



## SEIS & EIS TECHNOLOGY FUND

March 2018

*Available on*



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# VELOCITY

## BY NAME & NATURE

6.6x cash exit in 13 months

266% portfolio growth

Investors cash positive

125 jobs created

Nov 2017 UK budget compliant

Performance fee driven

Active not passive investment approach

Over £1million invested by management team



Who are we?

**SUCCESSFUL  
MARKETING &  
BUSINESS  
ENTREPRENEURS**

What do we do?



**MARRY FINANCE  
TO CREATIVITY**

What ideas do we back?

# INNOVATIVE

Sector challenging, original business concepts.

# USEFUL

Provide an invaluable service for a specific audience.

# SCALABLE

Must have global potential.



Auris Tech uses proprietary interactive automatic speech recognition (ASR) software to encourage and teach children to read English via books that actually listen and understand them. Auris will develop the technology across other sectors using an SAAS business model after the flagship 'Listening Bookshop' has been launched.



Football Survivor is a fantasy football social betting game: one player creates a league then invites all their friends to join with an agreed \$ into a pot. Everyone starts with ten lives and picks the team they think will win during each game week of the Premier League. Two lives are lost if your team loses, one life is lost if your team draws and no lives are lost if your team wins. The last player standing wins and takes the pot prize.



Snatch's ambition is to become the world's largest commercial treasure hunt. It is a game that uses GPS/Geolocation to place mystery parcels onto participants' smartphones. It is in effect Pokémon Go but with brand and cash prizes. Players must hold on to parcels for a minimum of six hours, preventing other players from snatching them off them. If they succeed their prize is revealed - anything from pizzas to holidays to cars to cash...



The iTar is a hardware based digital guitar that can be used with tablets and smartphones. The device effortlessly attaches onto the iTar hardware, connecting via Bluetooth, allowing the user to play whatever sounds and software they on their device. It is a truly unique instrument that appeals to both the beginner and serious/professional musician. It can also be used for gaming.



Pad is the world's first app facilitating the city letting process from start to end. Pad has created an ecosystem for landlords, agents, renters and service people. Pad is changing the market by putting renters in the driving seat, core to the Pad proposition being a zero deposit insurance based initiative.



Qiktionary is a mobile application game where players use logic and deduction to unlock hidden words and so earn facts provided by Quite Interesting Ltd, producers of the popular BBC TV show 'QI' hosted by Stephen Fry. Each QI fact is added to a player's 'Qiktionary', a dictionary of interesting facts.



Sound Circles are audio clips embedded into static images sent as social messages or posted as promotional experiences. It is a brand new format that also lends itself to a reinvention of the album cover and to interactive musical experiences etc.



Sonic Jobs is a quality-focused recruitment app for restaurants, bars, shops and more. It uses an artificial intelligence (AI) algorithm to match job applicants to employment opportunities with great speed and accuracy.



Next Up is a subscription on-demand online service that offers a new, unique way to watch and enjoy stand-up comedy. Next Up brings exclusive performances from breakthrough and well-established comedians to the user. Next Up is fast becoming the place to go for comedy.

Investment Portfolio



Kafoodle have created an intelligent and intuitive kitchen management interface in response to the 2013 European legislation, making it mandatory for all food and beverage providers to publically broadcast any allergen risks. Kafoodle connects 'kitchens to consumers' via an easy to use smart phone app that allows the consumer to identify allergen safe food providers. The system can also factor in the effect that certain foods may have on medication via its Kafoodle Kare application.



WeSee seeks to unlock the hidden meaning, veracity and value of all visual content using deep learning based computer vision (Visual Intelligence Engine™ - VIE). Using a unique and powerful artificial intelligence (AI) based technology, it can process, search and categorise video and still images quickly and efficiently, handling information 1000 times faster than humans. WeSee's patent-pending technology offers the ability to identify, organise and monetise image and video content, including facial and emotion recognition and offers powerful filters to highlight adult, negative or offensive visual content

Investment Portfolio

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Velocity have been invaluable in providing advice, guidance and support towards the growth of WeSee. Taking an active investor role, their depth and breadth in strategic relationships and market access has lead to many key funding and commercial engagements.

**David Fulton, CEO, WeSee**



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Most investors, particularly funds, take multiple bets and wait for the magic to happen. Velocity are different. They have created an ecosystem of companies that they support through the journey. Whether it is fundraising, strategic discussions, introductions to other founders or potential clients, Velocity have unique expertise, are constantly thinking about their founders and are there to help accelerate the business together.

**Mikhil Raja, CEO & Co-Founder, Sonic Jobs**



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Velocity has been a very supportive backer, regularly offering insights and actions to help us get whatever it is we need. It has been a proud and vocal advocate for Auris helping build a strong sense of identity for us, which has already proven extremely valuable in finding partners and potential investors down the road.

**Lara Pierce, CEO, Auris**



### **Rajeev Saxena, Managing Director**

Began his career in advertising before becoming the Marketing Director of Red Bull Energy Drink, UK & Ireland. He completed an MBA at the I.M.D. in Lausanne and has since founded a series of successful entrepreneurial businesses across a range of industries, including the largest wind farm development in Turkey.

### **Bil Bungay, Creative Director**

Co-founder of Beattie McGuinness Bungay (BMB), an advertising agency that went on to become one of the fastest growing agencies by clients and considered one of the most creative advertising and marketing agencies of the decade.

### **Alex Johnston, Technology Panel**

Currently on the board of the Duke of York's Pitch in the Palace innovation initiative. He also serves on the board of Tim Berners-Lee's Web Foundation, Singer Asia and Freuds – the UK's leading PR communications agency, of which he was a founding partner.

# VELOCITY KEY FEATURES STRUCTURE



	SEIS	EIS
Min Fund Size	£500,000	£500,000
Max. Fund Size	£1,000,000	£5,000,000
Min. Subscription per Investor	£25,000	£25,000
Target First Close	Once Gross Subscriptions reach £500,000	Once Gross Subscriptions reach £500,000
Target assets	Shares in unlisted consumer technology companies	Shares in unlisted consumer technology companies
Typical investment	£50,000 – £150,000	£150,000 – £1,500,000
Target Fund term	4 years from final closing (Max. term of Fund: 7 years after final investment.	4 years from final closing (Max. term of Fund: 7 years after final investment.
Fees	Establishment: 4% of Net Subscriptions Annual: 3% of Net Subscriptions Performance: 25% of all amounts returned	Establishment: 4% of Net Subscriptions Annual: 3% of Net Subscriptions Performance: 25% of all amounts returned



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