

BEER & PARTNERS



Beer & Partners London Investment Fair – Tuesday 8 November 2011

HM Treasury is encouraging investment in small and start-up businesses through various initiatives, including the Enterprise Investment Scheme (EIS), the Business Angel Seed Investment Scheme (BASIS) and its consultation on funding private sector recovery. Inspiring businesses in the UK to take the leap into uncharted territories is a difficult task; there's a certain risk that some will founder. In today's climate, it's easy to understand the hesitation in taking the risk with both establishing a company and investing into it. However, with the recent promotion of tax incentives and the shredding of excessive red tape, the Government is attempting to ease the journey for both parties.

Beer & Partners and their expanding angel community recognise that in order for companies to get off the ground, they need help and support, as well as finance. They need this without fuss, with maximum discretion and at a reasonable cost. Beer has maintained their position at the forefront of encouraging innovation and growth, bringing small businesses and angels together. They have been running a bi-annual Investment Fair in the heart of London for the past thirteen years, attracting hundreds of serious angel investors and fund-seekers alike.

Due to high demand, Beer made the decision to run three fairs during 2011; November sees their 25th since its conception. This highly successful event has enormous pulling power to active business angels; attracted by its informal approach to meeting entrepreneurs and small fund-seeking companies in a relaxed, buzzing environment. All too often, Beer is associated with the infamous Dragons' Den, but the format of an Investment Fair is very different. For one thing, there's no humiliation.

Face-to-Face Finance

The format is straightforward – attending investors are handed a catalogue which outlines the companies who are exhibiting. The investors then sit down with those companies of interest and speak to them for as long as they like with no obligation and no pressure. The Fair offers the ideal chance to gather entrepreneurs and investors together in one room for an entire day. This provides an invaluable opportunity for face-to-face interaction and networking with like-minded people. Beer & Partners do not allow any service providers to attend – just genuine investors and their guests wishing to invest between £50,000 and £2m into a business that captures their interest.

On the day, companies have the opportunity to present their proposal to a pool of up to 150 investors on the day. Beer will assist and support the business before, during and after the event has taken place, maximizing the impact of the company's approach and following up on any enquiries. Exhibiting businesses will also have an entry in the Fair catalogue, which is handed to all attending investors on the day and emailed afterwards to each and every investor registered with Beer & Partners. Beer also carefully examines each company beforehand, wanting to feel confident that a business is genuinely ready with a good chance of securing investment. Ongoing rounds of funding are still going through for previous Fair exhibitors. Four companies in particular, from sectors including Life Sciences, Energy and Leisure, have attracted £1.7m from Beer investors since the November 2010 Investment Fair. A Beer client from a previous Fair commented on their experience:

“Our funding was completed less than three weeks after the Investment Fair, demonstrating that the business angels in Beer & Partners’ investor network can move very fast indeed when they see something they like.”

Up to 32 slots are available for companies to attend the next Fair on the 8th November, taking place at Mark Masons’ Hall, 86 St James’ Street in the West End. These spaces are disappearing fast however, with competition tight. If, as a fund-seeker, you feel you would like to attend but are not quite ready for November, Beer will be running three more in 2012, in March, June and November. Doors open to investors at 10am and close at 4pm.

If you would like to attend, either as an exhibitor or as an investor, please contact Roderick Beer on 0207 329 4884 or email him: beer@beerandpartners.com.

Further information can be obtained from the Beer & Partners website: www.beerandpartners.com.

About Beer & Partners Limited

Business angel network Beer & Partners is the leading source of venture capital and business angel investment for growing SME business in the UK. Since 1991, Beer has managed to secure over £120m for their clients. They seek to match quality investors to businesses looking to raise funds, from start-up through to floatation. With a completion rate at five times the industry standard, they see over 3,000 proposals annually and will accept only the best of these as clients. Headquartered in London, Beer & Partners extends its reach nationwide with a comprehensive network of skilled associates, many with over 20 years’ experience in industry, commerce and corporate finance.

Michael Weaver

Chief Executive Officer

weaver@beerandpartners.com

0207 329 4884

Jay Fisher

PR & Marketing Manager

fisher@beerandpartners.com

0207 329 4884

Painters’ Hall, 9 Little Trinity Lane, London EC4V 2AD

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