



# Kuber EIS Targeted Allotment Strategy

A diversified Strategy of EIS Managers who can offer a degree of control over allotment dates to allow for more predictable planning and tax relief.

## **RISK WARNING**

The information contained in this brochure is for discussion purposes only for investment professionals only. EIS, SEIS, VCT and BR qualifying portfolios are not suitable for all investors as the underlying investments are often illiquid and therefore high risk.

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### **IMPORTANT:**

Please note that Kuber carries out Due Diligence on the Managers/Providers but does not carry out due diligence on the underlying investee companies; the unquoted nature of these investments mean Kuber are forced to rely predominantly on the information provided on investee companies by the Manager/Provider and Companies House.

# Kuber

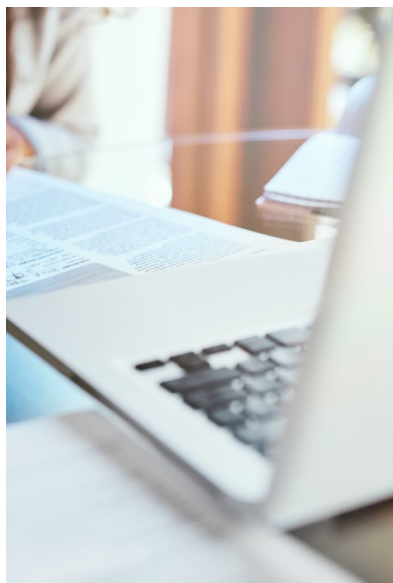
## EIS Targeted Allotment Strategy

A diversified Strategy of EIS Managers who can offer a degree of control over allotment dates to allow for more predictable planning and tax relief.

The unquoted tax efficient space is a complex area and the allotment of shares in the underlying investee companies determines the year in which reliefs can be claimed. This Strategy looks to: combine multiple Managers who aim to fully allot this tax year; get investors tax relief on their full subscription; offer a 1% fee rebate; provide Kuber's enhanced ongoing monitoring and reporting; and deliver this application and reporting digitally. \*

### Offering:

- Diversified portfolio of Managers who have passed Kuber's rigorous due diligence.
- Only Managers who can fully allot in the current tax year or sooner.
- Only Managers who offer tax relief on the full subscription amount.
- Only Managers who offer 1% rebate.
- As a Kuber strategy this portfolio will also come with quarterly ongoing monitoring and reporting as well as administrative efficiencies.
- Fully digital offering.



### Compelling Investment Case:

Regardless of how well structured an EIS offer is from a tax perspective, first and foremost the underlying investment case must be sound. All of the Managers in this strategy have compelling investment cases.

#### Prompt allotment and Carry Back to 2019/20:

Getting funds deployed into underlying investee companies not only puts that money to work but also determines: the timing of which tax year you can offset income tax in; the calendar year for CGT deferral; and when the Business Relief clock starts ticking.

All of the Managers in this strategy are committing to allotments this tax year or sooner. Allotments in the current tax year should allow income tax relief to be carried back to 2019/20; which will likely be even more important this year after some investments were postponed in the 2019/20 tax year due to the original lockdown.

#### Tax Relief on the Full Subscription:

All of the Products in this strategy charge their fees at an investee company level, meaning that fees are taken after the tax relief has been calculated.

#### Cost Effective:

All of the Managers in this strategy have agreed to a 1% rebate which significantly reduces the cost of the strategy, ensuring additional investment for investors.

### Diversification:

The Strategy offers an investment opportunity which diversifies the risk for investors in this high risk space, through investment across multiple Managers, each offering a diversified portfolio of underlying companies, spread over a range of sectors.

The levels of diversification mean the impact of each company and Manager as a proportion of the total portfolio is lessened, smoothing returns.

#### Due Diligence:

Managers in the Strategy have all undergone initial and ongoing due diligence conducted by Kuber's Investment Committee, with support from Dr Brian Moretta, Hardman & Co. This research can be shared with Advisers and provides an additional layer of robustness to recommendations.

#### Ongoing monitoring and reporting:

Ongoing due diligence is conducted by the Kuber Investment Committee, offering a tax efficient industry expert opinion in addition to transactional data for Client reviews. This helps meet regulatory requirements around ongoing suitability.

#### Single application digital offering:

Kuber provides advisers with a digital solution to access the investments in one place as well as administer, report on and maintain them in that same place. The administration burden for what would normally be a high maintenance portfolio is taken on by Kuber.

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Or visit [www.kuberventures.com](http://www.kuberventures.com)

<b>DDQ (Strategy Name) / Launch Date</b>	Kuber EIS Targeted Allotment Strategy / 26 Nov 2020
<b>Scheme Name / Launch Date</b>	<b>SideBySide EIS Venture Fund</b> / 03 Aug 2020
<b>Manager / Date of FCA authorisation / AUM</b>	Sapphire Capital Partners LLP / 21 May 2012 / £70.0m
<b>Adviser / AUM</b>	The SideBySide Partnership International Ltd / £1.4m
<b>How is the Scheme categorised</b> (Alternative Investment Fund, Discretionary Managed Service etc.?)	Alternative Investment Fund
<b>Scheme Strategy</b> (e.g. Project Finance, Private Equity EIS etc.)	EIS
<b>Investment Sector</b> (e.g. Media, Technology, Generalist etc.)	<u>Sector</u> : Technology <u>Sub-sector</u> : Blend
<b>Target Return</b>	£3 per £1 invested (excluding tax relief) within 5 to 8 years
<b>Target Diversification</b>	Up to 10 investee companies (3-5 companies per deployment)
<b>Exit Strategy</b>	Sale, disposal or listing of an Investee Company
<b>Current Raise / Target Raise</b>	<u>Current raise / Target raise</u> : £400,000 / £1.5m for TY 2020/21
<b>Stage of Investment</b>	Scale up, growth, later stage
<b>Closing dates</b> (allotment dates)	Evergreen, next deployment planned for 30th November 2020. Following deployment 30 <sup>th</sup> March 2021.
<b>Deployment time frame</b> (dealing frequency)	Bi-annually (allotments in March and November) – deployment within tax year invested.

<b>Current AUM</b>	£1.4m
<b>Number of investors</b>	45
<b>Cash deployed</b>	£1m
<b>Cash returned to investors</b>	None as yet.
<b>Number of current portfolio companies</b>	4
<b>Number of successful exits</b>	None as yet.
<b>Number of failures</b>	0
<b>Available 3<sup>rd</sup> party reviews</b>	MiCAP
<b>Any changes in the management team in the last 6 months?</b> (if so, please describe)	Sheli Gupta – Portfolio Company Mentor  A seasoned entrepreneurial business leader with 30 years' international experience in sales, marketing, and technology solutions. Shaleen works directly with some of our portfolio companies to help develop their business plans and key strategic initiatives.
<b>Please provide the latest Companies House accounts filing.</b>	<i>Seen by Kuber. Available upon request.</i>

*More detailed due diligence questionnaire available upon request.*

**SideBySide EIS Venture Fund – Investee companies (for illustrative purposes only) \***

\* This is an example of the pipeline portfolio companies an investor could expect. This list is subject to change at any time, and subject to market conditions and developments at the time of deployment and is not intended to represent any guarantee of allotment into any of these entities.

**Investors** (portfolio company)

Investors offer an FCA approved full-service software solution to help organisations manage investors and their companies. The software is currently being licensed in two key markets: (a) investors networks and groups wanting a regulated platform to manage their own investors and to share opportunities and (b) fundraising companies wanting their own individual platform to manage and channel investors, rather than sending them to a larger crowd funding platform.

**Shot Scope** (portfolio company)

Shot Scope uses a combination of patented wearable technology, patented processes, cloud-based algorithms and proprietary database IP to automatically collect a unique set of advanced statistical data that allows users to monitor and improve their performance, currently within the golf market.

**Laundryheap** (portfolio company)

LaundryHeap provides an on-demand laundry & dry-cleaning service, offering collection and delivery in just 24 hours. LaundryHeap's customers for the laundry service include both individual (B2C) customers using the service for personal laundry and dry-cleaning, and B2B businesses using the service for either their guest's laundry (hotels) or for laundry services for uniform, towels or tablecloths, and linen rental service (bedding, towels and toiletry packages) to the short-let and Airbnb market.

**IoT/SaaS** (pipeline company)

This company has developed a proprietary technology solution that combines IoT solutions with powerful, predictive data analytics and data integration capabilities. This technology digitises commercial real estate to provide energy and operational savings. This data is then overlaid with business intelligence, displayed via a centralised platform, for powerful analytics and real-time alerting.

**AI/SaaS** (pipeline company)

This company provides next-generation market intelligence that uses AI to grow market share of the world's largest companies. The technology and commercial engine is built, optimised and now a predictable machine. Brands use the companies platform to identify and understand niche audience networks (or communities) that represent high-opportunities for growth, with the ability to segment and track communities in real time, with information around their passions and content consumption habits. The data is then used in all major marketing, product media and publishing decisions.

<b>DDQ (Strategy Name) / Launch Date</b>	Kuber EIS Targeted Allotment Strategy / 26 Nov 2020
<b>Scheme Name / Launch Date</b>	<b>Start-Up Series EIS Fund</b> / 31 May 2018
<b>Manager / Date of FCA authorisation / AUM</b>	Amersham Investment Management Ltd / 03 Aug 2015 / £34.0m
<b>Adviser / AUM</b>	Worth Capital Ltd / £4.5m
<b>How is the Scheme categorised</b> (Alternative Investment Fund, Discretionary Managed Service etc.?)	Discretionary Portfolio Service
<b>Scheme Strategy</b> (e.g. Project Finance, Private Equity EIS etc.)	EIS
<b>Investment Sector</b> (e.g. Media, Technology, Generalist etc.)	<u>Sector</u> : Generalist <u>Sub-sector</u> : Blend
<b>Target Return</b>	£2.08 per £1 invested (excluding tax relief) within 4 to 6 years
<b>Target Diversification</b>	12 investee companies
<b>Exit Strategy</b>	Sale, disposal or listing of an Investee Company
<b>Current Raise / Target Raise</b>	<u>Current raise / Target raise</u> : £160,000 / £ 1.2m (EIS part of the Fund)
<b>Stage of Investment</b>	Early stage, later stage
<b>Closing dates</b> (allotment dates)	Evergreen, planned closing dates every 4 months – roughly March/early April, September and December.
<b>Deployment time frame</b> (dealing frequency)	Deployment before tax year end 2020/21.

<b>Current AUM</b>	£4.5m
<b>Number of investors</b>	189
<b>Cash deployed</b>	£4.1m
<b>Cash returned to investors</b>	None as yet.
<b>Number of current portfolio companies</b>	20
<b>Number of successful exits</b>	None as yet.
<b>Number of failures</b>	6
<b>Available 3<sup>rd</sup> party reviews</b>	Hardman & Co (2017), MiCAP (2020)
<b>Any changes in the management team in the last 6 months?</b> (if so, please describe)	None.
<b>Please provide the latest Companies House accounts filing.</b>	<i>Seen by Kuber. Available upon request.</i>

*More detailed due diligence questionnaire available upon request.*

**Start-Up Series EIS Fund – Investee companies (for illustrative purposes only) \***

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**Bedfolk** - A direct to consumer retailer of their own ethically produced, high quality bedding. Also selling wholesale to hotels, guest houses, holiday rental owners and interior designers.

**Bird** - Award winning, ethical and sustainable sunglasses and prescription frames. With a social purpose – ‘Sharing Your Sun’ – gifting solar powered lights to Africa for each frame sold.

**Builders Bay** - A marketplace for builders, DIY enthusiasts and industry suppliers to buy, sell and source surplus, reclamation and new building materials, tools and plant.

**Five Dot Botanics** - High performance, semi premium, skincare – bang on trend, with only five ingredients in each product, minimal & sustainable packaging and a gender-neutral brand and target audience.

**Itsy** - Cleverly designed products designed by parents for parents feeding their babies and toddlers healthy and nutritious food at home or out and about.

**Kanda** - A secure payment solution to help tradespeople to get paid on time, take card payments and offer customer finance, whilst protecting customers.

**Myza** - A content rich online marketplace – lots of editorial and advice from leading experts about sleep along with products to help get more and better-quality sleep.

**The Moving Home Warehouse** - An online retailer – selling through removal companies – providing the best quality and affordable house moving materials with next day delivery.

**TravelRobot** - A B2B travel & loyalty platform for brands to create their own branded travel apps, build travel packages, create loyalty tokens, issue tickets and access data & marketing tools.

**UniBlock** - An ‘insulated concrete form’ building material with high insulation performance, that is quick to construct and has low build costs.

**VeeLoop** - An online approval and payment service to help tweens and teens shop and subscribe online, whilst Mum and Dad maintain control.

**Virtue Health** - Smart motion detection and depth sensing hardware and software for physiotherapists & orthopaedic surgeons assessing & treating musculoskeletal (MSK) conditions.

**Weekly10** - Subscription software solution for companies to measure and improve employee engagement and business culture, and performance on business objectives and goals.

**Zobi** - Patent pending cybersecurity using artificial intelligence to discern between routine and non-routine communication between Internet of Things (IoT) devices on a network.



<b>DDQ (Strategy Name) / Launch Date</b>	Kuber EIS Targeted Allotment Strategy / 26 Nov 2020
<b>Scheme Name / Launch Date</b>	<b>Station12 Sports, Entertainment and Knowledge Service / 01 Dec 2018</b>
<b>Manager / Date of FCA authorisation / AUM</b>	Station 12 Asset Management Ltd / Nov 2017/ £2.0m
<b>Adviser / AUM</b>	n/a
<b>How is the Scheme categorised</b> (Alternative Investment Fund, Discretionary Managed Service etc.?)	Alternative Investment Fund
<b>Scheme Strategy</b> (e.g. Project Finance, Private Equity EIS etc.)	EIS
<b>Investment Sector</b> (e.g. Media, Technology, Generalist etc.)	<u>Sector</u> : Sports, Entertainment and Education <u>Sub-sector</u> : Blend
<b>Target Return</b>	£2.50 per £1 invested (excluding tax relief) within 4 to 6 years
<b>Target Diversification</b>	4-6 investee companies
<b>Exit Strategy</b>	Sale, disposal or listing of an Investee Company
<b>Current Raise / Target Raise</b>	<u>Current raise / Target raise</u> : £0.025m / £1.5m
<b>Stage of Investment</b>	Early stage, seed stage, later stage
<b>Closing dates</b> (allotment dates)	Evergreen, next close planned for mid-March 2021.
<b>Deployment time frame</b> (dealing frequency)	Deployment before tax year end 2020/21.

<b>Current AUM</b>	£2.0m
<b>Number of investors</b>	40
<b>Cash deployed</b>	£2.0m
<b>Cash returned to investors</b>	None as yet.
<b>Number of current portfolio companies</b>	5
<b>Number of successful exits</b>	None as yet.
<b>Number of failures</b>	0
<b>Available 3<sup>rd</sup> party reviews</b>	MJ Hudson Allenbridge, Martin Churchill, MiCAP
<b>Any changes in the management team in the last 6 months?</b> (if so, please describe)	None.
<b>Please provide the latest Companies House accounts filing.</b>	<i>Seen by Kuber. Available upon request.</i>

*More detailed due diligence questionnaire available upon request.*

**Station12 Sports, Entertainment and Knowledge Service – Investee companies (for illustrative purposes only) \***

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**Parade Media Limited**

TV production and distribution.

Parade is a leading media and entertainment company that specialises in the development, production, co-production, financing and marketing of premium lifestyle and factual entertainment to a global audience.

Driven by a passion for great TV & Film, and led by its talent, producers, writers and editors, and their ability to tell stories in bold, new ways. Parade's catalogue of hit series and originals includes more than 1,200 hours of premium Lifestyle and Factual programming and can be seen on screens in more than 150 markets internationally.

Parade's sales, operations and marketing team are located in offices based in London, Miami and Singapore.

**WhyBuy Limited**

Rental of infrequently used household items by consumers for short period.

UK households spend £12bn per annum on household items which are often infrequently used, stored incorrectly and not maintained.

WhyBuy is developing an app that will allow users to order infrequently used household items to be rented by consumers for short periods to address issues of cost, quality, convenience and storage issues.

WhyBuy is building on the non ownership economy that has grown excessively in recent years through brands such as Uber and Airbnb.

WhyBuy opens up the possibility to users to access items that they want to use but loathe owning.

**InSport Education (Sports12 Education Limited)**

Sports business school, offline and online.

InSport Education originated out of Station 12's Venture Building activities and has identified an opportunity to build a business school offering professional education to emerging international executive talent and graduates who want to pursue a career in the business of sport.

InSport Education is partnering with leading premier league clubs to establish a business school in the UK, recruiting students worldwide with its initial focus on the football market. It aims to replicate this model into other sports.

<b>DDQ (Strategy Name) / Launch Date</b>	Kuber EIS Targeted Allotment Strategy / 26 Nov 2020
<b>Scheme Name / Launch Date</b>	<b>Vala EIS Portfolio</b> / 13 Nov 2018
<b>Manager / Date of FCA authorisation / AUM</b>	Sapphire Capital Partners LLP / 21 May 2012 / £ 0.0m
<b>Adviser / AUM</b>	Vala Capital Ltd / £7.5m
<b>How is the Scheme categorised</b> (Alternative Investment Fund, Discretionary Managed Service etc.?)	Alternative Investment Fund
<b>Scheme Strategy</b> (e.g. Project Finance, Private Equity EIS etc.)	EIS
<b>Investment Sector</b> (e.g. Media, Technology, Generalist etc.)	<u>Sector</u> : Generalist <u>Sub-sector</u> : n/a
<b>Target Return</b>	£2 per £1 invested (excluding tax relief) within 4 to 6 years
<b>Target Diversification</b>	6-10 investee companies
<b>Exit Strategy</b>	Sale, disposal or listing of an Investee Company
<b>Current Raise / Target Raise</b>	<u>Current raise / Target raise</u> : £220,000 / £ 1.2m
<b>Stage of Investment</b>	Early stage, later stage, seed stage
<b>Closing dates</b> (allotment dates)	Evergreen, next closing date in March 2021.
<b>Deployment time frame</b> (dealing frequency)	Bi-annually, before the end of the tax year.

<b>Current AUM</b>	£7.5m
<b>Number of investors</b>	140
<b>Cash deployed</b>	£7.1m
<b>Cash returned to investors</b>	None as yet.
<b>Number of current portfolio companies</b>	15
<b>Number of successful exits</b>	None as yet.
<b>Number of failures</b>	0
<b>Available 3<sup>rd</sup> party reviews</b>	MiCAP, Hardman
<b>Any changes in the management team in the last 6 months?</b> (if so, please describe)	Addition of Max Middleton as Fund Manager at Vala Capital and Jake Wombwell-Povey as an Investment Director.
<b>Please provide the latest Companies House accounts filing.</b>	<i>Seen by Kuber. Available upon request.</i>

*More detailed due diligence questionnaire available upon request.*

**Vala EIS Portfolio – Investee companies (for illustrative purposes only) \***

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**Arksen** (follow-on)

Semi-autonomous explorer vessels for go-anywhere adventures. Think Land Rover of the sea, with the tech of a Tesla.

**Good Club** (follow-on)

Online supermarket, making sustainable goods available to everyone.

**Pirkx** (follow-on)

An online platform that makes it easier for companies and other organisations to offer workplace benefits.

**Pelorus** (follow-on)

Creating unique travel experiences for adventurous individuals, groups and companies.

**PlayWorks** (follow on)

Creating games and video content channels for fast-growing platforms.

**Revving** (new investment)

SaaS platform offering a suite of tools and services that enable companies in the digital economy to streamline and improve the efficiency of their finance & treasury activities.

**Ring Powercraft** (follow-on)

Designing and building power boats, under a much-loved British heritage brand.

**Shackleton** (new investment)

Design and develop performance apparel for people living and working in the world's extremes.

**Terralogix** (follow-on)

Maximising the value of undeveloped land around the world.

**The Artful Baker** (follow-on - formerly known as The Great British Biscotti Company)

British biscuit maker taking on the giants of the Italian bakery game.

**Yuchelka** (follow-on)

Sustainability consultancy, supporting businesses transition to new practices and long-term success.

<b>DDQ (Strategy Name) / Launch Date</b>	Kuber EIS Targeted Allotment Strategy / 26 Nov 2020
<b>Scheme Name / Launch Date</b>	<b>Velocity EIS Technology Fund</b> / 01 Feb 2016
<b>Manager / Date of FCA authorisation / AUM</b>	Sapphire Capital Partners LLP / 21 May 2012 / £70.0m
<b>Adviser / AUM</b>	Velocity Capital Advisors Ltd / £18.5m
<b>How is the Scheme categorised</b> (Alternative Investment Fund, Discretionary Managed Service etc.?)	Alternative Investment Fund
<b>Scheme Strategy</b> (e.g. Project Finance, Private Equity EIS etc.)	EIS
<b>Investment Sector</b> (e.g. Media, Technology, Generalist etc.)	<u>Sector</u> : Generalist <u>Sub-sector</u> : Consumer Products, B2B
<b>Target Return</b>	£2.50 per £1 invested (excluding tax relief) within 3 to 5 years
<b>Target Diversification</b>	3 to 12 investee companies
<b>Exit Strategy</b>	Sale, disposal or listing of an Investee Company
<b>Current Raise / Target Raise</b>	<u>Current raise / Target raise</u> : £5m / £ 15.0m
<b>Stage of Investment</b>	Early stage, later stage, seed stage
<b>Closing dates</b> (allotment dates)	Evergreen, next closing date scheduled on 30th November with a further deployment due on 31st December 2020.
<b>Deployment time frame</b> (dealing frequency)	Every 2 months. Deployment before tax year end 2020/21.

<b>Current AUM</b>	£18.5m
<b>Number of investors</b>	282
<b>Cash deployed</b>	£9,472,274
<b>Cash returned to investors</b>	£490,000
<b>Number of current portfolio companies</b>	30
<b>Number of successful exits</b>	1
<b>Number of failures</b>	1
<b>Available 3<sup>rd</sup> party reviews</b>	MJ Husdon Allenbridge, MiCAP
<b>Any changes in the management team in the last 6 months?</b> (if so, please describe)	None.
<b>Please provide the latest Companies House accounts filing.</b>	<i>Seen by Kuber. Available upon request.</i>

*More detailed due diligence questionnaire available upon request.*

## Velocity EIS Technology Fund – Investee companies (for illustrative purposes only) \*

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### **SportCor**

SportCor combines the latest in advanced electronics and data analytics with traditional sports equipment. SportCor have created the world's first microchipped cricket ball. SportCor have signed a 5 year exclusive partnership with Kookaburra and have Michael Kasprovicz as Chairman.

### **Reality Gaming Group**

RGG develop mass market games that utilises blockchain technology allowing players to own in-game items and collectibles. RGG are soon to launch the BBC's Doctor Who card game.

### **Georgie & Tom's**

G&T provide pre-made, high end meals to your door. Founded by former CEO of Charlie Bigham's and HelloFresh.

### **Delic**

The operating system to build your music future. Take control of your songs, rights, network and grow your career.

### **NextUp Comedy**

The Netflix for stand-up Comedy – on demand video streaming.

### **Auris**

Auris uses Automated Speech Recognition and gaming to encourage kids to read.

### **Protect My Pet**

Monthly subscription boxes for flea and worming treatments direct to your door.

### **Killer Chefs**

Combines a personal chef hire service with restaurant quality cuisine.

### **Football Survivor**

Football Survivor is a peer-to-peer football betting app based on the infamous 'Last Man Standing' game.

### **Wild Radish**

A recipe box company that delivers everything you need to cook recipes crafted by the UK's best chefs.

### **Zag**

The new alternative to alcohol-free beer, for those who want to socialise more, but drink less.

### **iTar**

iTar turns an iPhone into an interactive digital guitar.

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