

Inspired by the inefficiency of vacuum cleaners available in 1979, James Dyson resolved to develop a better vacuum. During a visit to a local sawmill, he noticed how the sawdust was removed from the air by large industrial cyclones. He believed the same principle would work, on a smaller scale, in a vacuum cleaner. Encouraged by a cardboard prototype, Dyson then went on to develop a number of dual cyclone machines before founding Dyson, the company, in 1992. By 2008 his net worth was said to be £1.1 billion.



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For companies seeking finance of up to £5,000,000 email: funding@envestors.co.uk or call: +44 (0)20 7240 0202

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HOMEWORKS



Moncrief
LONDON

Company name Econogo Ltd
Sector Electric Scooters
Location London
Stage £70,000 from initial order of 25 bikes
Funding req' £360,000
Board req' Chairman/MD with industry experience



Econogo has designed the world's first electric scooter with removable batteries (chargeable in 30-60 minutes) and a range of 30 miles. A portable battery overcomes the challenge to fixed battery vehicles (of accessing a power supply), and greatly increases the market for users of electric scooters - especially for those living in urban areas without convenient access to ground floor charging capabilities. The design separates standard scooter hardware (frame, wheels, motor), from sophisticated elements of an electric vehicle (battery, controller, charger), thus permitting simple upgrading. The bikes are contract manufactured in China, where the founder spent 2 years specifying the design. A conceptual order of 25 bikes has been produced and sold, many on an evaluation basis for further orders. At 7% of the running costs of a petrol scooter, the Econogo has not only attracted strong interest from consumers, but from operators of scooter fleets (such as food delivery, couriers, estate agents). The company is at an advanced stage of negotiations on a number of significant orders. The company requires funding to add stock and working capital, and increase sales capabilities. www.econogoelectricscooters.co.uk

Contact Bob Taylor, bob@envestors.co.uk, 020 7240 0202 **Min. subscr** £25,0000

Presenting on
19th Jan

Company name Homeworks Magazine (Write-On UK Ltd)
Sector Publishing: Home interiors magazine distributed through the Guardian
Location London and Malta
Stage Early stage. 3rd edition in UK (7 years in Malta)
Funding req' £300,000 (£300,000 invested to date)
Board req' Partners/execs/investors with publishing experience



Homeworks Magazine is a free monthly home interiors magazine distributed through the Guardian newspaper, inspiring the best of British architecture and design. The Founder, Marc Spiteri, runs a successful marketing agency in Malta (t/o €1m), where, over the last 7 years, 46 editions of Homeworks magazine has been distributed through the Times of Malta, Malta's leading newspaper. In January 2010, Marc signed an exclusive agreement to distribute Homeworks through the Guardian in the UK, and in Summer 2010 a seven-member team set up an office in Holborn to launch the first magazine in October 2010. The team includes Emily Brooks (author of 'London Interiors'), Lisa Borain (Editor of Homeworks in Malta) and Rachel Loos (5 years Editor of Elle Deco UK). The circulation of 372,000 is more than House & Garden, Wallpaper and Elle Deco combined. The cost per thousand for advertisers to promote their designer living products through Homeworks is a tenth of that of Elle Deco, the closest of these competing publications. Marc splits his time between UK and Malta and is looking for an investor/partner to help build the business in the UK. www.homeworksmag.co.uk

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

Presenting on
19th Jan

Company name Freehand Surgical Ltd
Sector Medical
Location Thames Valley
Stage Achieving sales
Funding req' £1.8 million (£1.1 million already secured)
Board req' N/A



Freehand Surgical manufactures and sells a robotic camera controller for keyhole surgery (laparoscopy) in hospital theatres. It replaces the need for a human operator and so reduces surgical errors and slashes the time and cost required to perform these complex operations. Laparoscopy is growing at 9%, with over 1.5 million procedures a year in the US and another 1 million in Europe. Over 30 Freehand units have so far been installed and more than 2,000 procedures performed in hospitals in the UK, Germany and the USA. The host robot is leased free of charge to hospitals, who then pay for disposable packs, used once per procedure. Gross margins are c.70%. Freehand is a "phoenix" company, all the IP, installed customer base plus stocks of robots and consumables having been acquired from a previous business put in administration in 2010. The new company starts debt-free and with many years' development costs written off. Funds are required to establish a manufacturing facility and reach breakeven in 2012. Funding target: £1.8 million, of which £1.1 million has already been raised.

Contact Simon Harris, simon.harris@envestors.co.uk, 020 7240 0202 **Min. subscr** £25,000

Presenting on
19th Jan

Company name Ether Books Limited
Sector Technology / Digital Media
Location London
Stage Early Revenues / Growth
Funding req' £500,000 (£125,000 interest)
Board req' NEDs



Ether Books is a disruptor in the Publishing sector and is to reading what iTunes is to music. From newspapers to magazines and books to columns - Internet enabled touch screen devices (like the iPad) have created a paradigm shift in consumer reading. Ether disrupts the publishing landscape by directly connecting writers to readers and cutting out inefficiencies in traditional publishing. Writers work directly with Ether thereby reducing publishing time to market >1 year to <2 weeks. Consumers download content to their devices; writers retain a higher % of profits. Publication costs are low, allowing margins to increase with each sale. Ether launched in less than 6 months. Ether already has early revenues from writers including Sir Paul McCartney and Hillary Mantel. Featured on CNN, Radio 4, The Guardian, The Times, and Wall Street Journal, Ether is already a well-known new entrant in the UK publishing sector. The founders have a track record of developing high growth "download" businesses in music and mobile. EBITDA is projected to be £2m by 2014 when a trade sale is anticipated. www.etherbooks.com

Contact Charlotte Mason, charlotte.mason@envestors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Presenting on
19th Jan

INVESTMENT OPPORTUNITIES

INVESTOR MEMBERS' BULLETIN NEW YEAR 2011

Company name Surface Generation Ltd
Sector Mould tools for Composite Component Manufacture
Location Rutland
Stage Trading
Funding req' £1m (of which £200,000 pledged)
Board req' N/A



Surface Generation was founded in 2002 as the first spin-out from Pera with Cambridge University to develop revolutionary moulding technology for the composites industry. Composite materials, due to their superior strength to weight ratios, are replacing metal components in many applications. SG's technology uniquely combines reconfigurable mould tooling with the capability to 'cure' composite components through the tool, which reduces costs and time to market substantially, while also improving quality and reliability. Due to the inefficiencies of autoclaves, the current method of 'curing' composites, the 'holy grail' of the composites industry has been the search for 'out of autoclave' processing which SG's technology provides. SG has delivered and has an increasing order book from blue chip customers in all sectors of the composites industry – OEM's – Boeing and VW; Tier 1 suppliers – GKN; raw material suppliers – Victrex and TenCate. The experienced management team seek to raise £1m to accelerate the company's development in a market with limited competition. Funds will be used to enhance in-house manufacturing capability and to grow technical and business development resources. www.surface-generation.com

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

Presenting on
19th Jan

Company name Moncrief London Limited
Sector Luxury Travel Brand / Retail
Location London
Stage Revenue Generating / Growth
Funding req' £500,000
Board req' NEDs

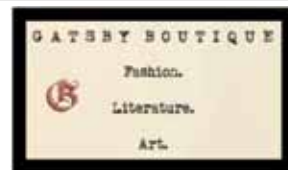


Designed in Britain, handmade in Italy from the finest French and Italian leathers, Moncrief's luggage sets a new standard for stylish travellers. Featured in Vogue, Grazia, Harper's Bazaar, Wallpaper, Vanity Fair, Conde Naste, BA's High Life and retailing through Wolf and Badger, The Gift Library and Moncrief's website, Moncrief is a vibrant new entrant into this sector. Moncrief is in advanced distribution negotiations with Harrods, Browns, Liberty's and Net-a-Porter. The luxury hand luggage market is sparsely populated - in the economic downturn, global demand for luxury goods is growing. Moncrief capitalised on this gap by creating a contemporary range that, according to Vogue, is "the height of stealth luxury – subtle, classic, timeless, and beautifully crafted". Other brands including Valextra and Goyard are less contemporary, while Hermes and Louis Vuitton have diversified. Trading since 2009, Moncrief has 15 products launched, project revenues >£200,000 in 2011, and require funds to increase speed-to-market. The management team, including an AIM CEO veteran and ex-Creative Director of Jigsaw, plan to grow the business to trade sale exit. EBITDA is projected at 50% by 2014. www.moncrieflondon.com

Contact Charlotte Mason, charlotte.mason@envestors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Presenting on
19th Jan

Company name Gatsby Boutique Ltd.
Sector Fashion / Retail
Location Mayfair, London
Stage Pre-Revenue
Funding req' £450,000
Board req' NEDs



Gatsby exploits the untapped London market for sought-after American fashion brands. The growing UK luxury fashion market is currently worth £35bn. Gatsby has secured distribution rights (some exclusively) to high profile fashion labels such as Yves Saint Laurent, Marchesa, Valentino Red and Jay Godfrey – currently unavailable / limited availability in Europe. Research shows a shift in consumer behaviour, from department stores towards specialty boutiques or the Internet. Despite growth in recent years, Internet sales account for just 7.5%. Consumers are no longer satisfied with a traditional shopping experience when buying luxury goods. Instead, they seek a shopping experience with personalised services. Gatsby fills this gap - a high-end women's clothing boutique - offering value-added services. Gatsby's strength is found in its creatively edited merchandise collection. Unlike many department stores, Gatsby provides personal shopping services and special orders for customers. Gatsby will host in-store events, allowing for close customer interaction. The management team has extensive sector experience and aim to grow the business to trade sale exit. EBITDA is projected to be ~40% by 2014. www.gatsbyboutique.com

Contact Charlotte Mason, charlotte.mason@envestors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Market Stall
19th Jan

Company name Crowdbass Limited
Sector Digital / Music Financing
Location London
Stage Ready to Launch
Funding req' £500,000
Board req' NEDs



Crowdbass is "The X Factor" - except fans get rich instead of Simon Cowell! Fans ("the public") determine album success by investing in artists and taking control of The Official Charts. Fans buy album "shares" (£5 multiples) - receiving a stake in risk/rewards through the artist's 'virtual record label'. Simply Red and Radiohead have proven demand. In 2007 Simply Red refused to sign a record label, launched their own album and achieved revenues of £11m (vs. £2m). In 2008 Radiohead launched an album FOC asking fans for a "donation" – their most successful album to-date. Partnered with The Official Charts Company, AIM (Association of Independent Musicians - 23% of the music industry), and Believe Digital (European Music Distributors) Crowdbass is the funding / discovery platform for music industry talent. Well-known artists such as Seal, Stereophonics, Julian Lennon, Madness, and McFly have shown intent to sign with Crowdbass in 2011. The management team includes ex MD of V2 (Richard Branson's record label) and ex CEO of Tote. Crowdbass plan revenues of £5m by 2012 and a trade sale exit in 2015. www.crowdbass.com

Contact Charlotte Mason, charlotte.mason@envestors.co.uk, 020 7240 0202 **Min. subscr** £20,000

Market Stall
19th Jan

INVESTMENT OPPORTUNITIES

INVESTOR MEMBERS' BULLETIN NEW YEAR 2011

Company name Myconostica Ltd
Sector Healthcare
Location Manchester
Stage Growth
Funding req' £5m (£3m raised)
Board req' N/A



Myconostica's vision is to become the world leader in fungal diagnostics by providing a series of high quality, effective and fast diagnostic tests, using the latest molecular ("gene-based") technology. Invasive fungal disease is a growing, major medical problem. Mortality rates and costs for healthcare providers are extremely high. Drugs are not the problem; there is an established and growing range of drug therapies available. However, 50% of patients are still currently diagnosed at autopsy, as current diagnostic techniques give poor information slowly in a clinical environment that requires rapid and accurate information to ensure the patient is given the appropriate antifungal therapy. Myconostica has products to deliver this objective. Myconostica is in advanced partnering negotiations with several global diagnostic players. The management team is experienced, including the company's founder, Professor David Denning, a leading global clinician in this field. The Board includes David Evans, one of the UK's most prominent diagnostics executives. Fungal diagnostics is a \$bn market opportunity. The company is targeting breakeven by early 2012 and the likely exit route is via trade sale to a global diagnostics company. www.myconostica.com

Contact Charlotte Mason, charlotte.mason@envestors.co.uk, 020 7240 0202 **Min. subscr** £25,000

Market Stall
19th Jan

Company name TenBu Technologies
Sector Technology
Location London
Stage Early Sales
Funding req' £400,000 (syndicate formed with experienced lead. £125k secured to date)
Board req' N/A



10,000 phones are misplaced each month in London alone and ~15,000 laptops are lost by business travellers in US and European airports every week. TenBu Technologies prevents the loss or theft of valuable items by wirelessly chaining them to your smartphone. nio™ (patent pending) security tags can be attached to almost any valuable item, from keys and bags to children. Both the security tag and smartphone alarm if the wireless chain is broken. Users can tag multiple devices in parallel. Retailed through various B2B and B2C channels, TenBu devices sold-out at Harrods during Xmas 2010. TenBu forecast 550,000 unit sales within 3 years, representing <0.1% of the projected smartphone market this year. Since August 2010, TenBu have sold 2,200 units via 7 wholesalers with repeat orders secured. TenBu has set up a Far Eastern supply chain to provide cost efficiency. The management team includes members with electrical PhDs. The founder CEO has successfully exited entrepreneurial ventures. The team will expand sales to 3-yr revenues of £6.8m and EBITDA of £1.5m. A trade sale or IPO exit is planned in 2013. www.tenbu.co.uk

Contact Charlotte Mason, charlotte.mason@envestors.co.uk, 020 7240 0202 **Min. subscr** £25,000

Featured Deal

Company name Ai2
Sector Bio-tech / Healthcare
Location Manchester
Stage Commercialisation
Funding req' £1.5m (of which £750,000 has been pledged, contingent on matched funding)
Board req' N/A



Ai2, a spin out from the Faculty of Life Sciences at the University of Manchester, is a leader in innovative anti-infective technology. With a strong portfolio of patents, Ai2 is offering investors an opportunity to invest in the sizeable and fast growing global market for anti-microbials for use in a wide range of medical devices, health and hygiene products and therapeutics. The company (through an IP licensing model) has signed licensing deals with a contact lenses and solutions company, a major pharmaceutical company within the oral and dental hygiene market and a specialist in the wound treatment market. Several other significant areas and opportunities have been identified and technical evaluations and discussions are on-going. The company now seeks £1.5m, of which £750,000 has been pledged subject to match funding, to underpin the development programmes for Ai2's current licensing opportunities and provide working capital through to profitability. www.a-i-2.com

Contact Sagar Vaish, sagar@envestors.co.uk, 0161 635 0001 **Min. subscr** £20,000

Manchester Part Funded Deal

Company name Name Your Number (NYN)
Sector Bespoke software provider and mobile network consultant
Location Manchester
Stage Generating Sales (T/O 2010 - £830,000)
Funding req' £1.3m (of which £1m has been secured)
Board req' N/A



NYN provides Mobile Network Operators (MNOs) with a service differentiator – a number personalisation service that is integrated and utilised within the MNO's sales portals. This adds value through service enhancement, additional revenue from underutilised number pools, aids acquisition of new customers and extends customer life. Consumers like choice and perceive this new area of personalisation as part of an overall improvement in customer care. With the company's first launch in Qatar, 65% of new clients chose to personalise their number and in the first 18 months this generated a £35.8m profit for Vodafone Qatar, which has already chosen to renew and extend their contract up to 2012. NYN has also signed a partnering agreement with Ericsson to sell, deploy and manage throughout Latin America. The management team has extensive experience, including a combined 50 years in the mobile telecommunications industry. Funds will be used to pursue new business development opportunities globally, including India, China and South East Asia. Funds will also be used to build brand awareness, support upfront project costs for new client deployments and to extend and further strengthen the existing management team. www.nameyournumber.com

Contact Sagar Vaish, sagar@envestors.co.uk, 0161 635 0001 **Min. subscr** £50,000

Manchester Match Funded Deal

INVESTMENT OPPORTUNITIES

INVESTOR MEMBERS' BULLETIN NEW YEAR 2011

Company name Chargemaster plc
Sector Electric vehicle charging infrastructure
Location London/Bedfordshire
Stage Achieving sales (c.£1m 2009), expansion
Funding closed £1.8m
Board req' N/A



Chargemaster, the leading European provider of innovative charging products enabling the practical day-to-day use of electric vehicles, has successfully raised a total of £1.8m of equity funding, with the majority coming from members of the Envestors Private Investor Network. With annual revenues already in excess of £1m and a range of blue-chip customers, Chargemaster is experiencing strong growth in worldwide demand for its charging points as motor manufacturers develop electric cars and plug-in hybrids. The company's products are installed on streets, in public car parks, at supermarkets, in office car parks and at people's homes. Funding will be used to rapidly expand the company's sales activities and enhance its dominant market position through capitalising on this growing worldwide demand. It is anticipated that investors will be able to realise returns through either a viable IPO in 2011/12 (subject to market conditions) or alternatively through trade sale. www.chargemasterplc.com

Contact Scott Haughton, scott@investors.co.uk, 020 7240 0202

CLOSED

Company name Real Status Ltd
Sector Technology: IT network and systems 3D visualisation
Location Cambridge
Stage Released in Q1 2011. Two paying customers.
Funding req' £1m (of which £730,000 pledged. £1.6m invested to date)
Board req' N/A



Since Royce Murphy, CEO, presented Real Status in November, we have pledged of £730,000 and are looking to close the round by the end of January 2011 (minimum £750,000, maximum £1m). From his recent sales trip in Dubai, Royce now has two paying customers from a prospect list of 30 companies expressing interest. A key problem for the Chief Technology Officers of large corporates is the ability to map its thousands of servers, switches and other devices. Real Status has uses games software technology to create a real-time 3D model of a large company's entire ICT infrastructure. Companies are already spending \$1.3 billion on "dashboard and analysis software". However, by using Real Status' Hyperglance product, can the CTO now navigate through the network and base key IT management decisions on complete and up-to-date information. Real-Status was formed through the collaboration of two successful Cambridge-based companies: Intergence Systems (a £6m t/o IT consulting business) and Geomerics (a games graphics company). Royce Murphy has built and sold two software companies. To see the product preview in Dubai please visit <http://www.youtube.com/watch?v=lybqsl-oqDE> / www.intergence.com

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

PART FUNDED

Company name Sandcroft Avenue Ltd t/a 'payasUgym'
Sector Leisure and Entertainment
Location London
Stage Trading
Funding req' £65,000 remaining funding as part of first round
Board req' Part time Finance Director



payasUgym is the first and only independent programme allowing customers to visit a network of gyms on a pay-as-you-go basis without membership. With payasUgym, customers 'load' money onto an online account (FSA Small eMoney Certified) and use these funds to purchase passes to a wide range of fitness facilities ranging from luxury spas to leisure centre gyms. Customers can purchase passes through a website or with smartphone applications. payasUgym targets those looking for the flexibility and affordability which traditional memberships do not provide. There is considerable membership churn and spare capacity in the health club market and payasUgym will effectively provide out-sourced marketing for clubs to acquire new customers at low cost. There are over 6,000 health clubs in the UK of which the 'Big 8' operators, such as Fitness First, control only 624 and customer penetration is 50% of the US experience. The strong management team is supported by an experienced investor group which includes Health & Fitness industry experience at senior executive level. The payasUgym programme launched in London in January 2011. The team have closed £285k of investment and seek to raise an 'additional' £65k by 21st January to add further contingency and to spearhead the marketing launch. www.payasUgym.com

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

PART FUNDED

Company name Two Chicks
Sector Food products
Location London
Stage Breakeven on £30,000 turnover per month
Funding req' £75,000
Board req' N/A



Two Chicks, who promoted at one of our recent events, has been offered £100,000 of match investment from an existing investor alongside £25,000 of investment from one of our investors. The company is seeking a further £75,000 of investment to meet the match funding offer. For a fat and cholesterol free, lower calorie alternative, egg white can be used in place of whole eggs in most dishes from omelettes and frittatas to desserts and protein shakes. Two Chicks liquid egg white is the only established retail liquid egg white brand in the UK, Ireland, France and the UAE. It is available in all the major UK grocery multiples. www.twochicks.co.uk

Contact Bob Taylor, bob@investors.co.uk, 020 7240 0202

UPDATE

Investors' "Investment Market-Place"

Hosted by Microsoft - 6th December, 2010



"What a fantastic event! It was a real honour to be hosts to such an innovative group of organisations and individuals. We're very pleased to be working so closely with Investors."

Louise Watkins - Microsoft

"We all felt very upbeat after yesterday's event, having had some very positive and interesting conversations with a number of individuals."

Jonathan Landsberg,
MD, Box Clever Projects Ltd

Investors Breakfast Club: Adding Value & Accelerating Growth:

The differing roles of the founder/CEO, non-executive and mentor in a high growth company.

We will feature a panel of experts to illustrate the many different ways in which talented individuals can help grow companies and add value. Join us for breakfast, to hear each panellist's story followed by Q&A from the audience. We will also tell you a little more about some of our companies currently seeking business partners or non-executives. This event is kindly sponsored and hosted by Coutts & Co.

Where: Coutts & Co. 440 Strand, London WC2R 0QS

When: Tuesday 1st February 2011 - 8:00am to 10:00am

Agenda:

- 08.00 - 08.30 Arrive for coffee / breakfast
- 08.30 - 09.20 Panel Event, Intro by Moderators followed by each Panel Member telling their story.
- 09.20 - 09.40 Q&A
- 09.40 - 10.00 Networking over Coffee / Reviewing Showcased Companies

RSVP:

Booking is essential. Please contact Hayley McNally - hayley@investors.co.uk

Upcoming Investment Presentation Evenings

19th January 2011 – Investment Presentation Evening, London

16th March 2011 – Investment Presentation Evening, London

These events feature six screened companies looking to raise finance of up to £5m; each one will make a 10 minute presentation.

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

RSVP: hayley@investors.co.uk or call 020 7240 0202.

Sponsors: Coutts & Co, RSM Tenon & Payne Hicks Beach

Investors London (Left to right)

Scott Haughton,
Nick Taylor,
Hayley McNally,
Bob Taylor and
Oliver Woolley



Investors have offices in London, Manchester, Jersey and Dubai.

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

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CIRCULATION 948

Private investors	757
Investment fund managers and business angel networks ..	74
Banks.....	19
Professionals e.g. accountants and lawyers.....	98
No. of business plans reviewed in Nov/Dec 2010	176

Investors Limited is authorised and regulated by the Financial Services Authority and comprises:

Investors Private Investor Club: A network of private individuals looking to invest between £20,000 and £5m in high growth companies, usually under the Enterprise Investment Scheme (EIS).

Investors Corporate Finance which advises companies raising finance of up to £5m.

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