Angels@Essex
The Investor & Entrepreneur Interaction

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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 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:

A user has requested more information about an opportunity

Dear [Investor Name],

[Investor Name] has become interested in Review onboarding

Click the link below to find out more.

[View Deal]

Kind regards,

Angels at Essex

The entrepreneur can then log in and view the activity on the deal.
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 (i.e., 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.
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:

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:

![Commit to Investment pop up](image)

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 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:
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:

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.
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

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.
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:

![Confirm Receipt of Funds Popup]

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:

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