Angels@Essex
Joining the Platform
as an Investor
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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.
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

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 onboarding 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

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.
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)

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 ( icon),
   b. view anything marked as a favourite (🌟 icon),
   c. view and edit your personal settings (👤 icon) and
   d. submit a support query (✉️ icon).

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

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:

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.
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 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
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.

- **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.