



**TechSPARK**  
Angel Investors Fact Sheet

# Introduction & contents

**Angel investing is equity finance. An angel investor generally a high net worth individual (HNW) using their personal money and makes their own decision about making the investment.**

The angel normally take shares in a business in return for providing equity finance. They often give both money bring their experience and knowledge to help your company achieve success.

Angels can invest alone, or as part of a syndicate (a group of angels). Every angel investor has a different appetite for investment, and usually invests between £10,000 – £500,000. Deals of up to £2m are becoming more common, in groups. Angel investors seek to have a return on their investment over a period of 3-8 years. They therefore look to see if your business can fulfill certain criteria from the outset.

## What do angels look for in a business?

**The Management Team is generally the biggest single factor** for angel investors when deciding to make an investment. Namely, their experience, skills, drive, and how they come across. They will then also look carefully at the business itself and the the business plan.

**The Business**, not all businesses are able to 'tick the box' of points below but 5 or more can be a good place to start:

- 1.Solving a problem – does the product, technology or service deal with a real problem– what is the pain you are solving?
- 2.Disruptive – is it disruptive and will make a real impact in the current market or start a new one?
- 3.Protected – does the product or technology have identifiable intellectual property? Is this protectable and can you prove ownership?
- 4.Competitive – do you have a defensible position? What other businesses are in competition with you?
- 5.Revenue – how does your business make money? Are there likely to be good gross/net margins?
- 6.Scalability – do you have a scaleable business model? How big can it be scaled?
- 7.Proven model – Has you product/service been validated by potential customers?
- 8.Market – what is the market size? Can you achieve a realistic potential market share?
- 9.Tax relief opportunity – is the deal EIS/SEIS-eligible and do you have advanced clearance?
- 10.Exit – what is your exit strategy for you the company and angel,

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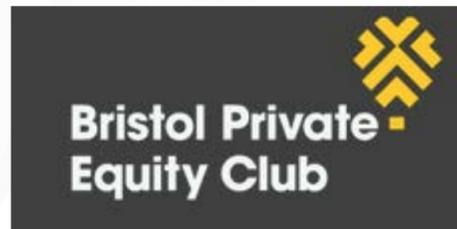
3.Angels outside the West but happy to invest.

# Angels located in the West of England



[Cool Ventures](#), Yate - Roger Wilkins, Director –

- Roger Wilkins and Sue Marchant are both Equity Investment specialists connecting private investors, or 'Business Angels', with companies looking for investment.
- Specialise in helping small and medium sized companies to find equity finance, and assisting private investors in the South West to search for investment opportunities in businesses with growth potential.
- Throughout the South West inc. Wiltshire, Gloucestershire, Bath, Bristol and South Gloucestershire.



[Bristol Private Equity Club](#) (BPEC), Bristol - Allan Rosengren, Club Chairman - “This is not a Fund. The members are all like-minded individuals who have been carefully chosen for their broad range of skills and industry backgrounds. We all are (or were) involved in our own businesses and therefore understand the trials and tribulations of starting and growing a business. We want to help!”

- Offer between £150K to £500K of growth capital. The Club would expect to take a significant minority equity stake for this level of investment and have the right to attend board meetings and receive management accounts etc.
- The aim is to invest in 3 or 4 ‘deals’ each year with 3 or 4 Panel Events. It is envisaged that the Private Equity Capital raised by the Club will be circa £1m pa

# Angels located in the West of England

[Angels4Angels](#), Cheltenham - John Caines, David Cribbin, Victoria Franks - “The Directors of Angels4Angels Limited act as Operating Partners on behalf of Investor Syndicates.” Offering a “tax-effective free service for High Net Worth investors Funding early stage entrepreneurial business ventures.”

- Investment stage: Start-Up, Early Stage VC
- Investment range: £150k - £250k, £250k - £500k, £500k - £1m
- Sectors: Advertising and Publishing, Aerospace and Defence, Automobile and Transport, Business Products and Services, Clean Tech and Eco Innovation, Computing and Electronics, Consumer and e-commerce, Consumer Technology, Creative Arts and Entertainment, Digital Media and Content, Fashion and Design, Fin Tech, Financial and Professional Services, Food and Drink, Healthcare, Med Tech and Digital Health, Internet of Things, Life Sciences, Logistics and Distribution, Materials and Manufacturing, Mobile and Telecoms, Renewables and Energy, Retail, Social Impact
- 2-4 opportunities considered each year.



[SWAIN Angel Network](#) (South West Angel and Investor Network - possibly inactive \*check\* ), Abbots Leigh - Philip Tellwright MD - “Business Angel Network based in Bristol specialising in helping small and medium sized companies find equity finance

## Angels located outside the West of England and geographically agnostic:

### ENVESTORS

[Envestors](#) Established in 2004, located in London but geographically agnostic. Envestors is a FCA regulated corporate finance adviser and a network of sophisticated investors investing over £25,000 in unquoted companies seeking £500,000 to £10 million in equity funding.

[Connection Capital](#) have c.£180m under management, provide a fully managed service whereby clients are free to choose, on a case by case basis, their own [private equity](#), [commercial property](#), [alternative asset funds](#) and [structured debt solutions](#) investments. Connection Capital will find the opportunities, negotiate the terms, manage the due diligence process and prepare the legal documentation on behalf of their clients, although the decision to invest, or not, sits with each individual investor. They will also actively manage the investment portfolio from 'completion' to 'exit', providing regular, scheduled reviews and valuations on all investments.

[Angels 5K](#), Winchester, Hampshire - George Dibben, the chairman of Angels 5K “group of private investors based in the South of England. We focus on high growth business opportunities and have invested over £4 million of our own money to date in dozens of companies throughout the UK.”

- c. 60 active investors
- Meet every two months for around six presentations about investment opportunities from start ups and growing companies.
- Our members mainly live or are based in the South of England.
- Our preferred source of deal flow is through people we know (especially those with whom we have co-invested or entrepreneurs we have worked with before)

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CAPITAL

**ANGELS 5K**  
Investors Supporting Entrepreneurs

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## Angels located outside the West of England and geographically agnostic:



MERCIA Mercia Fund Management is one of the leading technology investors in the UK. We work in partnership with pioneering UK businesses, both with financial support and our expertise, to help accelerate future growth.

- As sector specialists, our value is not only in the pre-investment discovery, analysis and selection of high growth opportunities, but critically in how we support those companies post-investment.



Xénos, the Wales Business Angel Network - xénos introduces investors (business angels) to companies seeking growth funding. In return for the investment and mentoring provided by the angel investor, the company offers an equity share in the business.

- xénos works closely with investors and businesses to find a suitable introduction, often using its successful investment forums as a way for companies to present their requirements to the angels where necessary.

# ALLBRIGHT

AllBright - investment platform backed by a community of experienced angel investors, high net worth individuals and business leaders. Applications are drawn from a wide range of sectors but all share one common goal: the desire to change the way the world thinks about female-led business by helping to unlock their potential.



Angel Academe - Most (but not all) of our angel investors are women and we back ambitious tech startups with at least one woman on the founding team.

- You are a UK business with a £500k - £5m pre-money valuation and eligible for SEIS and/or EIS tax relief.
- You are raising £150,000-£3,000,000 of equity investment.



## Angels located outside the West of England and geographically agnostic:



[Angels Den](#) - online investment platform that makes it simple to own shares in early-stage companies that could potentially become the next big thing. What makes us different is that we ensure a lead investor is on board before we open the funding to our wider network of investors. The lead conducts due diligence, invests their own money and often provides mentorship and connections to help the business grow.

- £50k - £1M
- Look for a great team, businesses in growth markets that have the potential to expand rapidly and wants to see early customers or at least minimum product
- Charge 6.5% investment fee - [more details](#)



[Surrey100 Club](#) provides support and training to businesses raising finance and does not charge any fees or take a share of any investment its companies achieve, making it a unique investment club.



[Oxford Investment Opportunity Network \(OION\)](#)

- Interested in companies with a strong barrier to entry, often patented, but with all having a strong vision for growth
- Looks for companies seeking investment from £200k to ~£2 million.
- Includes 'Oxford Early Investments' for companies seeking £50k - £250k