



# SEED MENTORS INVESTEE COMPANY BULLETIN

A summary of the performance of  
companies which have received  
SEIS investment from Seed Mentors Limited  
between September 2013 and April 2014

# The Seed Mentors Investee Company Update

## Welcome

We are pleased to introduce the Seed Mentors investee Company Update Bulletin, detailing a report on companies the the Seed Advantage SEIS Fund 1, the Second Seed

Advantage SEIS Fund and the Dragon Seed Advantage SEIS Fund have invested in between September 2013 and April 2014.

Please note: *This document is intended for Professional Advisers Only.*

## Important Notice

This performance chart has been produced to give an overview of the progress of the first investee companies.

**Please note:** This is not a forecast of what may be achieved on exit, nor on likely future

performance. It is an indication, that all selected investee companies have continued to trade with no business failures and presents a snap shot of their progress to date.

## Disclaimer

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in any jurisdiction or the solicitation of an offer to buy or sell any securities.

Investments in early stage and small to medium sized enterprises and in Seed Enterprise Investment Schemes, are high risk and investors should not invest unless they can afford total loss or if they are likely to require the capital in the near term since such investments can be difficult to realise and any tax reliefs obtained may become forfeit.

The indications of performance are not forecast as to the ultimate outcome, nor are they intended to amend the risk factors in the original information memorandum or other information given in such document.

## Seed Mentors Investee Company Update

Company	Date of investment	Description of activity	Increase/ decrease on original investment	Basis of evaluation
Company 1	September 2013	DVD & Box Set Distribution	+40%	Based on current and projected business development
Company 2	September 2013	Film & TV Distribution for the Home Entertainment Market	+ 10%	Based on current and projected business development
Company 3	November 2013	Pre-Production Film Development	+ 50%	Based on current and projected business development
Company 4	November 2013	Financial Algorithm for use in analysing Share Transactions	+130%	Recent Share Transaction
Company 5	December 2013	I Books	+ 10%	Based on current and projected business development
Company 6	December 2013	Software for Catering Industry	+75%	Based on current and projected business development
Company 7	December 2013	Re-release of rare and deleted recordings by Niche Music Artists	+10%	Based on current and projected business development
Company 8	March 2014	Bio Medical / Life Science	+ 150%	Based on current and projected business development
Company 9	March 2014	Touch Screen, Digital Pre School Entertainment	+19%	Based on current and projected business development
Company 10	April 2014	Corporate Hospitality	+ 49%	Based on current and projected business development
Company 11	April 2014	Online market place for hiring & collaborating with music industry professionals	+100%	Based on recent share purchase
Company 12	April 2014	Democratisation of Scientific Knowledge	+ 26%	Current share transaction
Company 13	April 2014	Provision of bespoke & personalised business apps	+150%	Based on current and projected business development
Company 14	April 2014	Health Care	+74%	Recent Share Transaction
Company 15	April 2014	Pet Products	+61%	Based on current and projected business development
Company 16	April 2014	Protection Software for Credit Cards	+53%	Recent Share Transaction
Company 17	April 2014	Property Inventory Software	+10%	Based on current and projected business development

## Important Notice

This note constitutes a financial promotion for the purpose of section 21 of the Financial Services and Markets Act 2000 ("FSMA 2000"). It has not been issued by, and its contents have not been approved by, a person authorised by the Financial Conduct Authority.

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investment or other professional advice. Investment, whether in new or existing business, carries high risks, as well as the possibility of high rewards.

Investment in companies of the type described in this note is highly speculative and potential investors should be aware that no established market exists for the trading of shares in private companies and as such investments are not readily realisable. Before investing in a project about which information is given, potential investors are strongly advised to take advice from a person authorised under FSMA 2000 who specialises in advising on investments of this kind.

Seed Mentors Limited ("Seed Mentors") is not authorised or regulated by the FCA. Seed Mentors does not give advice on investments; no information in this document should be construed as providing financial, investment or other professional advice.

The summaries contained in this document have been produced by the promoters of the propositions; consequently, Seed Mentors does not accept responsibility for the content thereof.

## The Selection Process

The companies that pass the pitching day event and the accompanying rigorous due diligence process would then be subject to further checks and final approval by the FCA authorised Fund Manager.

As part of their review process Seed Mentors may put forward conditions, which in their opinion should be met prior to investment or as a condition of further funding. The exact detail of the funding arrangements in regard to costs, share of equity and other terms would be considered on a case by case basis.

Seed Mentors have mentors in a variety of disciplines and provide a comprehensive mentoring service for the investee company's in different areas of specialism.

Seed Mentors will also nominate a suitable Independent Director separate from the mentors to the Investee Company to represent the Investors. With their contacts to various groups of Angel Investors, Seed Mentors also work with others who may participate or procure co funding of any equity investments where appropriate.

## About Seed Mentors Limited

Seed Mentors Limited both seek out and have many companies approach them for assistance in securing start-up funds. These companies span a wide spectrum of business activity. To facilitate the funding process, Seed Mentors carry out initial due diligence and, with the companies they believe merit

further consideration, arrange for them to be interviewed. This is usually on Seed Mentors pitching days, held at a variety of venues, where their plans are subject to scrutiny and the key entrepreneurs behind the business are questioned in detail by a specialist panel

Further information including business plans and support documentation are all available from Seed Mentors Senior Business Development Manager:

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