

## THE ACG INVESTMENT PROCESS FOR APPLICANTS 2026

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

Anglia Capital Group (ACG) is a trusted community of experienced angel investors, co-investment funds and ecosystem partners supporting ambitious businesses across the East of England.

Since 2015, ACG members have invested more than **£10 million into 76 innovative businesses**, backing founders across a wide range of sectors and stages.

For founders, ACG offers access to more than capital. Our members bring experience of building, scaling and investing in businesses and are passionate about supporting ambitious entrepreneurs. Many founders benefit from valuable feedback, introductions and ongoing relationships, regardless of whether an investment is made.

Every opportunity is carefully reviewed by our screening panel before being shared with our investor community through our online deal platform and quarterly pitch events. This ensures founders present to engaged investors who are actively seeking high-quality investment opportunities.

Investment decisions are made independently by individual investors, and while we cannot guarantee investment, our aim is to create meaningful conversations and connections that help founders take the next step in their growth journey.

We look for businesses with ambitious teams, scalable opportunities and the potential to create significant impact across the region and beyond.

For more information about ACG, please visit: [www.angliacapitalgroup.co.uk](http://www.angliacapitalgroup.co.uk)

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### WHAT DO OUR INVESTORS LOOK FOR?

Investment opportunities are evaluated against several factors. Key criteria include:

- Location – based in East Anglia (preferred)
- (S)EIS eligibility
- MVP stage or later (i.e. beyond the ‘idea’ stage)
- Innovative, scalable business model with potential for high growth
- Exit-oriented
- Capable management team

## THE PROCESS

### 1. Application

Apply by registering on our online platform <https://angliacapitalgroup.incluziv.co.uk/>. Please ensure you provide as much information as possible, including your pitch deck, to support our shortlisting process.

The ACG team carry out a continuous review process in collaboration with our investor members. We will review your application against our criteria to determine whether it may be a suitable opportunity for our investor members. This assessment will be based on the criteria above, alongside our investors' interests and preferences, which may evolve over time.

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### 2. Pre-Screening Documentation

If the ACG team considers your company to be a suitable investment opportunity, after the application deadline, you will be invited to attend our Screening Committee.

At this stage, you will be asked to provide the necessary documents for ACG to complete its regulatory due diligence. The information required may vary depending on your circumstances, but will likely include:

#### Required documents

- Full business plan or comprehensive long-form investment deck, including growth and marketing strategy
- Financial information: detailed cashflow and profit & loss statements (historic, where applicable), plus a three-year forecast showing the impact of the requested investment
- Current capitalisation table (cap table)
- Investor pitch deck (for presentation)
- Shareholder documentation (e.g. shareholders' agreement, subscription agreement template, term sheet, investment agreement, etc.)
- Management team CVs
- Evidence of (S)EIS assurance

#### Additional documents (where applicable)

- Patent information
- Insurance documentation
- Sales brochures and marketing materials
- Product images
- Any other relevant supporting information

### 3. Screening Committee

The Screening Committee will take place via Microsoft Teams.

You will be asked to deliver a 10-minute pitch to a group of ACG investor members. There will then be time allocated for questions and discussion.

The Screening Committee will select the companies that they believe will be most attractive to the wider ACG investor group.

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### 4. ACG Pitch Event

If selected, you will be invited to attend an in-person pitch event. Your investment opportunity will also be uploaded to the ACG deal platform and made available to all ACG members.

At the in-person pitching event, you will deliver your 10-minute pitch. There will be ample opportunity for networking and further discussion with ACG members.

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### 5. Post-Pitch Discussions

Following the pitching event, introductions will be made to ACG members who would like to discuss the investment opportunity further.

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## KEY DATES FOR 2026

We welcome applications throughout the year and review opportunities on an ongoing basis. Further pitch dates will be added for 2027.

### Application Deadline Screening Committee ACG Pitch Event

10 August 2026	8 & 10 September 2026	24 September 2026
13 October 2026	3 & 5 November 2026	19 November 2026

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## THINGS TO BEAR IN MIND

Anglia Angels Ltd (trading as 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 do not provide business consultancy services, tax advice or legal advice. We can, however, make introductions to our network of contacts and partners where appropriate.

Competition is high. Approximately 5% of businesses that apply to ACG are selected to pitch to our investors. This does not necessarily reflect the quality of your opportunity; many strong companies are not selected due to the competitive nature of the process. You are welcome to apply again in future.

Our investor members come from a wide range of backgrounds and bring diverse experience and expertise. They also have varying investment interests and preferences, which we must take into account when selecting companies.

Please be aware that charges apply to our services. Please request a copy of our Introducer Agreement for further information.

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## OUR PARTNERS

**FRP**

**Ashtons**  
LEGAL

 **WILBY JONES**

**Keltie**