

# ZEITGEIST

The quarterly newsletter from the EIS Association



## Welcome to the Winter Edition of ZeitgEISt

I am sure I start every end of year ZeitgEISt with this sentence so at the risk of repeating myself, it has been another busy year! Being more original, albeit at risk of the understatement of the year, it has also been an unusual year!

Clearly, this year has been dominated by one issue. In Talking Points below, I outline how Covid 19 has particularly affected our sector and what the response has been. I know it has been a difficult year for many in our sector and may I take this opportunity to offer EISA's support to you all.

As vaccines hove into view and begin to offer a light at the end of the tunnel, attention increasingly turns to the economic aftermath of Covid 19. That is why EISA recently commissioned a significant review of the early stage sector to see how companies had been impacted by Covid 19 and where the market failure and funding gaps now exist as a result. The review drew from data supplied by Beauhurst and was independently reviewed by Professor Nick Wilson, Head of Accounting & Finance at Leeds University Business School and we launched a campaign to share the results of the research and our policy recommendations on 7<sup>th</sup> December. We will be seeking to engage as much support for our campaign as possible so please do get behind this important initiative. We will be sending EISA members much more information shortly, so please watch this space!

### TALKING POINTS

The usual end of tax year fundraising season in March and April took a massive hit from the first lockdown and for many, was a non event. As we begin to focus in on the 2021 tax year end, we are starting to see an uptick in interest from planners and advisers and it seems as if clients are coming back to the risk table and taking tentative investment steps. This is to be welcomed as one of the side effects of Covid 19 is that it has created plenty of demand for equity funding from companies as well as lower valuation points so there are a number of exciting companies available for investment at great value.



[CLICK HERE FOR THE FULL ARTICLE](#)

### OBEISANCE

Mountside Ventures, in partnership with Allocate published their Capital Behind Venture report recently, which provided insights from over 60 Limited Partners / Family Offices who invest in European VCs.



[CLICK HERE FOR THE FULL ARTICLE](#)

### MEMBER PROFILE

Every issue we will be profiling two EISA members and this issue it is Love Ventures and Charter and May. If you wish your company to be profiled next issue 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 up 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](#)

I hope this issue of ZeitgEISt is of interest to you. Finally, it just leaves for me to wish you an early Merry Christmas and fingers crossed for a far happier New Year!

Regards,

*Mark Brownridge*

Mark Brownridge  
Director General, EISA

## MEMBER EVENTS & NEWS

Read our report on Covid and early stage businesses and how you can help support our policy recommendations - [Reigniting the UK's entrepreneurial ecosystem - EISA](#)

EISA are pleased to introduce a new initiative - Introduce a new member to EISA and we will give you a reduction on your next membership payment of £250 off for each new member introduced who joins.

We will be arranging a week of webinars aimed at Financial Planners in the week commencing 4<sup>th</sup> January 2021 - if you are interested in being involved, please contact me at [mark@eisa.org.uk](mailto:mark@eisa.org.uk)

See Rishi Sunak extol the virtues of EIS in the Commons - [Watch Rishi Sunak extol the virtues of EIS and SEIS - EISA](#)

As part of a new membership drive we would be very grateful indeed to existing members if you were to provide a testimonial either in words or better still via video for us to use in our promotion of EISA. Please send your testimonials to [mary.rodgers@eisa.org.uk](mailto:mary.rodgers@eisa.org.uk)

### Your Branded Guide on EIS & SEIS (Special Reduced Prices Extended Until 31<sup>st</sup> January 2021)

The EISA is pleased to work with Professional Cloud Publishing to produce a guide on SEIS and EIS, that can be branded with your business details. We are pleased to confirm that this has been well received to date and is regularly refreshed.

#### 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.
  - 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.
  - Additional branding options are now available.
  - 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](#)

Additionally, a new guide on using EIS to fund business growth will be launching shortly. Please [CLICK HERE](#) to register your interest.

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

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**IN THESE CHALLENGING TIMES WITH COVID-19, EIS.MARKETING REMAINS OPERATIONAL AND IS DOING ITS BEST TO HELP ITS CUSTOMERS THROUGH THESE VERY DIFFICULT TIMES.**

**PLEASE CONTACT US IF WE CAN BE OF ANY ASSISTANCE.**

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