

BEER & PARTNERS



Beer & Partners London Investment Fair – Tuesday 8 November 2011

HM Treasury is encouraging investment in small and start-up businesses through various initiatives, including the Enterprise Investment Scheme (EIS), the Business Angel Seed Investment Scheme (BASIS) and its consultation on funding private sector recovery. Inspiring businesses in the UK to take the leap into uncharted territories is a difficult task; there's a certain risk that some will founder. In today's climate, it's easy to understand the hesitation in taking the risk with both establishing a company and investing into it. However, with the recent promotion of tax incentives and the shredding of excessive red tape, the Government is attempting to ease the journey for both parties.

Beer & Partners and their expanding angel community recognise that in order for companies to get off the ground, they need help and support, as well as finance. They need this without fuss, with maximum discretion and at a reasonable cost. Beer has maintained their position at the forefront of encouraging innovation and growth, bringing small businesses and angels together. They have been running a bi-annual Investment Fair in the heart of London for the past thirteen years, attracting hundreds of serious angel investors and fund-seekers alike.

Due to high demand, Beer made the decision to run three fairs during 2011; November sees their 25th since its conception. This highly successful event has enormous pulling power to active business angels; attracted by its informal approach to meeting entrepreneurs and small fund-seeking companies in a relaxed, buzzing environment. All too often, Beer is associated with the infamous Dragons' Den, but the format of an Investment Fair is very different. For one thing, there's no humiliation.

Face-to-Face Finance

A simple, no-frills marketplace, the format is straightforward – attending investors are handed a catalogue which outlines the companies who are exhibiting. The investors are free to sit down with any companies of interest and speak to them for as long as they like with no obligation and no pressure. With up to 32 companies to choose from on the day, each will be at varying stages of development and seeking an amount typically between £50,000 and £2m. Investments can be of any size, ranging from £5,000-10,000, up to £250,000, or more in some cases.

The Fair offers the ideal chance to gather entrepreneurs and investors together in one room for an entire day. This provides an invaluable opportunity for face-to-face interaction and networking with like-minded people. Beer & Partners do not allow any service providers to attend – just genuine investors and their guests. Beer also carefully examines each company before the Fair, wanting to feel confident that a business is genuinely ready with a good chance of securing investment. Luke Johnson, Beer's single largest shareholder and serial entrepreneur commented at a previous Fair:

"It's refreshing to see so much diversity in one place. The calibre of businesses presenting was excellent, and the event was filled with active business angels. It is excellent to see the industry booming and I am looking forward to attending the next Fair in November."

The doors open to investors at 10am and close at 4pm. If you would like to attend as an investor, you will be required to register with Beer & Partners beforehand. Registration as a Beer investor is free of charge.

If you would like to attend as an investor, please contact Liyah Nguyen for further information on how to register on 0207 329 4884 or email her: nguyen@beerandpartners.com.

If you are actively seeking funding and are interested in finding out more about the Beer Investment Fair, please contact Roderick Beer on 0207 329 4884 or email him: beer@beerandpartners.com.

General further information can be obtained from the Beer & Partners website: www.beerandpartners.com.

About Beer & Partners Limited

Business angel network Beer & Partners is the leading source of venture capital and business angel investment for growing SME business in the UK. Since 1991, Beer has managed to secure over £120m for their clients. They seek to match quality investors to businesses looking to raise funds, from start-up through to floatation. With a completion rate at five times the industry standard, they see over 3,000 proposals annually and will accept only the best of these as clients. Headquartered in London, Beer & Partners extends its reach nationwide with a comprehensive network of skilled associates, many with over 20 years' experience in industry, commerce and corporate finance.

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