

ZEITGEIST

The quarterly newsletter from the EIS Association

Welcome to the sixth edition of Zeitgeist

There goes another year! Wow, how has that happened? Is it just me, or do the years get shorter?

And 2018 has seen yet more changes to EIS and SEIS. A new digitisation regime from HMRC, more detail on the proposed Knowledge Intensive EIS fund structure (see more this in my Talking Points section below) and fund providers jockeying for position to align their proposition of this, with the new risk to capital condition.

So, 2018 has been a bit of a rollercoaster but anecdotally, it seems the new rules have not impacted to a significant extent on investor sentiment to EIS and SEIS. We will have to wait until later next year when HMRC release the official stats, but neither fund providers nor advisers are reporting any significant slowdown or reduction in the amounts being recommended and invested. Even Brexit doesn't seem to be having any major effect! Certainly judging by the positive engagement of financial planners at our recent financial planner event which attracted over 100 attendees, interest in our sector and UK small businesses remains strong.

What of 2019 then? Well, it looks like being another busy one. First of all, EIS celebrates its 25th anniversary and EISA will be marking this with a number of initiatives over the year culminating with a big summer bash. Whatever you do, keep the 20th June free! One of our top priorities, will also be to continue to work with HMRC to speed up the Advance Assurance system and with HMT to fine tune the KI EIS fund. Please keep checking into the new EISA website to keep up to date with all our events and latest news.

TALKING POINTS

Knowledge Intensive Consultation - In October this year, the Government released its response to the Knowledge Intensive EIS fund consultation. So what did this tell us and what happens next?

Well, the Government has proposed to reform the approved fund structure from April 2020 and will introduce several features that we explore in the article.

[CLICK HERE FOR THE FULL ARTICLE](#)



OBEISANCE

With political and policy attention focused almost entirely on one complex puzzle, it is easy to forget that there are other issues requiring urgent attention. The recent Business, Energy and Industrial Strategy (BEIS) Select Committee report is a timely reminder that Government action on the 'productivity puzzle' is long overdue.

[CLICK HERE FOR THE FULL ARTICLE](#)



ROUND UP FROM THE COMMITTEES

Once again, our committees round up gives you a valuable insight into the work of each of our 5 committees and hopefully brings you to speed with the initiatives EISA currently have in progress. My thanks to everyone involved in EISA committees for their hard work and their engagement.

[CLICK HERE FOR THE FULL ARTICLE](#)



Finally, it just leaves me to thank you for your continued support over the year. Ideas from members are always both welcomed and listened to so please get in touch if you have a burning issue, however big or small.

Merry Christmas and a Happy New Year to you and all your loved ones.

Regards

Mark Brownridge

Mark Brownridge
Director General, EISA

MEMBER PROFILE - REQUEST

We will be profiling two EISA members to all our financial planning contacts on a monthly basis, so if you would like to be included, please let me know.

MEMBER EVENTS & NEWS

SAVE THE DATE - 20th JUNE 2019 – EISA will be celebrating the 25th anniversary of EIS with a big, summer party. More details to follow shortly.

We will be holding another Fund Managers Forum in mid January – details to follow.

The new EISA website is now up and running. Please check it out here – www.eisa.org.uk. We need as much content as possible to keep the website fresh and up to date so please do send us your marketing and client facing documents for uploading onto the site.

This year, we have undertaken a mission to create what we are calling - The S/EIS Top 50. It aims to highlight 50 companies who have benefitted from qualifying for either EIS, SEIS funding or both – from startups at the seed stage all the way through to firms who have successfully navigated their business to a listing, exit or institutional funding rounds. Our goal is to both champion those small businesses and also to demonstrate the immense power of S/EIS in driving British entrepreneurship so crucial to the country's economic growth. If you know of any companies who you would like to put forward for participation, please let us know.

Kin Capital Ltd ("Kin") and Enterprise Investment Partners LLP ("EIP") today announced the merger of their two businesses, subject to regulatory approval, creating a major new force in the venture capital and tax efficient investment markets. The stronger and larger firm is perfectly geared up to face the challenges of the next few years by streamlining investment processes in order to bring a modern tax efficient investing offering. Investing will be easier, digitally focused and more cost effective by building an even more transparent offering to investors, who will have faster reporting services too. Retaining the name Kin Capital, the merged entity will also offer a complete package of services to venture capital, private equity and property funds, including: sponsoring and promoting fundraises, investor relations and reporting, regulatory fund management, appointed representative, compliance and custodial services, resulting in cost savings for clients by reducing the need to use multiple different providers. Christian Elmes and Richard Hoskins, co-founders of EIP and Kin respectively, will lead the new entity. Martin Sherwood will remain with the new business in a part-time capacity.

EISA launches a new PR Platform for EISA Members

We regularly hear from members that the opportunity to engage with the media would be extremely valuable in promoting the businesses in which investments have been made, but, at the same time, that appropriate material and PR agency budgets are simply not available.

To address this, in January EISA is launching a dedicated online PR platform as part of the EISA Membership. This will enable members to distribute press releases to relevant media, as well as respond to requests from journalists for business case studies and spokespeople. Additionally it includes a weekly calendar of upcoming key news events and award programmes which may be relevant to invested businesses and be hooks for media comments. A further feature is the ability easily to create Media Rooms on invested businesses' websites to enhance their external profiles and improve their SEO.

The underlying platform is managed by JournoLink for the EISA, and links to over 10,000 journalists, but also has the ability to target specific sector and geographic media lists.

The platform will be free to use for members as part of the EISA Membership, and just requires simple enrolment which JournoLink manage. We have negotiated attractive terms too for any members who might want to make the platform available to their invested businesses too.

Full details will be circulated in January.

YOUR BRANDED GUIDE ON EIS & SEIS

The EISA are pleased to have worked in association with Professional Cloud Publishing to produce a guide on SEIS and EIS, that can be branded with your business details.

Why purchase the EIS / SEIS Guide?

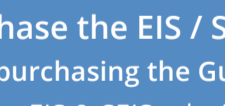
There are many benefits of purchasing the Guide, including the following:

- A user friendly guide on EIS & SEIS - designed to be client facing.
- Expert Content – Produced by Professional Cloud Publishing in association with the EISA Association - EISA.
- Personalise the Front and back cover with your business details and your brand.
- The opportunity to also personalise the inside front cover and inside back cover.
- A simple Order and Personalisation process.
- Available as either a PDF or as a PDF with Printed copies.
- Excellent value – Plus, prices reduced by up to £100 for orders placed in 2018.
- A valuable tool to help you use EIS and SEIS with your clients.

To find out more or to place an order, please [CLICK HERE](#)

If you have any event you would like promoted here, please let us know so we can include it in the next edition.

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