

ZEITGEIST

The quarterly newsletter from the EIS Association

Welcome to the seventh edition of Zeitgeist

And breathe! That's another tax year out of the way. I'm sure it's been a manic time for the majority of EISA members! I hope the fundraising has gone well and been another successful year. In May, HMRC will release their interim statistics so we will get a better idea of the EIS landscape at that point. It should be an interesting set of statistics as this is the first year without any capital preservation products in the market so we will discover what the investor response has been to the changes.

At EISA, we have been equally busy. We already have dates in the diary for our annual Financial Planning event (5th December), regional Ready, Steady, Grow events, Spring Technical seminar (23rd May), Fund Managers Forum (25th April) and Promoting female leaders in EIS event (1st May) and of course our highlight of the year, our 25th Anniversary event (20th June). We are also planning a number of new initiatives for this year to help both entrepreneurs and financial planners engage more effectively with EIS/SEIS. Please contact us if you wish to be involved with any of these events.

Of course, we also continue to communicate with HMRC and HMT in respect of Advance Assurance and the proposed KI fund as well as pressing for additional changes and tweaks to the administration and legislation. We will keep you updated with our discussions and progress.

The EIS/SEIS market seems to be in a state of flux currently with new market entrants, uncertainties over Brexit, a shift in adviser focus and changing investment strategies. How this plays out will have significant repercussions for the next few years so we remain vigilant in guiding the industry forward. Please look out for emails and as ever, please keep checking into the EISA website to keep up to date with all our events and latest news.

TALKING POINTS

2019 then marks the 25th anniversary of the Enterprise Investment Scheme, making it one of, if not the, longest running tax incentive investment schemes in the world. In that time, EIS has helped over 27,000 companies start and scale up their business and provided over £18Bn over equity funding. It's a phenomenal success story and has helped companies across a wide range of different sectors and industries to achieve their goals and ambitions, including companies that have gone on to become multi million pound generating, globally recognised names, such as Gousto, Eve Sleep, Graze, Brewdog and Ten Lifestyle Group.



[CLICK HERE FOR THE FULL ARTICLE](#)

OBEISANCE

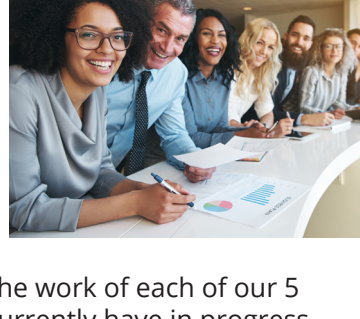
Contrary to conventional wisdom, SyndicateRoom's latest study reveals that investing at random in at least 30 startups could help you beat the returns of not only the infamous TV Dragons, but also most professional venture capitalists (VCs).



[CLICK HERE FOR THE FULL ARTICLE](#)

MEMBER PROFILE

Every month we will be profiling two EISA members and this week it's Nexus Investments and Worth Capital. If you wish your company to be profiled next month let us know.



[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. 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.

Regards,

Mark Brownridge

Mark Brownridge
Director General, EISA

MEMBER EVENTS & NEWS

EISA 25th Anniversary Banquet and Awards - 20th JUNE 2019 - EISA will be celebrating the 25th anniversary of EIS with a big, summer party and awards presentation. Find all the details of how to attend and enter the awards here - <https://eisa.org.uk/event/banquet/>

We will be holding another Fund Managers Forum on 25th April 2019 at 1pm to be held at Rooney Nimmo, 35 Old Broad Street, London, EC2M 1NH. Please email Mary to confirm your attendance - mary.rodgers@eisa.org.uk

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.

Ready, Steady, Grow events - we are deep in the midst of arranging our regional events in the autumn. As a reminder, Ready, Steady, Grow is the best opportunity for entrepreneurs, investors and business advisers to meet and share knowledge on all the exciting funding options and growth financing for start ups and SMEs. These industry-renowned events bring together small businesses, investors, funders, entrepreneurs and business advisers - all in one place at one time to hear expert opinion from SME industry experts. Contact mark to find out more, join us or sponsor us - mark@eisa.org.uk

Member Benefits

We recently met with the team at www.pirkx.com and I wanted to share our experience of them with you. It's founded by a strong management team who we have known for many years in the start-up EIS industry and they have a very exciting story!

pirkx is the benefits and savings package available for every UK worker. The team at **pirkx** include business owners who couldn't find a suitable package for their contract workers, so they built the answer. There are c. 10m people in the SME sector without access to any employee benefits and an estimated 5m people in the self-employed space that can now access a health & wellbeing package at low cost. **pirkx** can be used for your contract workers, the self-employed, and employees.

pirkx is designed to motivate and retain workers and offer great benefits at a great price.

At EISA, we joined and invited our team

- We liked **pirkx** because it has a strong focus on Health and Wellbeing, it includes a GP helpline that's available 24 hours a day 7 days a week that enables our team and their families to access professional medical advice whenever they need it and without queuing at a walk in centre or surgery;
- There are health and wellbeing advice pages, discounted gym membership at most major gyms, online gym classes, free eye test and access to discounted medical and life insurance;
- The site has a number of discounts and cashback at major retailers including all the major high street brands, supermarkets, cinemas, UK theme parks; we are told there are a staggering 2,500 discounts on the site and can testify that there are a number with cashbacks of up to 30% for pretty much everything a person would generally buy;
- There are major holiday operators and holiday booking websites on the site again offering discounts and cashback deals that you wouldn't receive by going direct to those companies; and
- There is a free monthly lottery which each member can enter to win up to £3,000.

Low Cost & Sign Up

We like the price of £37.50 per year per member excluding VAT which makes this a low cost method for offering employee benefits to all. We also liked the fact that the sign up is all online, quick and simple. We visited the **pirkx** site and were logged in with access to the above benefits within 10 minutes.

Additional features that make this proposition interesting is that:

- A Company, Association, Charity, Club or Public Sector Body can join **pirkx** for free
- Membership can be paid for by the company or offered on a self-pay basis; and
- You can personalise the **pirkx** experience for your team, this includes adding your logo, colours, banners and your own content and messaging to the site

To sign up, all you need to do is click the join button anywhere on the **pirkx** site, www.pirkx.com or call or email the team on 020 3963 2685.

pirkx is a great story of a business founded with the support of SEIS and EIS qualification. Should you join **pirkx** please add "EISA" in the introducer field so that we can be recognised for helping our network access the above great benefits. We have supported the **pirkx** team, look forward to seeing their success, and are now enjoying our savings and benefits.

Journalink

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 material PR agency budgets are simply not available.

To address this, EISA has launched 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 make. We have negotiated attractive terms too for any members who might want to make the platform available to their invested businesses too.

Seminars for prospective Enterprise Capital Fund Managers -

The British Business Bank is hosting two seminars for prospective Enterprise Capital Fund (ECF) Managers in **London on 2nd May** and **Manchester on 8th May**. The ECF Programme promotes the development of commercially focused venture capital funds to address the 'equity gap' in funding for high growth SMEs. The seminars are an opportunity to meet the ECF team and find out more about the programme. ECFs are managed by fund managers from a variety of backgrounds, including teams from the VC industry as well as serial entrepreneurs with a history of success in building early stage UK companies.

[CLICK HERE](#) to register your interest.

Your branded guide on EIS & SEIS

The EISA is 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 Produced - Professionally Cloud Publishing in association with the 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

- 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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