector Security
Location London
Stage £1.75m revenues, second round funding
Funding req' £750,000 (£400,000 circled)
Board req' Non executive chairman with industry contacts



Total Brand Security was formed as a management buyout from MeadWestvaco, a major international packaging producer. The Company has intellectual property which enables its customers to protect their products and documents against counterfeiting and forgery. The Company is recognised as a global leader in its security market and its customers include LVMH and Pernod Ricard who protect Hennessy and Martell Cognacs respectively. Using the Company's technology enables these customers to identify which products belong in which markets and whether products present in those markets are authentic. In 2008 the Company secured the contract for security printing 1.5 million Ecuadorean passports using its unique knowledge of security printing techniques, which include holograms, inks, pigments, laser technology and proprietary tracking software. The management of the Company includes Adrian Simmons and Jacob Scherf who founded the Company and developed the technology. Both Adrian and Jacob have a background in chemical engineering and have a combined 40 years experience in the sector. The Capital Fund (operated by Yorkshire Fund Managers) invested £250,000 in the first round. www.totalbrandsecurity.com

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

Presenting on
16th Sept
2009

Company name Kublax
Sector Web / Financial services
Location London
Stage Pre revenue
Funding req' £1.4m (of which £400k already pledged)
Board req' Well connected banking or financial services executives



Kublax is a new and free website that provides an aggregated view of a user's bank accounts and credit cards. The software categorises expenditure so you can understand where your money is being spent e.g. groceries, utilities, mortgage. The site also includes simple budgeting and alerting tools that allow you to keep a track of expenditure. A similar site in the US has over 1.5m registered users. The service will simplify the process of personal money management as well as enable recommendations to be made to switch providers where savings can be made. The company was founded in 2006, won the inaugural Seedcamp in 2007 and launched a beta in Sept 2008 and its first public site in May of this year. Revenue is generated from commissions, data sales and licensing to financial institutions. The company is looking to raise £1 million, in addition to 400K committed from a leading UK media brand. The new investment will be used to complete development of the recommendations engine, launch an enhanced version of the existing product and add a CTO and Business developer to the core team. www.kublax.com

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

Presenting on
16th Sept
2009

Company name Rehab London Ltd
Sector Mens grooming products
Location London
Stage Trading
Funding req' £100,000
Board req' N/A



Rehab London was founded by makeup artists who really understand the specific needs of the male consumer. Working with a wide variety of celebrities helps ensure the company are at the cutting edge of all grooming products. Rehab London is a trademarked natural men's grooming range, currently retailed through a number of UK hotspots including Topman and online retail store www.asos.com. Future growth opportunities include 'Fresh and Wild' shops and Nutri Centres. New to the UK and European men's grooming market, Rehab London has burst into the arena with a gorgeous range that is "rock n roll" on the outside, but gentle on the inside. The company sees the importance for natural products formulated especially for men produced using advanced natural skincare technology. Rehab London cares for the planet and all packaging is from recycled sources, glass whenever possible and boxes made from recycled paper. Investment of £100,000 is now sought in order to fund increased marketing spend and provide for expansion working capital. www.rehablondon.co.uk

Contact Nick Taylor, nick.taylor@investors.co.uk, 020 7240 0202 **Min. subscr** £10,000

Market Stall on
16th Sept
2009

Company name BraveNewTalent.com
Sector Social recruiting
Location London
Stage Early stage sales
Funding req' £350,000 (£75,000 already pledged)
Board req' N/A



BraveNewTalent.com is highly disruptive in the recruitment and employers branding market using a social networking platform that connects candidates directly to employers. The company is revenue generating and is delivering the global social media search for One Young World, a ground breaking project in partnership with companies such as Google, YouTube, WAYN with a contract of substantial value. BraveNewTalent.com has been recognised for its growth potential with an award winning team and a member of the Global Entrepreneur Program with UK government backing. The team have considerable experience in both the start-up and corporate world, including Google and Radley Yeldar. The company's business model changes the \$10bn global recruitment market by building online communities around employers – a business model that thrives in the recession with a proven appetite in the market. This is the beginnings of a global talent network, that is in the acquisition territory for Monster, Newscorp, LinkedIn among others. To date the company have been funded by seed corn equity of £120k and a £100k EFG loan, in addition to significant sweat equity. www.BraveNewTalent.com

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

Market Stall on
16th Sept
2009

Company name Balineum Ltd
Sector Online retail – bathroom linens and accessories
Location London
Stage Early stage sales
Funding req' £300,000 (minimum £150,000)
Board req' Finance Director



Balineum designs and sells elegant linens and accessories for the bathroom. Balineum is the Latin word for bath-house – chosen for its versatility across the European market. The business began trading in October 2007 selling a selection of shower curtains and have since added towels and bath mats to the collection. Sales have increased substantially since last year and in the current year by 18% from the first to second quarter. Balineum sells wholesale (Selfridges, Liberty), to the trade (interior designers and hotels), but the primary focus (and higher margin business) is selling directly to consumers via the website. In the UK, the bathroom linens and accessories market is worth over £1 billion per annum, and across Europe sales exceed £10 billion. Customers are typically style-conscious, upmarket individuals who value and enjoy their homes. Despite being an established market, it is a highly fragmented and missing an expert. The goal is to grow Balineum into the leading luxury brand for bathroom linens and accessories across Europe. The next stage for growth requires the business to invest in development of the product range and customer acquisition. www.balineum.co.uk

Contact Nick Taylor, nick.taylor@investors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Featured Deal

Company name Blue Whale Systems Ltd
Sector IT / Software
Location London
Stage Pre-start
Funding req' £800,000
Board req' N/A



Blue Whale Systems Ltd offers the BlueWhaleMail service that does for social networks and email what BlackBerry does for corporate email. The company addresses mass market with a focus on the 98.4% of the world's 4.1B mobile phones that are not iPhones or BlackBerries. The USP is that BlueWhaleMail is able to deliver the all-important push user experience without any additional servers beyond the existing servers of e.g. Facebook and Gmail. Hence the business model scales well with essentially zero incremental cost per user. Social networking is a high frequency medium – together with BlueWhaleMail's structural cost advantage the service can be profitable on advertising alone, and offered to distribution partners on a revenue share basis. The company have agreements in place with British Sky Broadcasting for UK&I launch in autumn 2009 – this includes advertising sales. One of the founders wrote the BlackBerry email and SMS applications, and half the development team are ex-BlackBerry. Blue Whale Systems is raising £800k to execute on the Sky contract and develop international market opportunities.

Contact Peter Hopkinson, peter@investors.co.uk, 020 7240 0202 **Min. subscr** £25,000

Featured Deal

Company name SaveMe4Later
Sector IT / Software
Location Kent
Stage Pre-start
Funding req' £600,000
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 the chairman.

Contact Peter Hopkinson, peter@investors.co.uk, 020 7240 0202 **Min. subscr** £25,000

Featured Deal

Company name Cybersports Ltd
Sector Games software
Location London & Nottingham
Stage Trading, early stage
Funding req' £5m (of which £3.5m already raised)
Board req' N/A



Cybersports presented at our event in July and has so far raised around £3.5m of their target £5m, with £300,000 coming via Envestors. 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 in soft launch, and has attracted 450,000 registrations in a few months with 17,000 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. Significant media, advertising and sponsorship commitment is already established. Brands such as Puma, Reebok, Nokia, Universal and Virgin Media have already signed deals and a number of big brands are under negotiation. Media spend is expected to ramp up in 2010 for the football world cup. Revenue comes from in-game transactions, advertising, and brand integration. World-wide interest is significant and assures huge participation. www.cybersportsworld.com

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

Partially funded

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 successfully closed £1.25m of expansion capital, including investment from members of the Envestors Private Investor Network. www.adande.co.uk

Contact: Scott Haughton, 020 7240 0202

Funding Closed

Company Teachable Ltd
Sector Educational media
Location Basingstoke
Stage Trading sales c. £170,000 current year



Teachable has closed a seed funding round ahead of schedule through Envestors with four high-profile entrepreneurs investing £25,000 each. Teachable.net is the largest repository of high-quality, teacher-contributed teaching materials in the world, which are increasingly seen as an alternative to textbooks and software as learning resources. In these days of smothering public sector bureaucracy, Teachable.net has the potential to become a brilliant resource for overworked teachers in the UK and across the world. www.teachable.net

Contact: Nick Taylor, 020 7240 0202

Funding Closed

Company AuctionAtrium.com Ltd
Sector Fine Art Auctioneers
Location London
Stage Established business sales circa £900k in current year



Auction Atrium closed £200,000 in August from a lead investor with considerable experience of the sector. The company is focused to the growing online auction marketplace which lowers the transaction cost of buying and selling fine art, antiques and collectables. Serving both consumers and the trade, all auction items are sold online and the business proposition is further enhanced by AA's scalability and ability to replicate in other markets worldwide. www.auctionatrium.com

Contact: Nick Taylor, 020 7240 0202

Funding Closed

Company Surface Generation Ltd
Sector Composites Tooling
Location Rutland
Stage Trading and achieving sales circa £270,000 in current year



In August Surface Generation closed £420,000 from one Envestors Member. It was founded in 2002, as the first spin-out from Pera in conjunction with Cambridge University, to become a world leading Composites tooling company. Their patented flexible technology reduces customers' mould costs by up to 90% and time to market by up to 40%. With increasing emphasis on fuel efficiency, manufacturers of ground and air transportation are looking to composite materials to meet performance, cost and emissions targets. www.surface-generation.com

Contact: Nick Taylor, 020 7240 0202

Funding Closed

Company Chateau Rouge Ltd
Sector Luxury Goods
Location London
Stage Launch October 2009



Chateau Rouge (CR) has raised £100,000 from founder Sean Farrell, Business Angel finance from Envestors members, and a bank loan. CR is a UK based Luxury Goods business inspired by the legendary Chateau in Paris, that has adopted French branding and style for global appeal. A range of premium teas will launch CR online next month followed by coffee and wine before the brand is extended to include a variety of luxury lifestyle products. www.chateaurouge.co.uk

Contact: Nick Taylor, 020 7240 0202

Funding Closed

Company Enterprise Trust Estates Ltd
Sector Asset backed commercial property
Location Midlands
Stage Trading



Enterprise Trust Estates presented at our July event and is in discussion with a number of our investors. The company is seeking further investors to complete the investment requirement. The company is looking for a further £1m to join £300,000 of commitment in a 6.8 acre Industrial Estate. Whilst offering angel deal returns, the investment is asset backed and yields of up to 13.2% per annum. Potential IRR is forecast to be 20% over 5 years. The site comprises modern industrial units with quality tenants on long leases. The founder has good experience in this sector with six other industrial estates in his portfolio.

Contact: Bob Taylor, 020 7240 0202

Update

Company Mediatheme Limited
Sector Leisure
Location Stamford, Lincolnshire
Stage Profitable, expansion (£2.5m sales 2008)



Mediatheme™, the UK's leading provider of touch screen entertainment systems for pubs, clubs and leisure venues, has decided at this time to postpone its fund raising activities. Due to the current market dynamics, certain criteria have not been realized through the recent round of fund raising which has necessitated a review of this aspect of the Mediatheme business. The board of Mediatheme would like to thank all Envestors parties that have requested information and spent time through the current fund raising process. www.mediathemem.com

Contact: Scott Haughton, 020 7240 0202

Update

Company MoBank Ltd
Sector Mobile software (consumer banking)
Location London / Hampshire (Hook)
Stage Early revenues. Product fully developed.



MoBank presented at our event on 13th May and closed £200,000 of funding, including investment from one of our Members who has joined the board as a Non Exec. They are currently looking to close a further £300,000. MoBank has made enormous strides in the first half of 2009 by launching the world's first multi-bank mobile banking and commerce service that allows consumers to make day-to-day transactions and administer their personal finances on an Apple iPhone. www.mobank.co.uk

Contact: Oliver Woolley, 020 7240 0202

Update



INVESTMENT NOTICEBOARD

CLOSED, PARTLY-FUNDED & SMALLER DEALS & COMPANY NEWS



HAYLEY'S BLOG BBQ SUMMER

It wasn't quite the BBQ Summer as promised! Thankfully the sun shone for the Ashes cricket this year which (even for a Canadian) made for a wonderful summer event. As for Envestors, things have certainly brightened up since September 2008, when everyone thought the world was collapsing. In the first 6 months of 2009, we helped 12 companies close £3.3m of funding, of which, £2.4m was from our own Members. And in July and August, which are actually meant to be our quieter months, we managed to help close finance for the following six companies: Adande, Auction Atrium, Teachable, Surface Generation, MoBank and Cybersports. So, in spite of it raining constantly, this all made things worthwhile and I have been promised by the Partners that we are going to see an Indian Summer. Here's hoping...



ENVESTORS LAUNCHES "TIME-LIME" TRAINING DIVISION

Timelime™ Training is the new in-house training division of Envestors LLP. The catalyst for the company's creation came from the 'real life Dragon's Den' evenings that we host. During our 'Next Big Thing...' investor events, entrepreneurs have an eight minute window to present their ideas to an audience of investors. They are timed by our timelime™, which slices away, a minute at a time, to ensure they are concise in delivering their message. Our new training courses aim to build upon this theme, providing condensed, no-nonsense insights that consolidate key aspects of the investment process. We have launched a range of six courses for companies and investors, all held at regular intervals at our offices in Central London.

For more information contact
t: 020 7240 0202 e: courses@investors.co.uk



ENVESTORS EVENTS

WED, 11TH November, 'Next Big Thing...' Company Presentation event - Arundel House, London.

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

WED, 14TH October, 'Learning to Fly' An introduction to Angel Investing - Leander Club, Henley.

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

Envestors Corporate Finance which advises companies raising finance of up to £2m.

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

CIRCULATION

	599
Private investors.....	424
Investment fund managers and business angel networks	69
Banks	16
Professionals e.g. accountants and lawyers	90
No. of business plans reviewed in July/Aug 2009	193



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

Members & guests only