



Angels@Essex

Joining the Investment Platform as an Entrepreneur

WE ARE A UNIVERSITY ENTERPRISE ZONE

■ Expertise ■ Business Support ■ Funding



University of Essex

Contents

Introduction.....	3
Registering on the Platform	3
The Invitation Email.....	3
Registering	4
Creating The Deal	7
Step 1 - Overview.....	7
Step 2 - Basic Details	8
Step 3 – More Information	11
Step 4 – Adding Images.....	12
Step 5 - Adding Documents.....	14
Step 6 – Summary.....	16
The Dashboard.....	18
Requesting Approval.....	19



Introduction; Registering on the Platform

Introduction

When you join the platform as an entrepreneur, you are starting a process which will allow you to create and publish your investment proposal (the “deal”) and make it available for view by investors who use the platform to look for and find deals which meet their investment criteria.

Once an investor has expressed an interest in the deal, they will begin a dialogue with you to find out more about you, your business and the specific deal on offer. This dialogue can be managed through the platform. It is important that you respond quickly and accurately to requests for information by the investor, so that momentum is maintained in the potential investment.

If and when investors decide to make an investment, you will be entering a legally binding contract with them. At this point the basis of the deal will be encapsulated in documents that are agreed between the investor and you. You need to make sure that you fully understand the content and implication of making these agreements and seek legal advice as appropriate.

It is assumed that by publishing the deal on the platform, you are doing so in good faith with the intention of seeking suitable investment for the development of your business. However, you should be aware that there is no obligation on you to take up an offer of investment, especially if you don't feel that it is right for you and the business.

When you take investment from an investor, you are entering into a relatively long-term relationship with them. You must be prepared to engage in that relationship, keep the investor up to date with developments in your business – both good and bad – and comply with agreements that have been made.

Registering on the Platform

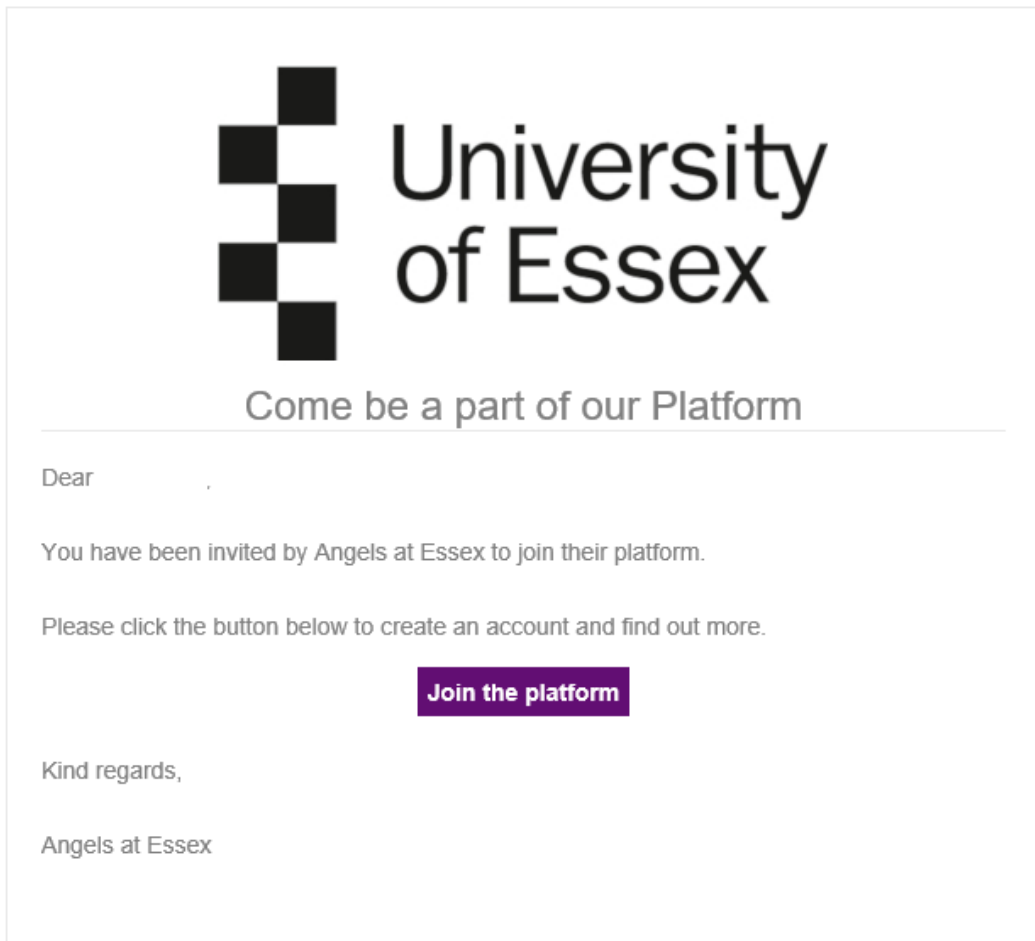
The following sections in this document gives guidance on how to join the Angels@Essex platform and create a deal. Your proposal will have been screened for eligibility before joining the platform. After the initial screening, you will have received an email inviting you to join the platform. If you follow the link in the email, you will be taken to screens allowing you to register and create your deal. When you create the deal, it is uploaded to the internal team at the University of Essex who approve the deals on the platform for publication based upon the information you have provided. They will review it and if the content meets regulation criteria, they will publish the deal on the platform where it will be visible to investors. Thereafter, investors can interact with you electronically through the platform and pursue the investment in your business.

Note that you will get a warning on the screen if it has been longer than 10 minutes since you last saved your work. The system will log you off after 30 minutes of inactivity and you will lose any work that hasn't been saved.

The Invitation Email

The invitation email that you will receive looks like the one in the screenshot below:

Registering

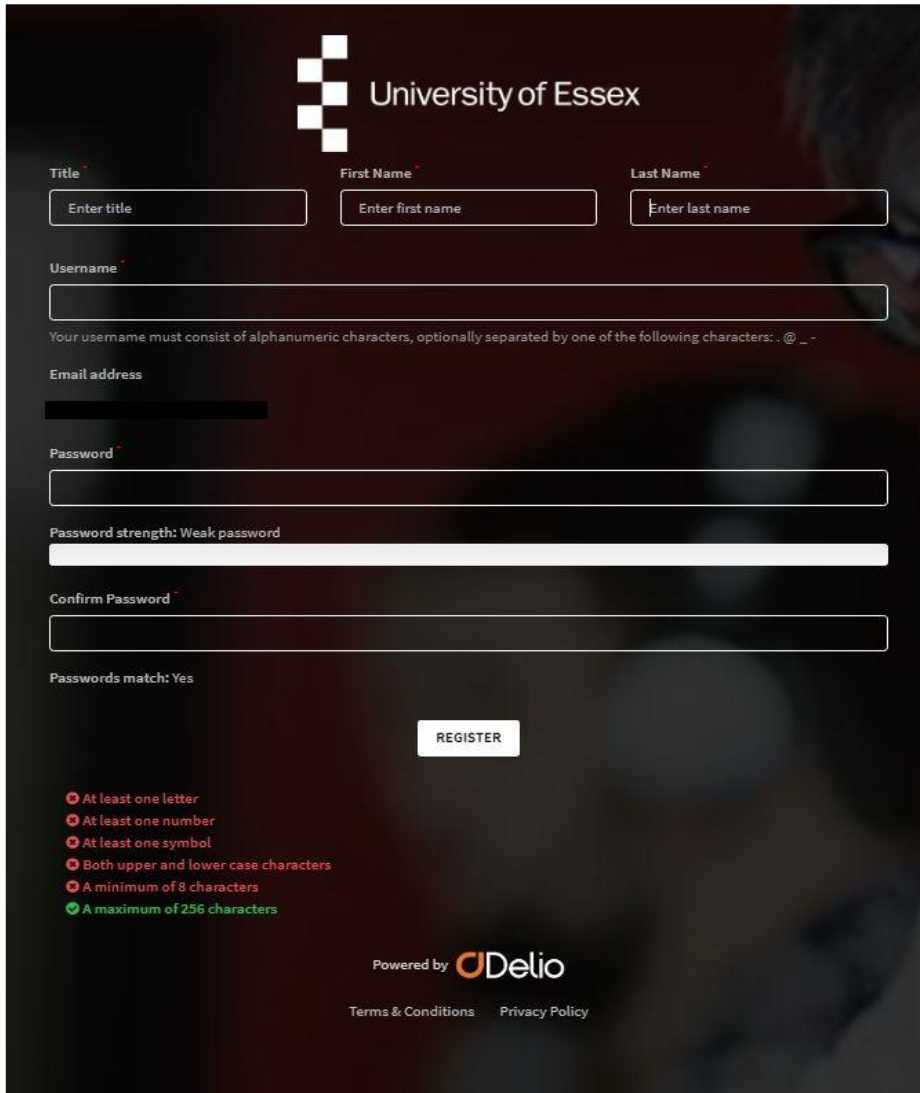


Registering

When you click on the “Join the platform” button in the centre of the email you will be taken to a screen on the platform which asks you to register as a user. This screen looks like:



Registering



The image shows a registration form for the University of Essex. At the top left is the University of Essex logo, a 3x3 grid of squares. To its right is the text "University of Essex". Below the logo and text are three input fields: "Title" with a red asterisk, "First Name" with a red asterisk, and "Last Name" with a red asterisk. Each field contains a placeholder text: "Enter title", "Enter first name", and "Enter last name". Below these is a "Username" field with a red asterisk. A note below the username field states: "Your username must consist of alphanumeric characters, optionally separated by one of the following characters: . @ _ -". Below the username field is an "Email address" field with a red asterisk, containing a partially obscured email address. Below the email field is a "Password" field with a red asterisk. Below the password field is a "Password strength" indicator showing "Weak password" and a progress bar. Below the password field is a "Confirm Password" field with a red asterisk. Below the confirm password field is a "Passwords match" indicator showing "Yes". Below the match indicator is a "REGISTER" button. At the bottom left, there is a list of password requirements with red asterisks: "At least one letter", "At least one number", "At least one symbol", "Both upper and lower case characters", "A minimum of 8 characters", and "A maximum of 256 characters". At the bottom center, it says "Powered by Delio". At the bottom right, there are links for "Terms & Conditions" and "Privacy Policy".

You can then complete the registration details, noting that all the fields marked with a red asterisk are mandatory. The email address, title, first name and surname will be prepopulated. Take care when entering your password, that you are able to remember it for the future.

Once you have set up your personal details and created your user name and password, activate the REGISTER button at the bottom of the screen to continue. You will be taken to two screens that ask for details about your business. The first screen is similar to the one below:

Registering

Introduction

Before we can register you as an entrepreneur seeking investment on the Angels@Essex platform, we need some basic information about you and your business.

Business information required

Please provide the following information about your business seeking investment

Business name *

Please Enter your Business name here

Company Registration Number *

Please Enter your Company Registration Number here

Date of first registration *

Please Enter the Date of first registration here

Date you started trading (issued the first invoice) *

Please Enter the Date you started trading here

Number of employees (Full Time Equivalent) *

Please Enter the Number of employees (Full Time Equivalent) here

Balance Sheet Total *

Please Enter the Balance Sheet Total here

Current Turnover *

Please Enter the Current Turnover here

Short description of the business and the reason for seeking investment (~100 words) *

SEIS / EIS /SITR qualifying? *

Yes No

Person(s) with significant control *

Please Enter the Person(s) with significant control here

Next page

You should complete all the details accurately and when finished, activate the “Next Page” Button to move to the next page, which asks for further information about you. This screen is similar to the one below:



Creating The Deal – The Overview

Personal information

Please provide the following information about you:

Name *

Contact Address *

Daytime telephone number *

Email address *

Position in the business seeking investment *

I, [REDACTED] agree that I have given the correct details.

I agree *

Next page

When you have entered these details correctly, activate the “Next Page” button at the bottom of the page to move to the next screen, which displays the “Terms of Service”. This is the legal agreement between you, the University of Essex and Delio Ltd. The University of Essex is the owner of the platform and Delio Ltd is the operator. Read through the document carefully and then when you are satisfied that you understand the contents of this document, check the “I Agree” box to confirm your agreement and then press the “Complete Onboarding” button at the bottom of the page to move to the next step, which is to create the deal. (It is important that you complete registration to the end of this step – otherwise the information entered on the previous screens will not be saved and you won’t have registered.)

Creating The Deal

Step 1 - Overview

Creating a deal is a 6-step process, which is outlined on the screen which looks like the one below:

Creating The Deal – Basic Details

University of Essex

Add New Deal

1 Start 2 Basic Details 3 More Information 4 Images 5 Attachments 6 End

Adding a Deal

Let us get you started - tell us more about your investment opportunity.

Your deal template

To make things easier for you, we have generated a sample deal template.

[Preview a sample deal template](#)

Step 2	Basic Details	15 minutes
Step 3	More Information	10 minutes
Step 4	Images	2 minutes
Step 5	Attachments	2 minutes

Once you have completed these steps, you can always add/remove more content later on.

[Start Creating Deal](#)

All of the deal information that you will enter is presented in a predefined template form. You can look at the template by clicking on the red “Preview a sample deal template” button in the centre of the screen. This will show you what your final deal presentation on the platform may look like to an investor. As the creator of the deal you can add / remove content later on. However, some content cannot be changed after the deal has been published without going through a further re-approval process.



Step 2 - Basic Details







To begin creating the deal, click the “Start Creating Deal” button on the bottom right hand corner of the screen. This moves you to Step 2 where the basic details of the deal can be entered. The basic details can be seen by investors without a non-disclosure agreement (NDA) in place.

The screen allowing you to enter the basic details is shown below (split into 3 stages):

The first step is to enter the description information:

The Process Chart

Add New Deal  Save step progress 

Start Basic Details More Information Images Attachments End

Adding a Deal - Basic Details

Please fill in the basic information below that will display on the deal page.

Description

Deal Name *

This is the headline title for the opportunity

Deal Summary *

This is an informative description in no more than 150 characters

Deal Overview *

File - Edit - View - Insert - Format - Table -

← → Formats - **B** *I* [List Icons] [Link Icon] [Image Icon] [Print Icon] [Eye Icon] [Fullscreen Icon] A - A -

0 WORDS POWERED BY TINYMCE .ed

This is a short introduction to the opportunity that will be displayed on the first page of the deal

Note the following:

1. The description should be a succinct overview of the deal. It should be in sufficient detail to attract the attention of the investor, but not contain any confidential information that should not normally be disclosed until an NDA has been agreed and signed or a suitable arrangement agreed.
2. The spell checker can highlight words that are not spelled correctly by underlining them in red. However, it cannot suggest alternative spellings, so you need to make the changes yourself. For this reason, it is probably easier to create the text in a word document, do the spell check and correction there and then cut and paste into the description box on this screen.
3. If you get distracted during the process and don't save your document you will receive a warning after 10 minutes and you may lose your work if you do not save it. Make sure that you regularly save the document using the "Save Step Progress" icon at the top of the screen.

The next set of data to be entered is your Key Contact and Location information – see the next part of the screen below:

Key Information

Key Contact

Please add the details of a key contact for the deal who can be contacted by internal users only.

Name

The full name of the key contact

Phone Number

The best contact phone number of the key contact

Address

The primary address of the key contact

Email

The email address of the key contact

Location

Location *

Please select a location from the drop down menu

Location Detail (optional)

Use this space to enter any additional information about the deal location. For example, description, building, street, town (only applicable if map enabled in Location Settings).

The information requested here is factual.

Finally, the Financial and Availability information is required:

Financials

Currency *

Please select the currency for this deal

Funding Sought *

Please enter the total capital being sought as part of this investment round
You can also enter the shortcut 'm' for millions or 'k' for thousands,
e.g 1m = 1,000,000

Minimum Investment *

Please enter the minimum investment amount per investor
You can also enter the shortcut 'm' for millions or 'k' for thousands,
e.g 1m = 1,000,000

Availability

Date Available From *

Date Available To (if applicable)
 [Clear Field](#)

Investor Type

Please select which investor classifications you wish to make this deal available to

Again, the financial information is factual.

More Information

The availability information is down to you to decide. By default, the date when the deal is available from is set to the current date and the date available to is set three months from that date. The deal will only be visible to investors during that period. You can choose any dates for the availability of the deal by changing the default dates. If you want to always have the deal visible on the platform, then you simply click on the "Clear Field" button the side of the availability to field box. This will mean that the deal will always be shown.

You can select one or more investor types to be notified of the deal when it becomes available, however the platform administrator will decide these for you based upon the information you have provided before the deal is published. Add each type from the drop-down list obtained by clicking the box.

Step 3 – More Information

When you have entered all this information, use the "Save & Continue" icon to move you to the next step in the process, which asks for more information about the Growth Stage, Sector, etc., as in the screen below. This information will be factual information specific to your deal.

When you have completed this step, again use the "Save & Continue" button to move to the next step.

Add New Deal Save step progress ✕

Start Basic Details 3 More Information Images 5 Attachments 6 End

Adding a Deal - More Information

Please fill in the fields below - they are specific to your deal type.

Growth Stage *
Growth

Sector *
Manufacturing and Engineering

Expected Tax Relief
Tax relief is not applicable

Has a valuation been set? *
 Yes No

Valuation
Undisclosed

Please provide any additional information regarding the valuation (eg. negotiable, undisclosed)

Previous Funding Secured
10000

Please state the total external investment that your company has received to date, you can also enter the shortcut 'm' for millions or 'k' for thousands, e.g. 1m = 1,000,000"

Go Back Save & Continue

Adding Images

Step 4 – Adding Images

This is to add images to the template and is compulsory, to ensure your image identifies you from other deals. The images can include a header or banner image, a logo and any picture images that you want to display in a separate tab associated with the deal in an images folder.

- The Header Image is the picture that appears above the deal information (compulsory)
- The Provider Logo is the logo of your business (recommended)
- The Images Tab creates a folder of images that will appear in the deal information (optional)

Adding a Deal - Images

Images help make your deal page more appealing to potential investors.

1 Header Image

Please add an image that will run horizontally across the top of your deal page.
We'll scale your image for you. We recommend a 1200 pixels wide and 700 pixels tall image.

Drag or click here to start the upload

2 Deal Provider Logo

Please add a logo for the organisation that is providing the deal. Please ensure the image has a minimum width of 140px.
The logo will be displayed in a circle. You can zoom in and out, position the image and set a background colour once the image is uploaded.

Drag or click here to start the upload

3 Images Tab

Please add any images you wish to be displayed in the "Images" tab.
When you have selected all the images you want to include, click the "Upload" button below.

Drag or click here to select images to be uploaded

Upload

Existing Images

Any previously uploaded images will be displayed here.

Go Back Save & Continue

Adding Images (Cont'd)

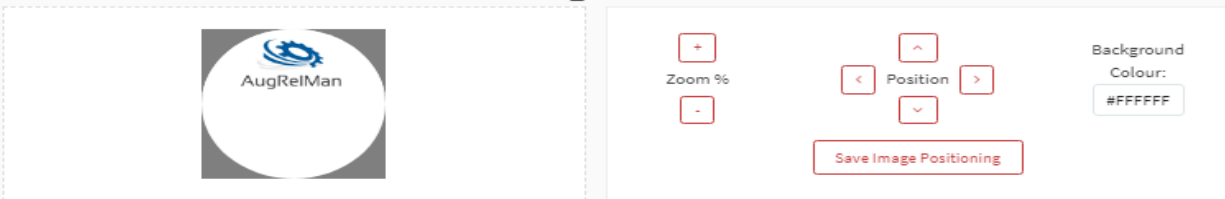
To add images, simply drag and drop or click to start the upload into the outlined box shown. The picture will be resized to fit the space on the page. Recommendations for image dimensions are given on the page.

The logo will be displayed in a circle on top of the banner image. When it is uploaded, an additional screen is displayed alongside the image (see below), which allows it to be changed in size, position and background colour as below. Make sure you save any changes that you make using the “Save Image Positioning” button.

② Deal Provider Logo

Please add a logo for the organisation that is providing the deal. Please ensure the image has a minimum width of 140px.

The logo will be displayed in a circle. You can zoom in and out, position the image and set a background colour once the image is uploaded.

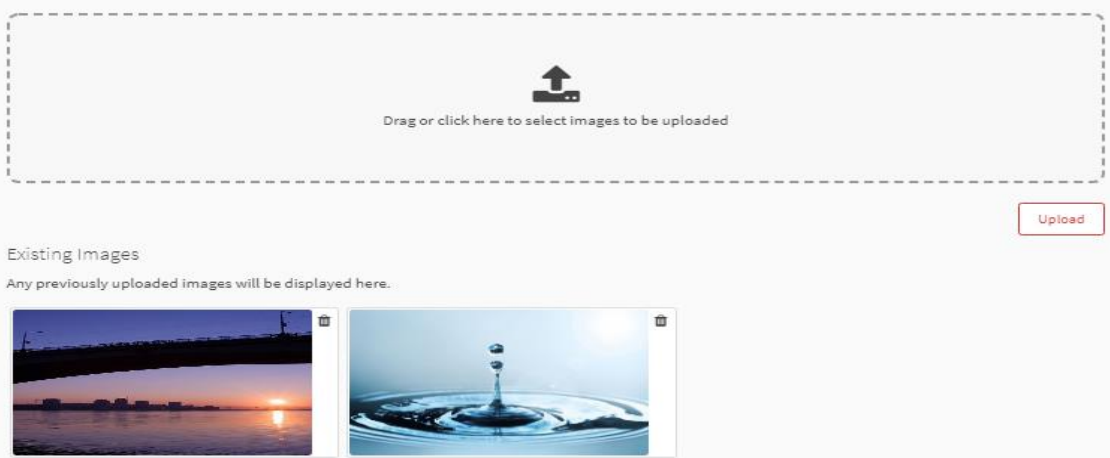


Finally, add any additional images that you want to be displayed using the bottom box on the screen. The system will show you any existing images that you have already uploaded as below:

③ Images Tab

Please add any images you wish to be displayed in the "Images" tab.

When you have selected all the images you want to include, click the "Upload" button below.



Once again use the “Save & Continue” button to move to the next step.

Adding Documents

Step 5 - Adding Documents

In this step you can add any supporting documents as attachments. The documents are placed in four already created (but not populated) folders on the platform. You also have the option to create additional folders for your own purposes.

Adding a Deal - Attachments

Please upload any relevant documentation for your deal.

Q Search... 0 selected Add Folder Upload Document

Home /

File name	Size	Date
- Deal Information ⓘ	-	-
- Transaction Management - NDA ⓘ	-	-
- Transaction Management - Confidential ⓘ	-	-
- Transaction Management - Completion ⓘ	-	-

Go Back Save & Continue

Please note that the four folders are used to hold documents that are made available to investors at different stages as the deal progresses.

- Deal information is where you would add any information related to the deal that you would be happy with anyone seeing as this is viewable by everyone who has permission to see it. It would normally contain a teaser or basic info on the deal and maybe basic financials that you are happy to be viewed.
- Transaction Management – NDA is where you can add an NDA to the deal and can enforce that it is signed either by wet signature or e-signature in order to progress through the investment process and move onto the next stage. We suggest an e-signature would be quicker and easier for both parties.
- Once an investor has indicated they are interested in a deal and you have agreed to this, the documents in the next folder Transaction Management – Confidential will be released to the investor to view. This could contain more detailed information and financials of the deal that you would only want made visible to investors you have approved.
- The final folder can be populated with any completion documents that are released just before the deal investment has been finalised and could contain contract details, Shareholders Agreement, Term Sheet, Articles of Association and payment details that you may want signed. It is recommended that you take legal and financial or appropriate professional advice when preparing these important documents.

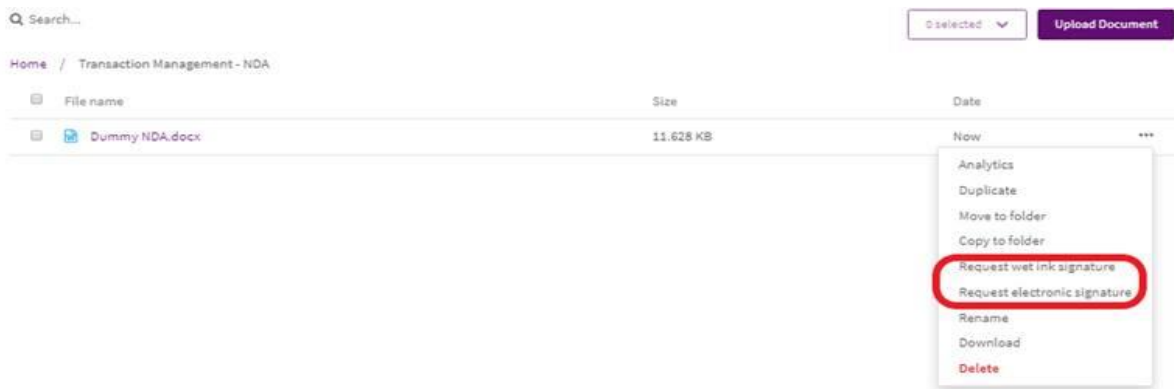
As a consequence, make sure that when you upload a document as an attachment, that you place it in the correct folder. You can do this by opening the folder before you upload the

Adding Documents (Cont'd)

document. You can move the document after it has been uploaded, by opening the drop-down menu associated with each document using the ******* icon.

There is a maximum file size limit of 10Mb for uploaded documents. Action needs to be taken to reduce the size of large files, e.g.: split into two or more sections, compression of pdf files, compression of images in PowerPoint files, etc. It is not possible to upload .zip files.

If you upload an NDA document and require it to be signed, it needs to be marked as requiring a signature after it has been uploaded on the platform. To do this open the ******* icon alongside the document and mark the document appropriately – refer to the screen grab below. If you request an electronic signature, the signing process can be completed on the platform.





If you use an electronic signature rather than a wet signature, the signing can be completed on the platform. You can create additional folders to hold documents relating to the deal. Select “Add Folder” which allows you to create an internal document folder (you can see the option to create an investor folder, but as an entrepreneur you do not have permission to do that). Give the folder a name and decide if you want to share it with the Angels@Essex team by checking the box. This folder of documents will only be visible to you and the Angels@Essex team if you have shared it with them.

The predefined video tab (available after the basic details of the deal have been created) allows videos to be upload to the platform for replay. If there are existing videos available on another server (eg YouTube) and the entrepreneur would like to link to them from the deal, this can be done using the mechanism below:

How to Add Multiple Videos; The Summary

How to Add Multiple Videos

1. Begin on the **Manage Deal** page of an **Unpublished Deal**.
2. Please click on **Deal Display** and select **Tabs & Charts**.
3. On the right-hand side, you will find an **Add Tab** button. This will allow you to configure a new Tab.
4. In order to embed a video, please select the *Text* option in the drop-down list.
5. Please add a title in the **Deal Tab Title** box which could be "Video- [name of the video]"
6. In the **Deal Tab Content**, you will be able to add a video by selecting this icon in the editor

7. In the **Source** section please copy the link for the video, or you can use **Embed** if you wish to embed it and click on **Save Tab**.
8. You can preview your new Video Tab by clicking on this icon 

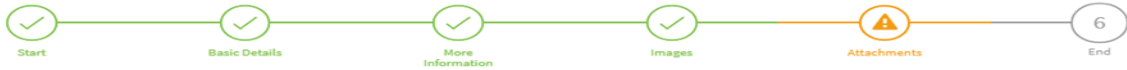
After this stage is complete, the creation of the deal has been finalised and you will be taken to a summary screen from where you can preview how the deal looks or step back to any of the previous stages.

Step 6 – Summary

The summary screen shows steps that are missing information – ie where you have skipped over the step without making any changes. You can use the “Action this content” to go make to each section and make any changes. You may have done this intentionally and the system will regard the deal as being incomplete and give you a warning to that effect but will not prevent you asking for the deal to be approved.

You can also “Edit this content” to make additional changes to the content created at any step.

The Deal



Thank you for adding your deal

Please confirm the deal information below. You can go back to edit, or you can save and continue.

[Preview your deal](#)

Steps that are missing information:

	Attachments	Action this content
--	-------------	---------------------

Your deal currently includes:

	Basic Details	Edit this content
	More Information	Edit this content
	Images	Edit this content

Once you have completed these steps you can always add/remove more content later on.

Deal currently in progress

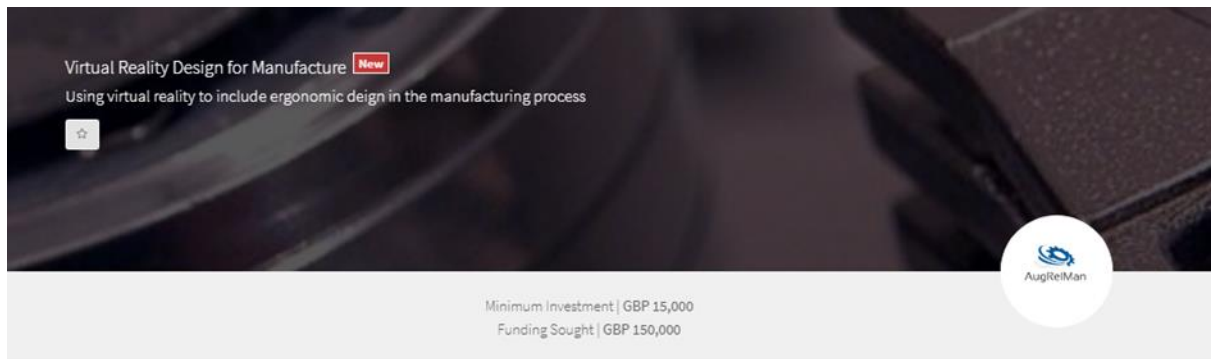
This deal is currently in progress and is not visible within the platform to other investors.

Once you are happy that all the relevant information has been entered, click 'Save & Continue to Dashboard'.

Once you have reached the dashboard, you will be able to continue to manage your deal and get it published on the platform.

[Go Back](#) [Save & Continue to Dashboard](#)

If you use the “Preview your deal” button, you can see what the deal will look like when it is published on the platform. You can make changes using the edit function after you have previewed how the deal will be published on the platform. Pay particular attention to the numeric data that you have entered to ensure it is correct. An example is shown below:



Virtual Reality Design for Manufacture New

Using virtual reality to include ergonomic design in the manufacturing process

☆

AugiteMan

Minimum Investment | GBP 15,000
Funding Sought | GBP 150,000

Summary Documentation Images

Currently many machines that require human operation are designed with little or no attention to the comfort of the operator. This proposal seeks investment to take an existing prototype virtual reality design package to market. The package allows potential operators to use virtual reality in the evaluation of designs as part of the design package. The market place for this is any design studio within a large enterprise which manufactures equipment which people are needed to operate or any stand alone design studio doing similar work. The package makes it easy for designers to ensure that the solutions they generate truly incorporate the operator into the design during the design process and not as an afterthought.

Growth Stage

Growth

Sector

Manufacturing and Engineering

Expected Tax Relief

Tax relief is not applicable

Previous Funding Secured

GBP 10,000

Valuation

Undisclosed

WE ARE A UNIVERSITY ENTERPRISE ZONE

■ Expertise ■ Business Support ■ Funding



University of Essex

The Dashboard

The Dashboard

Once you are satisfied with the content and layout of the deal, press the “Save and Continue to Dashboard” button to move to the final step of getting the deal authorised and published on the platform.

A typical dashboard is shown below:

The screenshot shows a dashboard interface for a deal titled "Virtual Reality Design for Manufacture". The top navigation bar includes "Deal Overview", "Deal Display", "Document Management", "Investor Interaction", "Deal Actions", and "Deal Notepad". The main content area is divided into several sections:

- Overview:** Contains a "Push For Approval" button, a note about automatic workflow completion, and deal details: "Created by: William Miller on the Angels@Essex platform", "Engagement type: Enquiries only - Transaction Management Deactivated", "Investor engagement management: Angels@Essex", and "Classification: High Net Worth, Sophisticated Investor, Investment Professional".
- Recent Notes:** A section with an "Add note" button and a message: "There are currently no notes on this opportunity."
- Key Contact Details:** A table listing contact information for William Miller: Name, Phone (01212 112233), Address (A Location, A TOWN), and Email (a.b@c.com).
- Transaction Management:** Features an "Add Investor" button and an "Investment Breakdown" donut chart. The chart shows: Committed - GBP 0.00, Signed - GBP 0.00, Funded - GBP 0.00, Remaining - GBP 150000.00, and Other Investments - GBP 0.00.
- Latest Enquiries:** A section with an information icon and text explaining that it tracks deal enquiries and responses, and provides instructions on how to handle enquiries.

The dashboard screen is divided into a number of sections:

The Overview section provides information about the status of the deal. Underneath that are four sections that provide current detailed information about the deal.

- On the left of the screen at the bottom are the entrepreneur’s contact details.
- Above that is a place where notes relating to the deal can be added.

On the right are the Transaction Management and Latest Enquiries sections.

- The transaction management section allows you to manage the deal transaction process.

Requesting Approval

- The latest enquiries section allows you to track and manage your deal enquiries.

To find out more about the functionality available in each of these sections, click on the “Learn” link at the top of the page. This then allows you to hover over each section and by clicking on each section a window appears which gives the full description of the functionality that is available.

Once you have explored the dashboard screen and confirmed that the contents are correct, you can ask for the deal to be approved. This is done by clicking on the “Push for Approval” button at the top left of the screen. If you want to make changes to the deal content before approval, you can do this through the ribbon at the top of the screen. The ribbon will take you back to the different screens that were used to enter content during the 6-step process that was used to create the deal.

Requesting Approval

By pressing the “Push for Approval” button, the process of creating the deal has been finalised and you are now asking for it to be published. This action creates a notification to the approval team for them to review the deal and publish it, if the deal proposal meets the platform and regulatory criteria. If amendments are needed you will be notified by email of any changes that are required.

When the deal is approved and published on the platform, you will receive a confirmation email. You will also be delegated to manage the deal process and receive an email informing you of that at the same time.

