



Angels@Essex

The Investor & Entrepreneur Interaction

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Overview

Overview

This document gives an overview of the steps that are used to support the transactions in the investment journey. The document shows how the platform is used at each step in the journey to record the key interactions between an investor and the entrepreneur. Since each deal is unique and each interaction with an investor is also unique, the platform is used only to record the key interactions and help the investor and the entrepreneur manage and document their relationships.

The document shows the interaction between entrepreneur and a single investor. This interaction is repeated for each investor intending to invest in a deal and is also repeated for each investor who can be investing in several deals.

Investor – initiating the investment process by requesting information

Once the investor has completed the onboarding and stated their investment preferences, they will be taken to the home page, where featured deals will be presented. In order to see all deals, the investor can select the “Deals” tab to view all deals on the platform. They can use the filters to select only deals that mean certain criteria as set by the filters.

They can select a specific deal from the list of those presented by clicking on the deal name, which is hyperlinked and that will take them to the summary page for the deal. The available documentation will also be visible and able to be accessed at that time. After the investor reviews the deal information, they can then request further information from the entrepreneur by activating the “Request More Information” button on the summary of the deal. This activates the transaction process with the entrepreneur. If the entrepreneur has requested that an NDA has to be signed before more information is provided, then the investor will have to sign that before they can request more information and complete the form that is presented when the button is activated.

The “Provide Feedback” button is used to send a message to the entrepreneur which will appear on their notes page in the deal overview. These messages are not part of the formal transaction process and allow a separate interaction channel to be used.

Once the investor requests more information by activating the button, this begins a 6-step process that is designed to follow the engagement through to completion by investment. The request for more information is sent to the entrepreneur by email and a notification on their screen if they are logged in.

The steps along this transaction process are highlighted to the investor on the screen as shown below:

Entrepreneur Responding

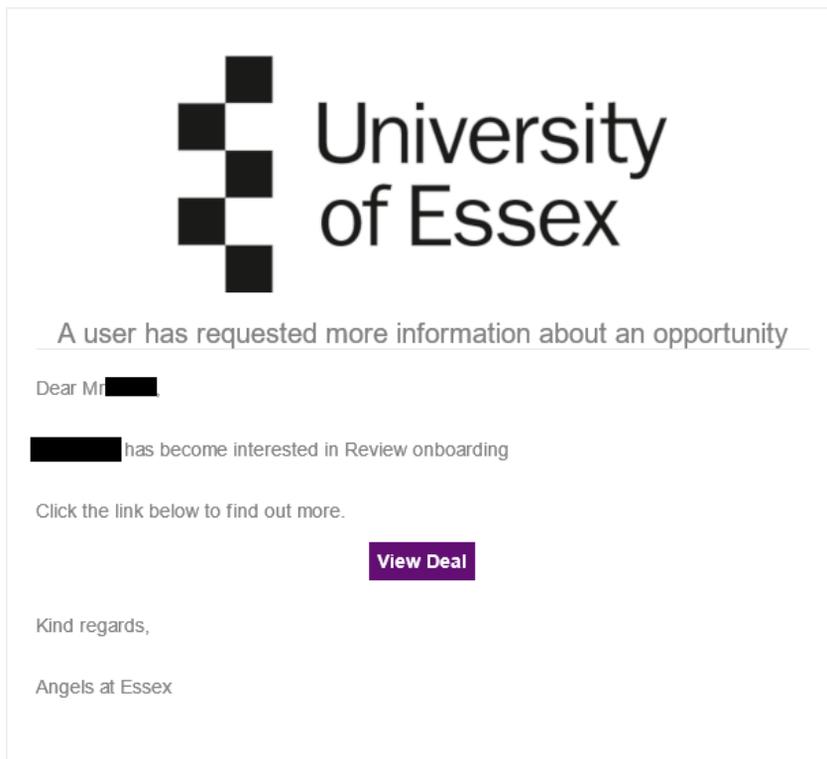
Location | UK - London | Funding sought | GBP 1,000,000

① We have received your request for more information. You will be notified once this request has been approved. Once approved, you will be able to commit to this investment.



Entrepreneur – responding to the request for information

The entrepreneur will receive an email similar to the one shown below when an investor has begun the transaction process by asking for more information:

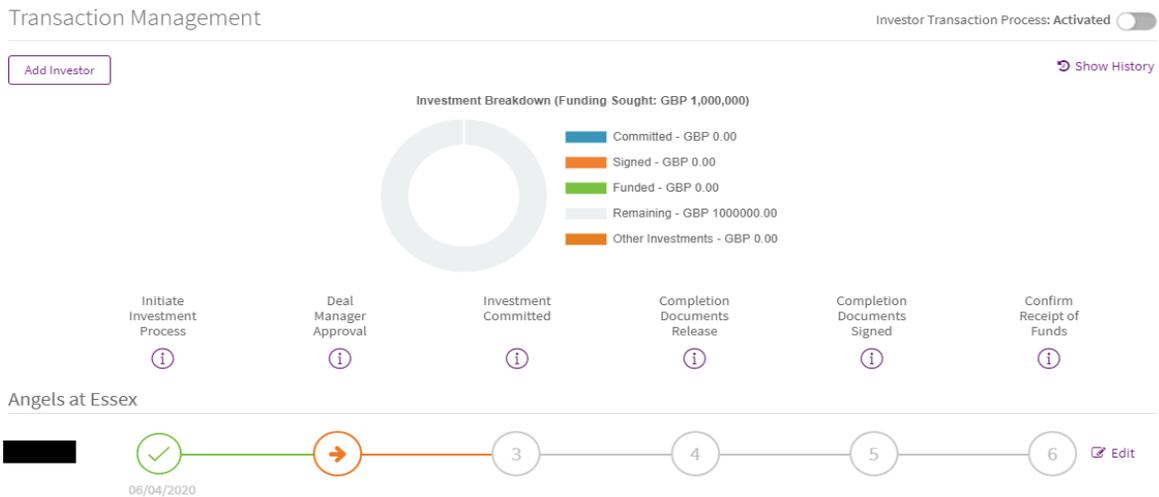


The entrepreneur can then log in and view the activity on the deal.

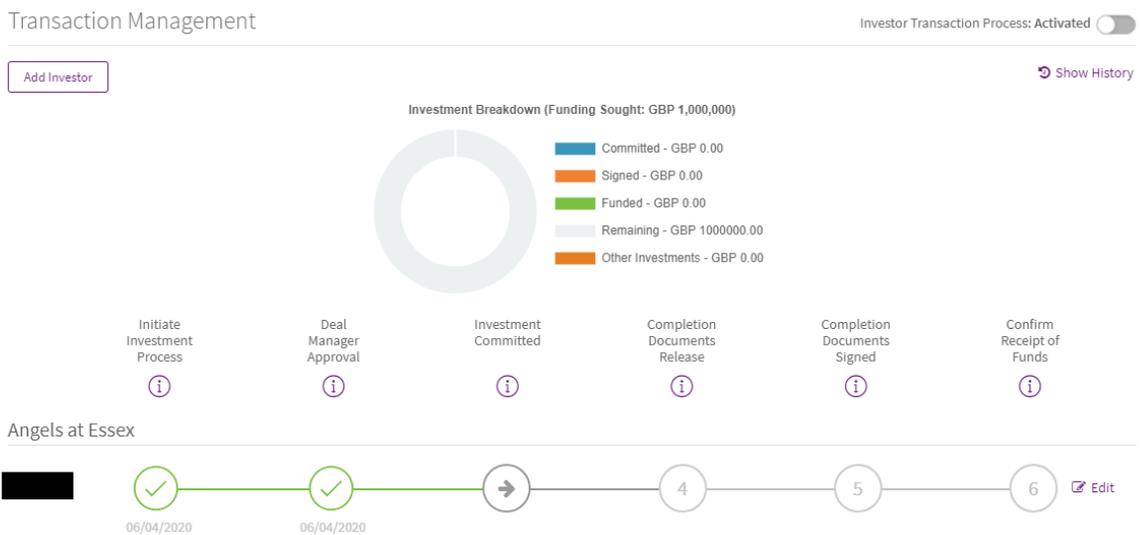


Requesting More Information

The entrepreneur will see that they have received a notification that a named investor has expressed an interest in the deal. They will also be able to view the transaction management steps under the “Investment Interaction” tab on their screen. This will bring up a screen similar to the one below:



At this stage in the engagement process, the investor has requested more information and the deal manager (ie the entrepreneur) can now approve that more information is provided. This is the information that is held in the confidential information documentation folder associated with the deal. To approve the request, the entrepreneur simply clicks on the arrow in the circle under the “Deal Manager Approval” step. The change in status will be shown as below and the investor will be notified on their screen that they have been approved for investment by the entrepreneur and that new confidential documentation is available for them.



Reviewing Information

Investor – reviews information and indicates their investment amount

The investor will have received a notification in the system, that new documentation is available to them. This is indicated on their screen which will be similar to the one below:

① You have been approved for investment. You will now be allowed to commit against the deal. More relevant documentation may be available in the 'Documentation' tab.

Indicate Investment Amount

Provide Feedback

Upload Document

Deal Information (1) **▼**

File name	Size	Status
Notes.docx	15.655 KB	No Action

NDA (1) **▼**

File name	Size	Status
Dummy NDA.docx	11.628 KB	Signed

Confidential (1) **▼**

File name	Size	Status
Dummy confidential document.docx	11.628 KB	No Action

Growth Stage
Growth

Sector
Film, Theatre and Entertainment

Expected Tax Relief
Tax relief is not applicable

Previous Funding Secured
0

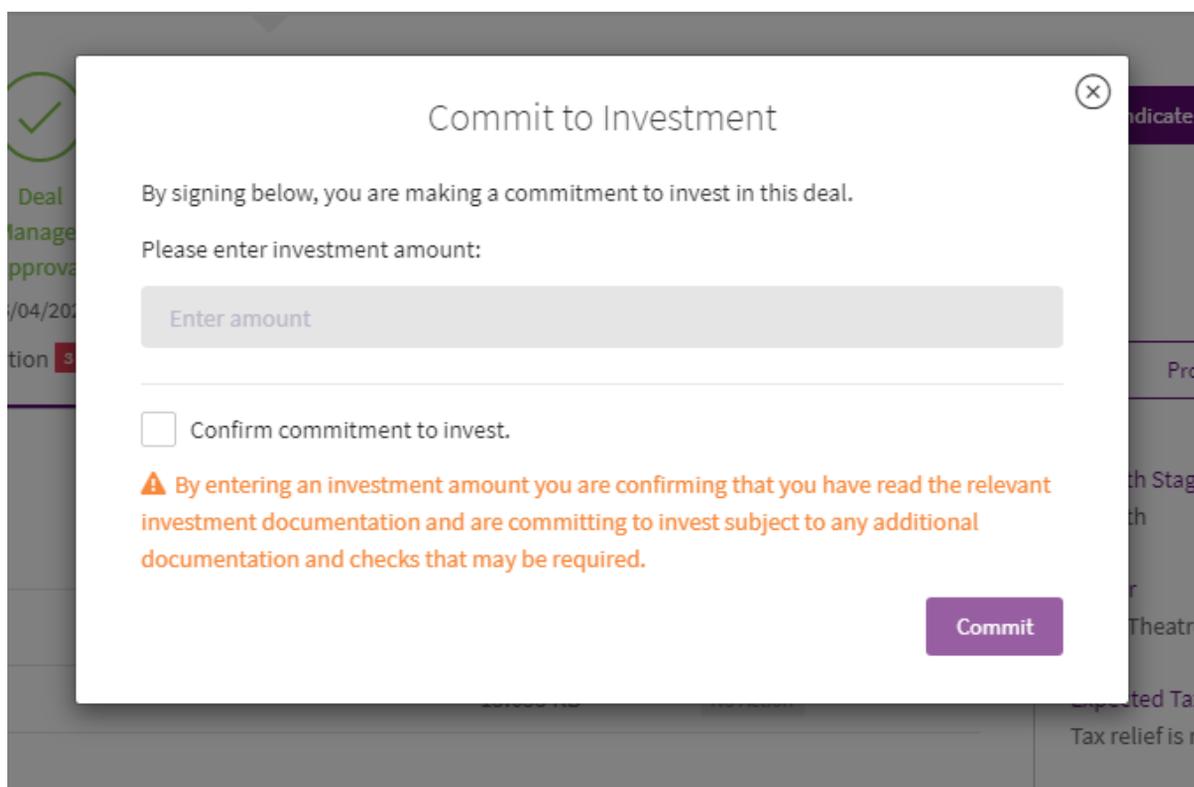
Valuation
Undisclosed

At this point the next stage in the investment journey (Indicate Investment Amount) is now active. This stage allows the investor to indicate the amount they are prepared to invest.

When the investor clicks on the Documentation tab, they will see that the confidential documentation folder is now active and they can view the documents that are in that folder.

Interacting with the Entrepreneur

After reading that documentation and interacting with the entrepreneur, the investor can then indicate the investment amount, by activating the “Indicate Investment Amount” to the right of the process diagram. When the investor does this, a pop up appears similar to the one shown below:



The image shows a screenshot of a web application with a modal dialog box titled "Commit to Investment". The dialog has a close button (X) in the top right corner. The text inside the dialog reads: "By signing below, you are making a commitment to invest in this deal." Below this is the prompt "Please enter investment amount:" followed by a text input field containing the placeholder text "Enter amount". Underneath the input field is a horizontal line, and then a checkbox with the label "Confirm commitment to invest." Below the checkbox is a warning message in orange text: "⚠ By entering an investment amount you are confirming that you have read the relevant investment documentation and are committing to invest subject to any additional documentation and checks that may be required." At the bottom right of the dialog is a purple button labeled "Commit".

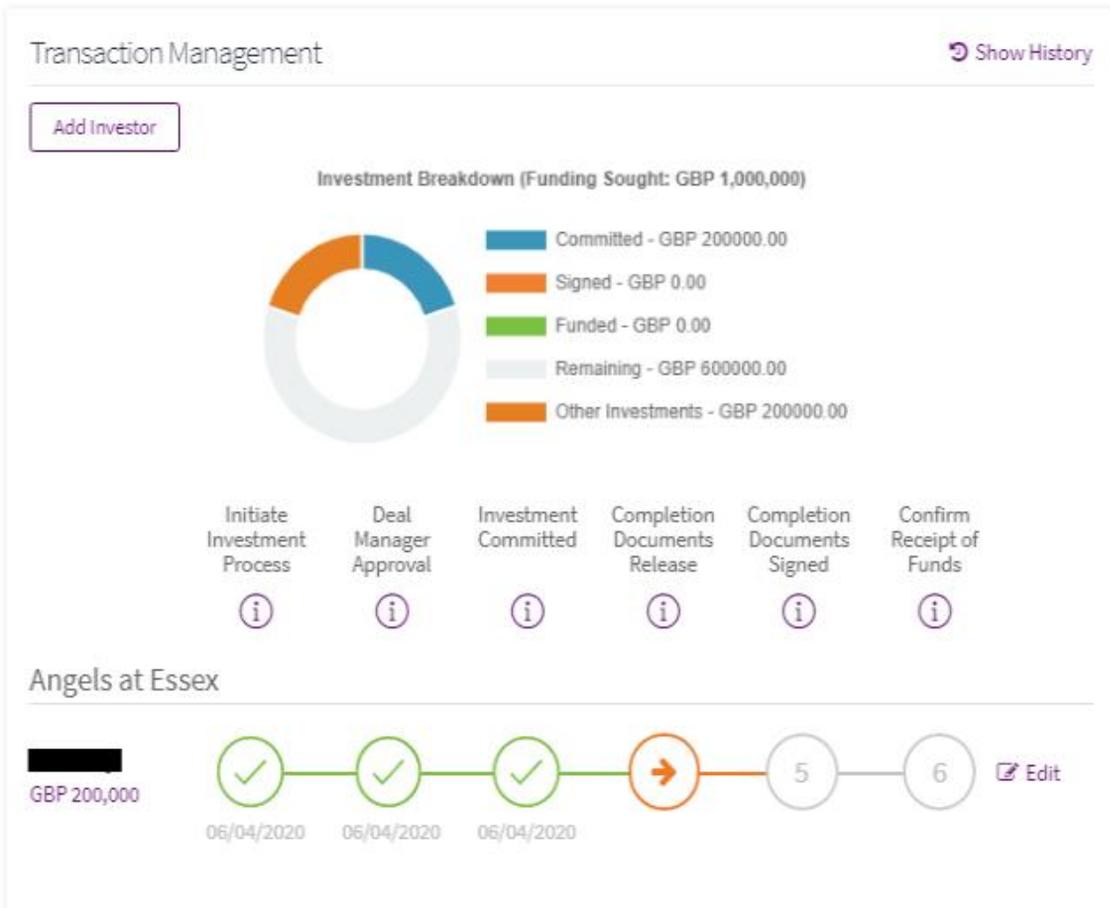
This indicates to the investor that they are now making a commitment to invest in the deal.

Once the amount is entered and the commitment made, the information will be sent to the entrepreneur.

Entrepreneur Accepts Investment

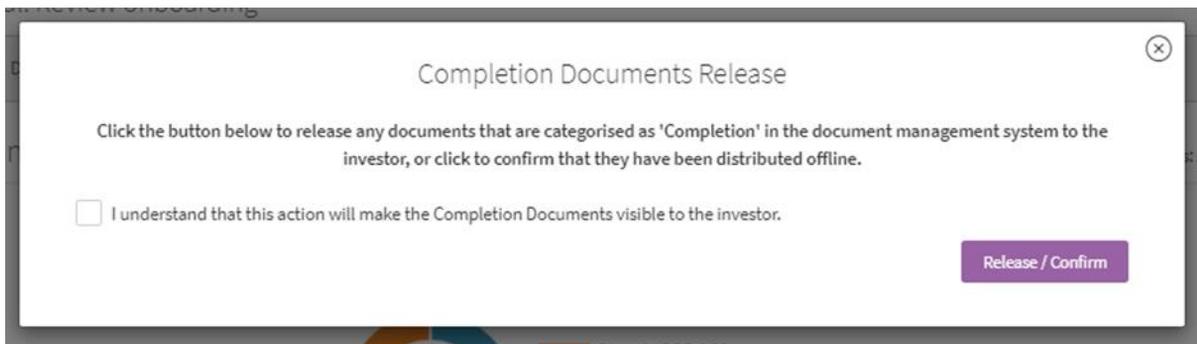
Entrepreneur – accepts investment and releases completion documents

The entrepreneur will now see the newly committed amount in the Transaction Management section of their dashboard, which will be similar to that below:



Completion Documents

At this point, the entrepreneur can then release the completion documents, which will be required to finalise and formalise the investment, to the investor. Again, this can be done by clicking on the arrow underneath the “Completion Documents Release” stage on the journey. This will bring up a pop-up window similar to the one below:



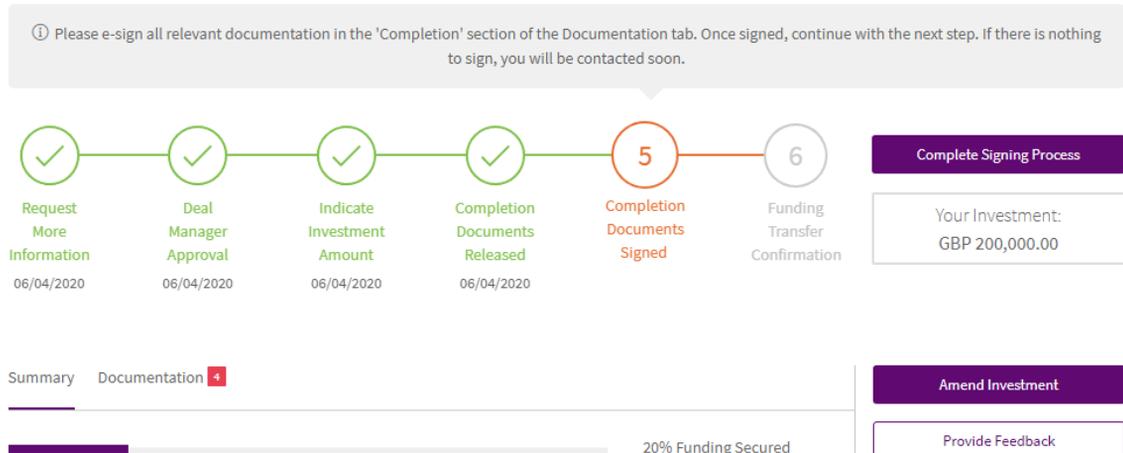
The screenshot shows a pop-up window titled "Completion Documents Release" with a close button in the top right corner. The main text reads: "Click the button below to release any documents that are categorised as 'Completion' in the document management system to the investor, or click to confirm that they have been distributed offline." Below this text is a checkbox with the label "I understand that this action will make the Completion Documents visible to the investor." To the right of the checkbox is a purple button labeled "Release / Confirm".

Activating the “Release/Confirm” button will make the documents available to the investor on the platform or confirm that they have already been released offline.

Investors Signs Completion Documents

Investor – signs completion documents

The investor will have received two notifications to say that they have been moved to the completion stage and that new completion documents are available on the platform



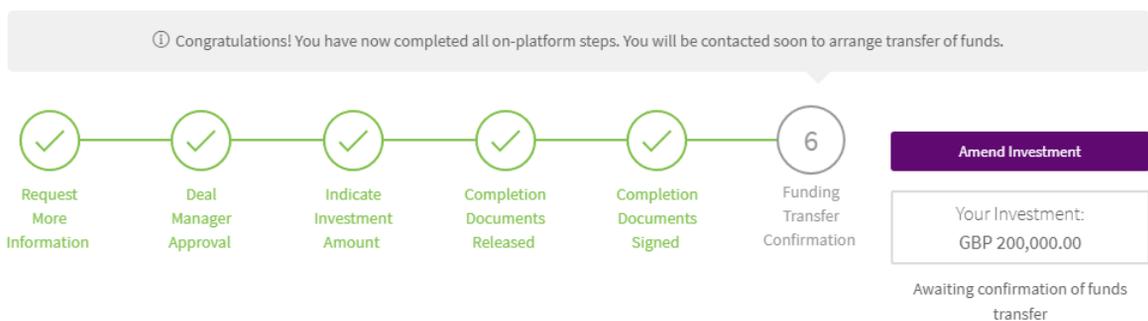
Before signing to complete the deal, the investor has the opportunity to amend (including withdrawing) the investment by activating the “Amend Investment” button. This will notify the entrepreneur of the request to make an amendment.

Assuming no amendments are being made, the investor can activate the “Complete Signing Process” button and this will bring up a pop up for the investor to complete that indicates that they will sign the relevant documents. If any of those documents require individual signatures, then that must be done before the signing process can be completed. This is indicated by the warning in red writing in the pop up.

Signing Process

The screenshot shows a pop-up window titled "Complete Signing Process" with a close button in the top right corner. The text inside reads: "Please provide a final confirmation signature." followed by "Please enter your password:". Below this is a password input field with a masked password "*****". Underneath is a checkbox with a checkmark and the text "I agree to sign.". A purple "Sign" button is located in the bottom right corner. At the bottom center, there is a red text message: "Some attachments still need to be signed".

Once the documents are signed individually where required, the investor can activate the “Sign” button in the pop up and that marks the documents as having been signed on the process journey, which will be indicated on the process journey:



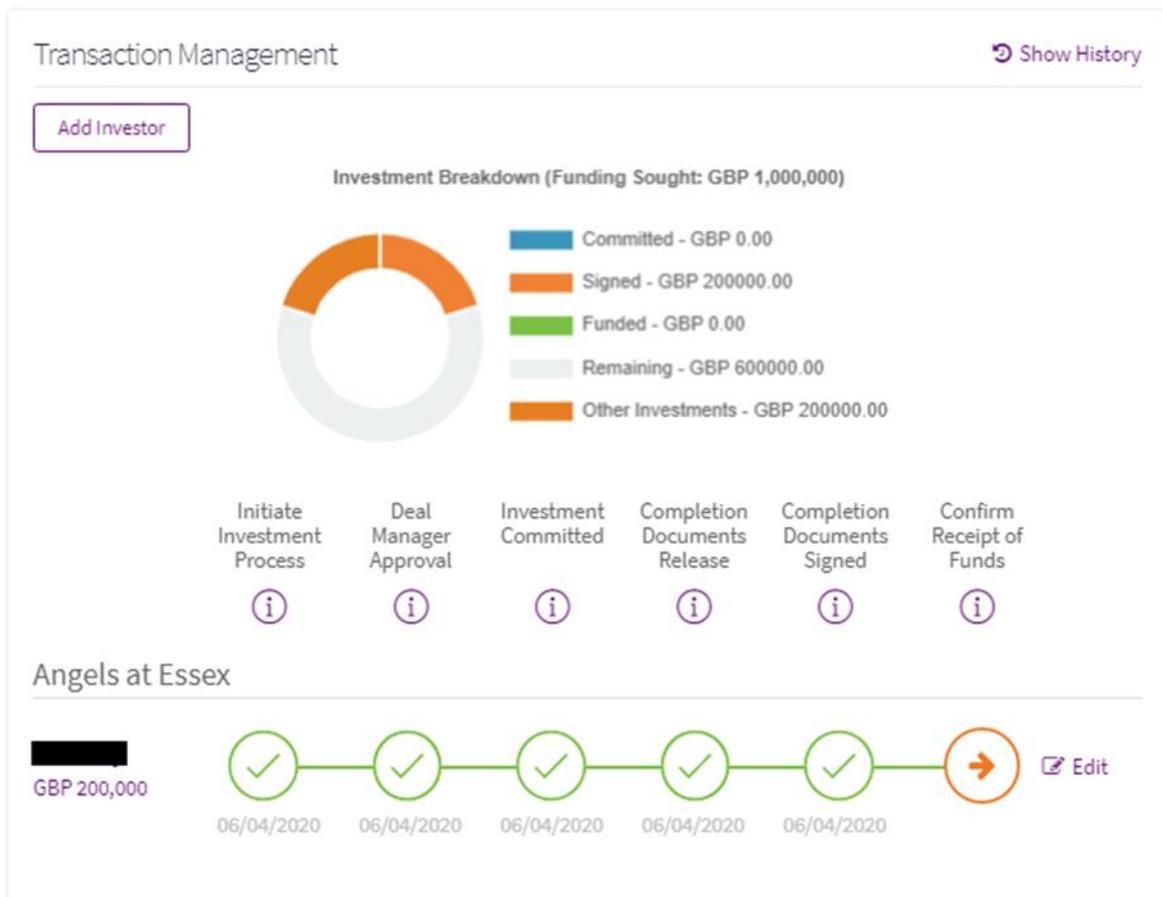
The entrepreneur will receive a notification that the investor has signed the documents.

Funds Transfer

The next step on the journey is to arrange for the transfer of funds and for the entrepreneur to confirm receipt of the funds.

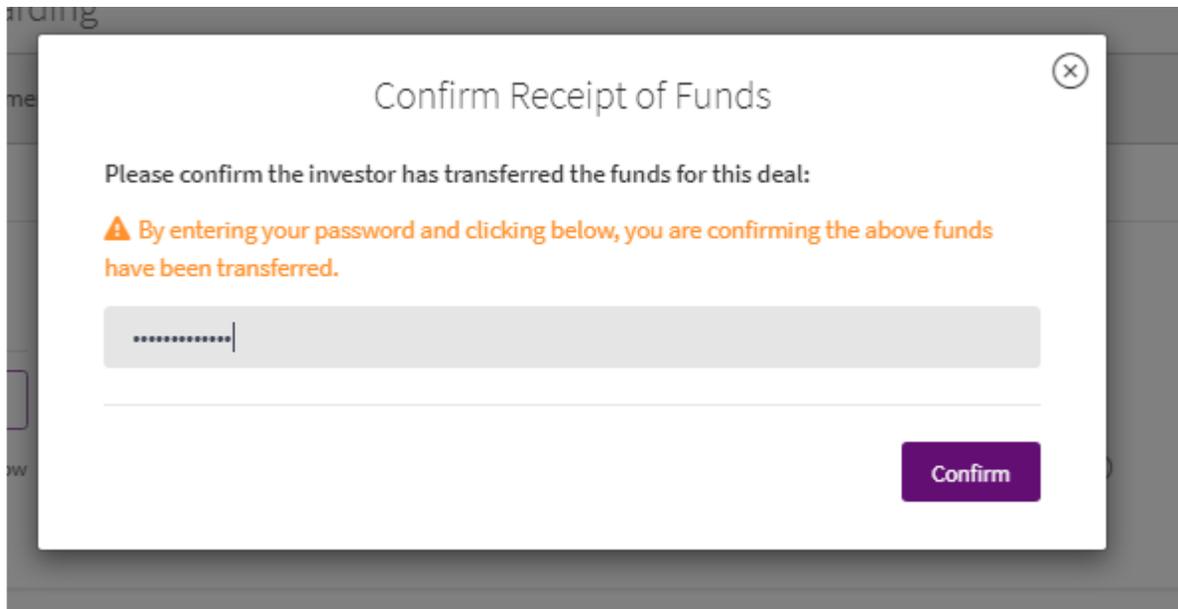
Entrepreneur – arrange for funds transfer and confirms receipt

The entrepreneur will see the transaction management section of the dashboard updated to show that the documents have been signed and the final stage of arranging for the transfer of funds can now be begun. The investment breakdown will also be updated to show that the investment has been signed up to.



Confirmation of Funds Transfer

Once the funds have been transferred the entrepreneur can mark them as being received by clicking the arrow underneath the “Confirm Receipt of Funds” stage in the investment journey. This brings a popup similar to the one below:

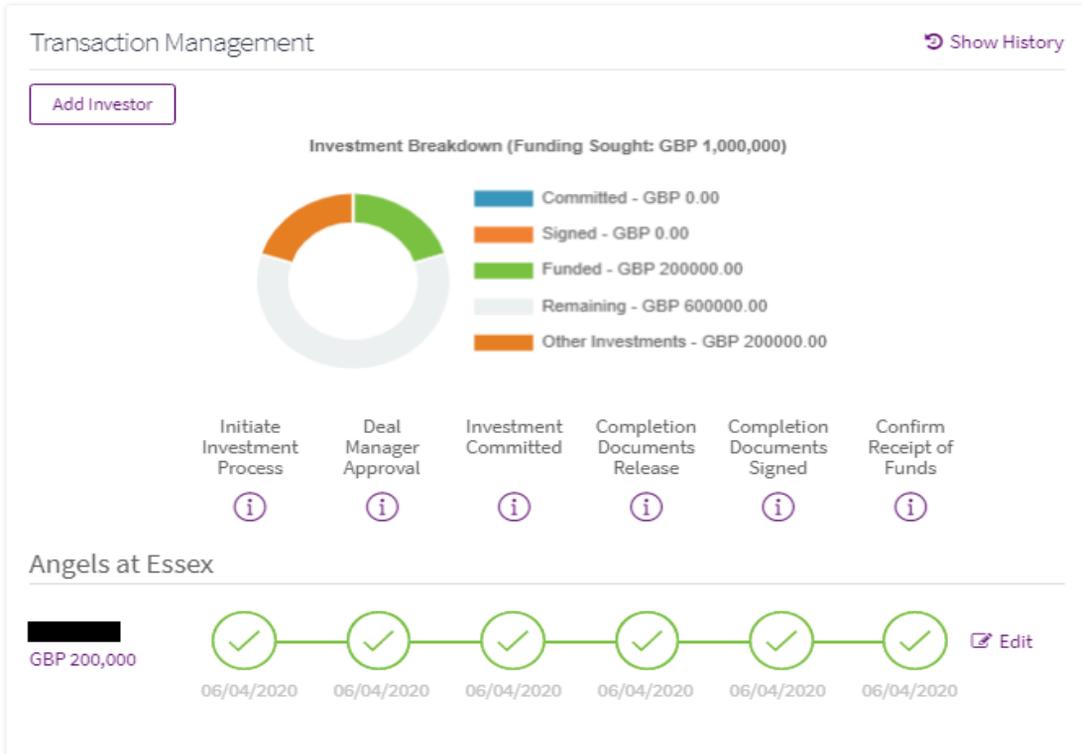


The image shows a screenshot of a web application interface. A modal dialog box titled "Confirm Receipt of Funds" is centered on the screen. The dialog has a close button (an 'x' in a circle) in the top right corner. The main text inside the dialog reads: "Please confirm the investor has transferred the funds for this deal:". Below this is a warning message in orange text: "⚠ By entering your password and clicking below, you are confirming the above funds have been transferred." Underneath the warning is a password input field with a grey background and a white border, containing several dots and a cursor. At the bottom right of the dialog is a purple button labeled "Confirm".

This allows the entrepreneur to confirm that the funds have been received.

Transaction Management History

When this has been done, it will be indicated on the investment journey as shown below:



The investment breakdown will also change to show that the committed amount has now been funded.

Investor – investment funding confirmed

Once the entrepreneur has confirmed the receipt of funding, this will be indicated in the investment journey for that deal under their Transactions tab as below:



There will also be a notification to indicate that the investment has been funded and there will be a banner on the deal summary page to indicate that the investor has invested in the deal:

Location | UK - London | Funding Sought | GBP 1,000,000

Congratulations, you have invested GBP 200,000.00 in this deal.