

# Angels@Essex Joining the Platform as an Investor

**WE ARE A UNIVERSITY ENTERPRISE ZONE**

■ Expertise ■ Business Support ■ Funding



University of Essex

# Contents

Overview .....	3
Registration .....	3
Compliance Questionnaire.....	4
Confirmation of Investor Categorisation .....	5
Appropriateness Test.....	6
Terms of Service .....	7
Privacy Notice .....	7
Risk Warning.....	7
Stating Your Investment Preferences .....	7
The Home Page .....	7
Viewing Deals .....	9
Viewing Your Portfolio .....	9
Viewing News and Events .....	10
Viewing Resources .....	10
Viewing Transactions.....	10
Viewing a Deal.....	10



# Overview and Registration

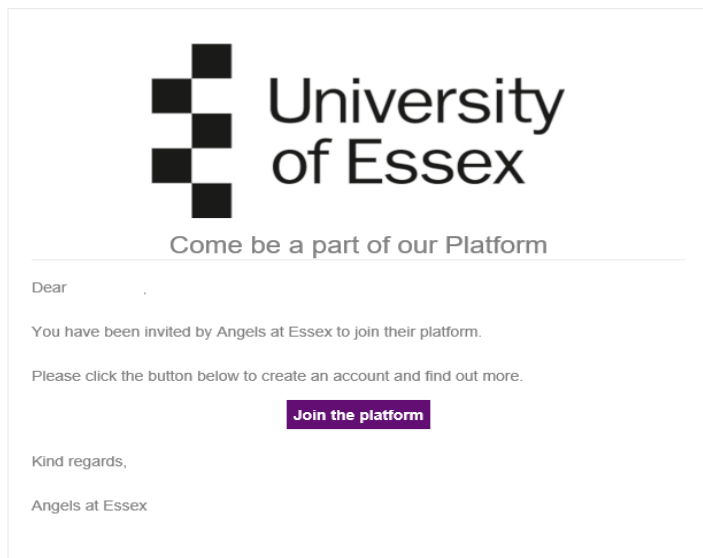
## Overview

The Angels@Essex platform is provided and managed by the University of Essex. The management of the deal process is undertaken by the investor, the entrepreneur and their representatives; the University of Essex takes no part in that process. You are advised to take independent financial, legal or professional advice when considering and making investments of this nature.

The platform provides an online vehicle through which you, as an investor, can view opportunity proposals which have been created by entrepreneurs. When you identify a deal that you would consider investing in, then the platform offers functionality to allow you to request more information, access detailed documents and manage the documents required to conclude the investment directly with the entrepreneur.

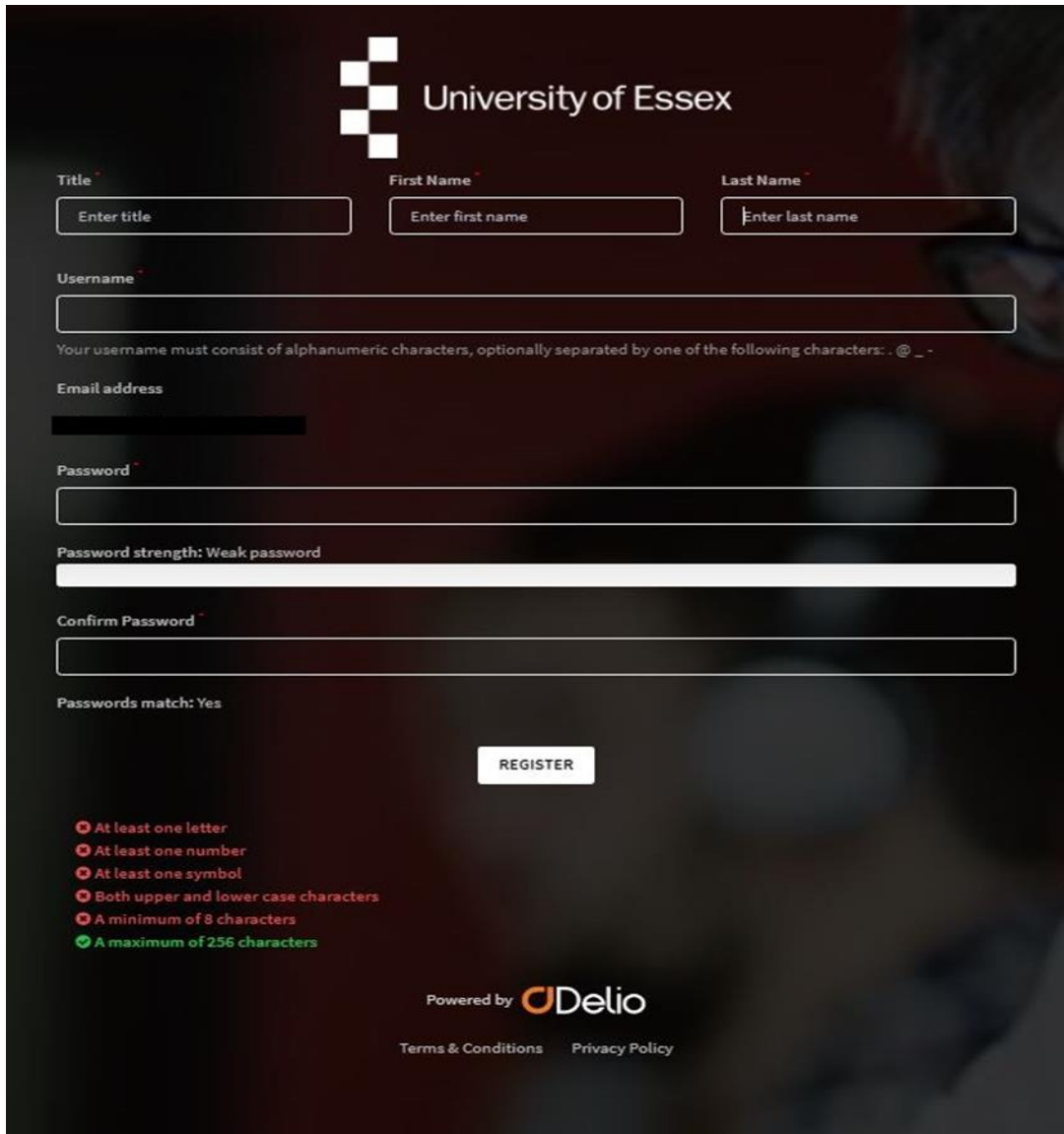
## Registration

You will be invited to join the platform after an initial discussion with the Angels@Essex team. When you are invited to join, you will receive an email that looks like this below:



By clicking on the link labelled "Join the platform", you will be taken to a login screen, which will be partially populated and look like the one below. You can complete the requisite details on the screen, noting that the fields marked with asterisks in red and required fields. When you create your password, make sure that you can remember it for future use.

# Compliance Questionnaire



The screenshot 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 are three input fields: "Title" with a placeholder "Enter title", "First Name" with a placeholder "Enter first name", and "Last Name" with a placeholder "Enter last name". Below these is a "Username" field with a placeholder "Your username must consist of alphanumeric characters, optionally separated by one of the following characters: . @ \_ -". Below the username field is an "Email address" field. Below the email field is a "Password" field. 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. Below the confirm password field is a "Passwords match: Yes" indicator. In the center of the form is a "REGISTER" button. At the bottom left of the form is a list of password requirements: "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 of the form is the text "Powered by Delio" with the Delio logo. Below this are links for "Terms & Conditions" and "Privacy Policy".

Once you have entered all your details, click the REGISTER button in the centre of the page to move to the next step.

## Compliance Questionnaire

After pressing the REGISTER button, you will be taken to a screen that asks you to provide information about your experience as an investor. This information is required as part of the regulatory compliance procedures.

The screen you are presented with is similar to the one shown below:

# Confirmation of Investor Categorisation

Investment Opportunities published on the Angels at Essex Platform are only available to High Net Worth Investors, Sophisticated Investors, Restricted Investors or Investment Professionals. Please tell us more about yourself:

Statement 1

- I have an annual income of more than £100,000 or I have an investment portfolio of more than £250,000 and understand my capital is at risk if I invest

Statement 2

- I am a member of a network or syndicate of business angels and have been so for at least the last six months

Statement 3

- I have made more than one investment in an unlisted company in the last two years

Statement 4

- I am working or have worked in the last two years, in a professional capacity in the private equity sector or in the provision of finance for small and medium enterprises

Statement 5

- I am currently or have been in the last two years, a director of a company with an annual turnover of at least £1 million

Statement 6

- In the last twelve months, I haven't invested more than 10% of my net assets in non-readily realisable securities, nor will I invest more than 10% of my net assets in non-readily realisable securities over the next twelve months

Statement 7

- I am an Investment Professional

Statement 8

- None of the above

Next page

Please read the statements carefully and check as many boxes under each statement as you are able to.

This step is to ensure that you meet the requirements to be an investor. The platform is open to **High Net Worth Investors**, **Sophisticated Investors** or **Investment Professional**. If you are not in one of these classes, you may still be able to make investments as a **Restricted Investor**; but only to certain types of opportunities which will have additional regulatory approval prior to your being able to see them.

If you can answer one or more of statements 1 to 7 on this screen, you will be taken to the next step in the on boarding process, which is to confirm your investor categorisation.

If you are unable to answer statements 1 to 7 on this screen, then answer statement 8 and you will be taken to a screen that gives guidance on how to proceed.

When you are satisfied with your answers, click the "Next Page" button at the bottom right of the screen.

## Confirmation of Investor Categorisation

The format of the next screen presented will depend on the type of category that your previous answers determine you to be. A typical example (for a High Net Worth Individual) is shown below:

# Appropriateness Test

## Statement for Self-Certified High Net Worth Individual

I declare that I am a certified high net worth individual for the purposes of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005.

I understand that this means:

- (a) I can receive financial promotions that may not have been approved by a person authorised by the Financial Conduct Authority;
- (b) the content of such financial promotions may not conform to rules issued by the Financial Conduct Authority;
- (c) by signing this statement, I may lose significant rights;
- (d) I may have no right to complain to either of the following- (i) the Financial Conduct Authority; or (ii) the Financial Ombudsman Scheme;
- (e) I may have no right to seek compensation from the Financial Services Compensation Scheme.

I am a certified high net worth individual because at least one of the following applies:

- (a) I had, during the financial year immediately preceding the date that I make this certification, an annual income to the value of £100,000 or more;
- (b) I held, throughout the financial year immediately preceding the date that I make this certification, net assets to the value of £250,000 or more. Net assets for these purposes do not include:
  - (i) the property which is my primary residence, or any loan secured on that residence;
  - (ii) any rights of mine under a qualifying contract of insurance within the meaning of the Financial Services and Markets Act 2000 (Regulated Activities) Order 2001 (a); or
  - (iii) any benefits (in the form of pensions or otherwise) which are payable on the termination of my service or on my death or retirement and to which I am (or my dependants are), or may be, entitled.

I accept that I can lose my property and other assets from making investment decisions based on financial promotions.

I am aware that it is open to me to seek advice from someone who specialises in advising on investments (including unregulated investment schemes).

By ticking this box, I, Wilhelm Muller, am signing the above statement in a way that satisfies the statutory signature requirements set out in the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as of 31/03/2020.

I agree

Back

Next page

Once again, read the statements on this screen carefully and check the “I agree” box to confirm your agreement to the statement and then press the “Next Page” button at the bottom right of the screen to move on to the Appropriateness Test.

(Note that the “Back” button is only activated on this and further screens after you have checked the box on this page. You can go back to the previous page, should you want to and then step forward to the next page. When you are on that page, you can uncheck the box or change the answer to any of the questions on that page at that point, should you want to, before moving forward.)

## Appropriateness Test

This test allows the University to confirm that the investment process is suitable for you. You need to answer the questions accurately to ensure that investment on the platform is appropriate.

All questions are mandatory.



# Terms of Service; Privacy Notice; Risk Warning; Stating Your Preferences; The Home Page

When you have answered them, you can move to the next step using the “Next Page” link at the bottom of the page to display the Privacy Notice. This will take you to a page displaying the Terms of Service.

## Terms of Service

The Terms of Service is the legal agreement between you as the investor; the University of Essex as owner of the platform; and Delio Ltd as operator of the platform. You should read this agreement carefully and ensure that you understand it. To agree to the Terms of Service, check the “I agree” box at the bottom of the page and activate the “Next page” link at the bottom right of the page to move to the next step in the onboarding process. You cannot move to the next step without agreeing to the Terms of Service.

## Privacy Notice

The next step is to read, understand and agree to the Privacy Notice. This document describes how all personal information is processed by the platform and how compliance to the Data Protection Act and the General Data Protection Regulation is ensured. Once you can agree to the terms of the Privacy Notice, you can check the “I agree” box and move to the next step, by clicking the “Next Page” button at the bottom of the screen, which will then display the “Risk Warning” page.

## Risk Warning

This page presents several general risk warnings that need to be considered when investing directly in unlisted investments. You should read through these warnings and tick the “I agree” button when you are comfortable that you understand the risks and the implications of those risks.

## Stating Your Investment Preferences

The next step, which is optional, is to state your investment preferences. This data can be used to inform you of new deals that match your preferences. You will be able to see all deals on the platform, irrespective of the investor preferences that you select. You will be able to use filters to focus on deals that match your investment preferences. You can change your investment preferences if you want to, from the settings tab on the home page (see later).

## The Home Page

That is the final step of the onboarding journey. When you have completed the above steps, you will be taken to the home page of the platform which will look like the screenshot below:



# The Home Page (Cont'd)

University of Essex Home Deals News & Events My Portfolio Resources

Welcome William, to your Angels@Essex Investment Platform the new angel platform from the University of Essex Enterprise Zone dedicated to supporting Essex businesses to flourish and grow.

Investment Opportunities published on the Angels@Essex platform are available to High Net Worth Investors, Sophisticated Investors, Restricted Investors or Investment Professionals. Whichever type of investor you are we can guide you through the process of registering on this platform. If you are relatively new to investing we can provide you with assistance through our membership with the UK Business Angels Association and provide free access to the online resources available to you there.

Do not worry if you are unsure which type of investor you are, our on-boarding process will take you through some questions to help us help you to join our platform.

Remember, any investment you make as a result of an introduction made through this platform is subject to your own independent decision making and negotiation away from the platform. The University of Essex does not provide any services that could be considered to be advice, further information on this will be provided as part of your registration onto the platform.

Show less <

Latest News

Essex named as University Enterprise Zone





Major funding to nurture and support new digital and creative businesses has been announced as the University of Essex's Colchester Campus is named a University Enterprise Zone.

Visit news archive >

Read full article >

Featured Deals

This screen is divided into four main sections. From top to bottom:

1. The ribbon at the top of the page allows you to access general information and specific information about deals that is presented on the platform. Functionality that can be accessed on the right-hand side of the ribbon allows you to;
  - a. view notifications ( ) ,
  - b. view anything marked as a favourite ( ) ,
  - c. view and edit your personal settings ( ) and
  - d. submit a support query ( ) .

You can change your investor preferences and your own profile in the settings pages. You can also see all the documents that you signed up to during the onboarding process under the “compliance” section of the settings screens.

2. The next section on the page is the welcome banner which gives an introductory message to users of the platform.
3. Underneath that is the latest news section, where news articles will be published.
4. The final section on the page highlights featured deals on the platform.



# Viewing Deals; Viewing Your Portfolio

## Viewing Deals

Once you have registered on the platform, you will be able to view deals straightaway. To do this select the “Deals” tab which will take you to a screen that looks like the one below:

The screenshot shows the 'Browse Deals' page. At the top, there is a navigation bar with the University of Essex logo and links for Home, Deals, News & Events, My Portfolio, and Resources. On the right side of the navigation bar are icons for notifications, favorites, user profile, and help. Below the navigation bar is a 'Browse Deals' header. Underneath is a 'Filters' section with a list of filter categories: Asset Class (Equity), Investment Structure (Direct), Location (UK - East Anglia, United Kingdom), Availability (New, Closing Soon, Closed), Sector (Bio Tech and Pharmaceuticals, Financial Technology, Financial and Professional Services, Software as a Service, Health and Wellbeing), and Currency (GBP). Below the filters is an 'Advanced Filters' section with a search bar and an 'Order By' dropdown. The main content area displays three deal cards: 'Test Entre Deal' with a tiger image, 'Global domination' with an image of coins and plants, and 'SportsAR' with an image of a person wearing AR glasses.

On this “Browse Deals” screen you can now use filters to narrow down the number of deals that you see and allow you to focus on those that match your own preferences for investment. There are two sets of filters:

- The basic filters which allow you to select deals primarily by Location, Availability and Sector
- The advanced filters (access these by clicking on the down arrow to the right), allow you to select a deal by Growth Stage and Expected Tax Relief.

By selecting different categories for the deals, you will be presented with deals that match those categories only.

## Viewing Your Portfolio

The “My Portfolio” tab allows you to view your private investment portfolio. This is calculated dynamically from information on the platform.

# Viewing News and Events; Resources; Transactions and Deals

You can also add information about your own off-platform deals through the two hyper-linked buttons on the top right of this page, allowing you to keep an easily accessible personal record of your own investments in one place.

If there are several deals that you want to add to the information already on the platform, then use the “Import External Deals” button. Use the “download import template” to download an Excel spreadsheet and then add information about each deal to be added on a row on the template. Some of the cells in the template are free text and some have predefined values which can be selected using the drop-down values for the cell. Once the template has been completed, save it in a known location. It can then be uploaded to the platform by dragging it into the box or clicking it to allow you to browse to it on your computer. Complete the action by clicking on the “Import” button at the bottom of the screen.

As an alternative, you can add each deal manually by using the “Add External Deal” link to open a form on the screen that allows you to enter the data directly on the screen.

In both cases, to ensure the deals are only visible to you, check the “Private Deal” box when adding an individual deal or setting the “Private Deal” cell to “Y” in the template when uploading multiple deals. If you don’t mark them as being Private, they will be visible to both you and the University of Essex team administering the platform, but to no-one else.

## Viewing News and Events

The News and Events tab takes you to all the news that has been published on the platform and to any upcoming events that could be relevant. This content will be updated frequently.

## Viewing Resources

This tab takes you to resources that could be of use to you as an investor. This content will be updated as new resources become available.

## Viewing Transactions

As you engage with entrepreneurs a new tab, called Transactions, appears in the ribbon at the top of the page. The status of each deal will be displayed in that page after you click on the Transactions tab in the ribbon. You can use this page to check on the status of each engagement that you are involved in.

## Viewing a Deal

In order to view the details of a deal, click on the short deal name in the deal when it is displayed on the Browse Deals screen. This takes you through to a page that summarises the deal and will be similar to the screen below:

# Viewing Deals (Cont'd)

lobster.ai  
Combining plug & play IoT with AI and smart insurance to keep your home safe

Available | 30/01/2020 - 30/04/2020 | Minimum Investment | GBP 10,000  
Location | UK - East Anglia | Funding Sought | GBP 150,000

Summary | Documentation **1** | People

60% Funding Secured

Our point of departure is simple, full of common sense: life is better without disasters. So we made it our mission. First we sought to prevent all accidents that can be avoided, using the best of technology and AI. And then, to propose a simple, transparent model of insurance that, at its core, focuses on the best of each of us and creates trust. Insurance as it should be: a social good not a necessary evil.

Lobster's home insurance is simple: customers get covered in 2 minutes, claims paid in 2 hours, repair visits are with you within 2 days. Offering a new transparent and responsible model, Lobster transforms insurance core business model to align the interests of the tenant and the insurer. The company provides AI and 'plug & play' smart devices that monitor consumption in order to identify and prevent disasters.

▼ Show more

Request More Information

Provide Feedback

Growth Stage  
Start-Up

Sector  
Financial and Professional Services

Location  
UK - East Anglia

Valuation  
Not Set

Viewing the screen from the top down, the square box containing the star icon allows you to add this deal to your favourites to make it easier to find in the future. You can use the box with the arrow in it to share the deal with someone else that you think might be interested in it. This box opens a new form asking you to enter the name and email address of that person. Some very basic information about the deal will be sent by email to the recipient. In order to see more information about the deal, they will have to be invited to register on the platform and go through the onboarding process as an investor.

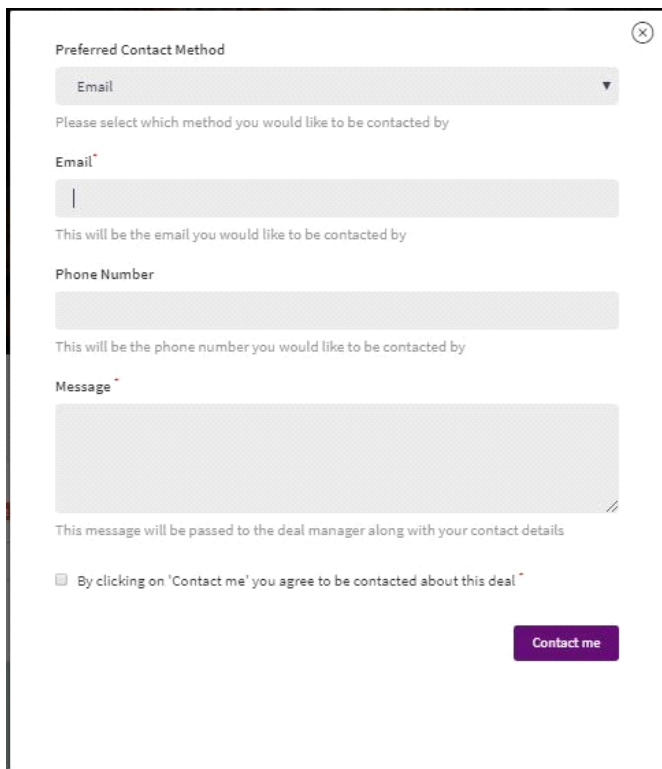
In the centre of the screen is a ribbon which allows you to access more detailed information about the deal using the tabs. Each deal will usually have a "Summary" tab and a "Documentation" tab as a minimum when it was created. Further tabs will provide information about people involved and images relevant to the deal. Custom tabs can also be created and made visible by the entrepreneur managing the deal. It is important to note that information will become available in the documentation folder as the deal progresses. In the first stage of the deal, only limited information is provided.

To the right in the centre of the screen are two hyper-linked buttons:

Request more information. This button will open up a new form similar to the one below. You can then complete this form with details of email or phone number and how you would like to be contacted. Include a brief summary of the message and this request will be passed to the entrepreneur to agree. If the entrepreneur has requested that an NDA is made available in order to convey information about the deal to you, then this must be signed electronically, before the request for more information can be

# Viewing Deals (Cont'd)

made. By activating the “Request More Information” button, you are also starting the transaction process with the entrepreneur and this is recorded under the Transactions tab in your home page.



The screenshot shows a form titled "Preferred Contact Method" with a close button in the top right corner. The form contains the following elements:

- A dropdown menu labeled "Preferred Contact Method" with "Email" selected.
- A prompt: "Please select which method you would like to be contacted by".
- A field labeled "Email\*" with a vertical cursor.
- A prompt: "This will be the email you would like to be contacted by".
- A field labeled "Phone Number".
- A prompt: "This will be the phone number you would like to be contacted by".
- A large text area labeled "Message\*".
- A prompt: "This message will be passed to the deal manager along with your contact details".
- A checkbox with the text: "By clicking on 'Contact me' you agree to be contacted about this deal\*".
- A purple button labeled "Contact me" at the bottom right.

- **Provide Feedback.** The second button on the right in the centre allows you to send feedback to the entrepreneur. This will be recorded as notes attached to the deal. The most recent notes will be displayed on the recent notes section on the entrepreneur’s dashboard and the full history of notes will be available under the Deal Notepad in the entrepreneur’s dashboard.

**Once you have contacted an Entrepreneur and either e-signed or wet signature the Non Disclosure Agreement (NDA), you will be invited by the Entrepreneur to view confidential information and engage directly.**