

---

## THE ACG PROCESS FOR APPLICANTS

### WHAT IS ANGLIA CAPITAL GROUP (ACG)?

Anglia Capital Group is a network of over 90 angel investors across East Anglia. As well as managing our own online deal platform, we also hold events throughout the year for our members to see pitches from carefully selected companies. The companies that we share with our members go through a rigorous selection process, but it is always the individual investor that makes their own decision whether to invest or not.

Due to the geographical spread of our members, we hold pitching events across the East Anglia. We will let you know in advance if and where you will be pitching and you will be expected to attend in person.

All of our investors have access to our platform and are notified when new deals are launched on the platform, so you will always reach all of our investors.

For more information on our group, please visit: [www.angliacapitalgroup.co.uk](http://www.angliacapitalgroup.co.uk)

### WHAT DO OUR INVESTORS LOOK FOR?

Every company is assessed on an individual basis, as deal quality depends on several factors. But key criteria include:

- Location – East Anglia
- (S)EIS eligibility
- MVP stage or later (i.e. past the 'idea' stage)
- Innovative and not a one-off project
- Exit oriented
- Scalable business model & potential for high growth
- Capable management team

### THE PROCESS

1. Apply by completing the following form: <https://angliacapitalgroup.scoreapp.com/> Ensure you send through your pitch deck to [apply@angliacapitalgroup.co.uk](mailto:apply@angliacapitalgroup.co.uk) and any supporting information too!
2. Following an application deadline date, ACG's analyst team will review your application against our criteria to decide whether it might be a suitable opportunity for our members (this will be based on the above criteria but also on our investors' preferences which may change over time).
3. If suitable, the analyst will follow up with any outstanding questions and a request to meet.
4. If the analyst deems the company a suitable ACG investment opportunity, the company will be invited to provide the necessary documents for ACG to complete its due diligence. This list must be completed before progressing any further. Items will likely include the following but may vary depending on individual circumstances:

#### REQUIRED:

- Full business plan or comprehensive long form deck, including growth/marketing strategy
- Financials: detailed Cashflow & P&L– historic (if any) + 3 year forecast – showing impact of requested investment
- Current cap table



- Pitch deck (for presenting)
- Articles of Association (if different to model articles)
- Shareholder documents (e.g. Shareholders' Agreement/ subscription agreement template/ term sheet/ investment agreement etc.)
- Management team CVs
- Evidence of (S)EIS assurance

IF APPLICABLE:

- Patents
  - Insurance docs
  - Sales brochures/ adverts
  - Product images
  - Any other useful information
5. Once the analyst has completed their due diligence and is satisfied with the information provided, the company will be invited to attend an 'internal' screening meeting with other members of the ACG team. Feedback will be provided on your pitch which you will be expected to take on board in anticipation of pitching to our investors. You can request a copy of our Pitch Guide at any time for an outline of what we will expect to see.
  6. If successfully selected by the team, your opportunity will go live on our deal platform, which all of our investors have access to.
  7. Introductions to interested investors will be made as requested by those investors.
  8. We also hold live pitching events throughout the year, screening committee meetings involving our sponsors and partners will be held in order to select which business will attend and pitch at each event.
  9. Should you receive investment from any of our members, you will become an 'ACG Portfolio Company' so we will want to hear from you with any updates, news, or help you if you are raising investment in the future. We would also love to put you on our website!

## KEY DATES FOR 2023

Screening round:	Application deadline:	Internal Screening pitch:	Official Screening Committee pitch:	ACG Pitch Event:
	<i>You need to complete your application prior to this date to be included in the screening for this round.</i>	<i>A pitch to the ACG team members.</i>	<i>A pitch to our official screening committee – they will select the companies that will pitch at the next investor event</i>	<i>All of our investors are invited to attend these events. This is your chance to impress and hopefully get yourself some investment!</i>
1	6 <sup>th</sup> January	24 <sup>th</sup> January	2 <sup>nd</sup> February	9 <sup>th</sup> February
2	24 <sup>th</sup> March	12 <sup>th</sup> April	20 <sup>th</sup> April	27 <sup>th</sup> April
3	12 <sup>th</sup> May	31 <sup>st</sup> May	8 <sup>th</sup> June	15 <sup>th</sup> June
4	25 <sup>th</sup> August	14 <sup>th</sup> September	21 <sup>st</sup> September	29 <sup>th</sup> September
5	20 <sup>th</sup> October	8 <sup>th</sup> November	16 <sup>th</sup> November	23 <sup>rd</sup> November



## THINGS TO BEAR IN MIND

- Anglia Angels Ltd (t/a. Anglia Capital Group, (ACG)) is an Appointed Representative of SFC Capital Partners Ltd (the 'Principal Firm') which is authorised and regulated by the Financial Conduct Authority ('FCA') in the United Kingdom, Firm Reference Number 736284 and has approved this document. Anglia Angels Ltd. is located at M&A Partners, 12 Church Street, Cromer, Norfolk, NR27 9ER.
- We are happy to offer feedback where possible but will NOT provide any business consultancy services, tax advice or legal advice. We can, however, make introductions to our various contacts and partners, depending on your needs.
- Competition is high. About 5% of the business that apply to us get through to pitch to our investors. Sometimes you may have a great investment opportunity but are not selected due to the sheer competitive nature of this process. You can always apply again in future.
- Our members are from a variety of backgrounds, with different experiences and skills to bring to the table. They have varying investment preferences that we must take into account when selecting companies.
- Be aware that there are charges to our service. Please request a copy of our 'Company Agreement' for more information.



## STILL HAVE QUESTIONS?

E - [info@angliacapitalgroup.co.uk](mailto:info@angliacapitalgroup.co.uk)

W - [www.angliacapitalgroup.co.uk](http://www.angliacapitalgroup.co.uk)

Anglia Angels Ltd (t/a. Anglia Capital Group, (ACG)) is an Appointed Representative of SFC Capital Partners Ltd (the 'Principal Firm') which is authorised and regulated by the Financial Conduct Authority ('FCA') in the United Kingdom, Firm Reference Number 736284 and has approved this document. This document is intended for professional investors only; any reproduction of this information, in whole, or part, is prohibited. The content is for information purposes only and should not be used or considered as an offer or solicitation to purchase or sell the securities mentioned herein. Investment in early-stage companies involves risks such as illiquidity, lack of dividends, loss of investment and dilution. Investment in start-up companies are higher risk and should be considered as part of a diversified portfolio. The availability of tax relief depends on individual circumstances and may change in the future. The availability of tax relief depends on the company invested in maintaining its SEIS qualifying status. There is no assurance that the investment objectives of any investment product will be achieved or that the strategies and methods described herein will be successful. Past performance is not necessarily a guide to future performance and the value of an investment may go down as well as up, in addition to placing capital at risk. Investors may not get back the full amount invested. This material is confidential and is the property of Anglia Angels Ltd. Recipients are deemed to have agreed to treat the information contained herein as confidential and therefore may not disclose, copy, or redistribute such information (in whole or in part) to any person. No warranties or representations of any kind are expressed or implied herein.

