

BEER & PARTNERS



Beer Announces a Series of Events for Investors & Entrepreneurs for 2012

Inspiring businesses in the UK to take the leap into uncharted waters is a difficult task; some will founder. In today's climate, it is easy to understand the hesitation of those taking the risk in establishing a company and those 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. David Cameron recently announced a business growth package, directing £95million to SMEs through the Regional Growth Fund. Administered by high street banks, the fund is designed to fuel enterprise and growth. George Osborne made the following comment in October:

"There are billions of pounds waiting in banks and in other investment funds. The money is there now."

Beer & Partners and their expanding angel community recognise that for companies to get off the ground, they require help and support, as well as finance. They need this without fuss, with maximum discretion and at a reasonable cost. Beer has maintained its position at the forefront of encouraging innovation and development as the leading source of venture capital and angel investment in the UK.

Beer is made up of a core head office team in London and over forty experienced, professional associates across the UK. Chester-based Mike Huntriss joined Beer in 2010 as an associate within the Northern regional team. Following a successful military career as an infantry officer in the British Army, Mike then gained experience in owning and managing small companies varying from specialist technology and communications, through security and warehousing to office fit-out. (The Companies ranged from early stage investments through MBI to a small spin-off plc.) Mike has a solid track record in management consultancy, sales and marketing, technology innovation and market launch. His personal experience of raising funds for start-ups and for business expansion make him a valuable member of the Beer team. Mike's role, ultimately, is to raise funding for small businesses by acting as the middle man between the entrepreneur and the investors. Since joining Beer, Mike believes he knows exactly what angels seek when looking to invest:

- A clear and rational business plan demonstrating significant growth
- A management team that has the ability to create profits, particularly through capital growth for investors
- An exit strategy, perhaps through a public offer, trade sale or share buy back
- A realistic valuation for incoming funds.

Mike appreciates the importance of face-to-face contact between entrepreneur and investor when it comes to building a relationship:

"Angels are investing in people at the end of the day; it's the personalities behind the business they want to meet."

The Beer process is far removed from TV's "Dragons' Den"; there is no humiliation, and companies are only introduced to possible investors who have already expressed an interest in them. Beer runs several events around the UK every year, one of which being the popular London Investment Fair – one of the largest of its kind in the UK. The most recent took place in early November, attracting over 100 serious business angels and 32 exhibiting companies. As well as the Fair, seminars and 'finance clinics' are periodically arranged for fund-seekers, designed to outline the available options open to them to secure finance. Further details of these are located on following website: www.fundingforgrowth.co.uk. However, it's not just businesses that need assistance; Beer investors, often entrepreneurs themselves, have been snapping up the chance to attend free meetings and seminars, which provide guidance, support and networking opportunities with like-minded individuals. Mike is pleased to add that a strong series of investor focused events are in the pipeline for 2012, following the success of the last couple of years:

"We are currently finalising the details for a seminar in the Cheshire and North Wales region early in the new year. This will be a free workshop, developed for both novice and experienced investors from all sectors and backgrounds, who feel they may need some guidance on how to make better quality investments."

If you are a potential angel and would like further information on this event, please feel free to contact Mike Huntriss on 07774 120 701, or email him: huntriss@beerandpartners.com. Mike is also keen to hear from any businesses seeking funding.

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.

www.beerandpartners.com

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