

# ZEITGEIST

The quarterly newsletter from the EIS Association

## Welcome to the Spring edition of ZeitgEiSt

It has only been 4 months since our last edition of ZeitgEiSt but I have certainly never known a 4 months like it in my lifetime!

Quite literally our working and social world has been turned upside down in a heartbeat so our first message is to wish you and your family well during this difficult, challenging and worrying time.

The coronavirus has decimated large parts of our economy and has not discriminated in who it affects. There is no doubt it has hit our sector hard with fundraising plummeting in a matter of days. Significant numbers of investors are taking risk off the table, turning to perceived safe havens and turning off the funding taps. The domino effect is that with fund and angel groups unable to raise the funding they expected, at what should be the busiest time of year, funding allocations for the startups and scaleups EIS and SEIS normally supports are being slashed or torn apart.

This leaves those companies in a dire situation. Funding they had been relying on has disappeared overnight and faced with a lack of alternative funding routes, many face having to make difficult and possibly terminal decisions. To temperate check the current fundraising experience of startups and scaleups, EISA have recently sent out a survey across the SME community and received over 150 responses within 24 hours. 49% of the businesses surveyed felt that without immediate funding they will not survive the next 3 months. As we all know cashflow is king, never more so than in the current environment, but it is still startling to hear that half of startups do not see a future for their business beyond July.

This issue of ZeitgEiSt therefore takes a slightly different tone to usual. Our focus at EISA currently is to lobby hard to the Government to see EIS and SEIS expanded, temporarily, as we believe the schemes can play an important role in getting funding to deserving companies very quickly. So, the majority of this newsletter is to let you know what we are doing, why and updating you on progress. Please also look at our website for up to date information, as well as our social media feeds and hopefully you have already tuned into our online conference calls.

Over the course of a normal year, we hold our much anticipated events including our technical seminars and Chairman's Reception. Clearly, we are having to rethink our approach to these in light of social distancing so [please check our events section below to find out more](#).

In the meantime, clearly times are hard for everyone but do please keep supporting EISA and our efforts on your behalf and feel free to get in contact with me to discuss any issues. Most importantly, obey the Government's messages, stay safe and more than ever, I look forward to seeing you all soon.

### TALKING POINTS

We believe an exceptional set of circumstances such as presented by coronavirus demands an exceptional response. From the feedback EISA have received, our Talking Points provides a fairly brutal summary of the current funding situation being faced in the UK for early stage businesses.

[CLICK HERE FOR THE FULL ARTICLE](#)

### OBEISANCE

What other options are being put forward to help small businesses with funding at this time? We took a look at some of the options.

[CLICK HERE FOR THE FULL ARTICLE](#)

### MEMBER PROFILE

Every issue we will be profiling two EISA members and this quarter its Zero Carbon and Haatch Ventures. 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.

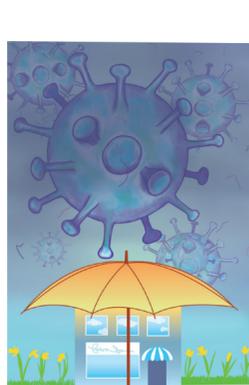
[CLICK HERE FOR THE FULL ARTICLE](#)

I hope this issue of ZeitgEiSt is of use to you in these difficult times. 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. Look after yourselves.

Regards,

*Mark Brownridge*

Mark Brownridge  
Director General, EISA



## MEMBER EVENTS & NEWS

As you can probably appreciate our event plans have had to be drastically changed. Our plan as it currently stands is this:

Event	Original Date	New Date
Spring Technical Seminar	30 <sup>th</sup> April - 8am	Still 30 <sup>th</sup> April - However, this will now be an online event and the time will be moved. More details to follow.
Chairman's Reception	11 <sup>th</sup> June 2020	15 <sup>th</sup> October
EISA Awards	Deadline for submissions - 24 <sup>th</sup> April 2020	Deadline remains but with some flexibility
Investor Ready Masterclass	2 <sup>nd</sup> June and 11 <sup>th</sup> June 2020	8 <sup>th</sup> October and TBC (likely to be 15 <sup>th</sup> October)
Financial Planning Event - Alderley Park	24 <sup>th</sup> September 2020	No Change
Financial Planning Event - London	December 2020	12 <sup>th</sup> January 2021 - QE2 Conference Centre
Ready, Steady, Grow Events	Across Sept, Oct and Nov	No Change - dates / venues to be confirmed

Female leaders in EIS - The group is growing and meets regularly to discuss this very important topic within our industry and engagement and participation are vital. Therefore, if you would like to be involved, please email [mark@eisa.org.uk](mailto:mark@eisa.org.uk).

EIS Accreditation - designed to meet the learning and professional development needs of a wide range of stakeholders. Whether you are new to EIS or already have good technical knowledge, this structured learning programme will help you demonstrate a recognised level of knowledge and understanding in this area. Find out more here - <https://eisa.org.uk/eisa-accreditation/> and please use the EISA code "eisamember" for a discount.

The funding landscape can appear as a complex and daunting place to new business owners. With so many options available it can be difficult to know which type of finance to go for, and when. At Swoop, each day we are getting more clarity about the detail of the Coronavirus Business Interruption Loan Scheme (CIBLS), and we're working closely with the lenders to provide a smooth process. Our hotline has been non-stop with queries about the CBILS. So, we thought it would be useful to share the top eight questions we've been answering (answers are correct as of today): [Read more](#) or [Register here](#).

### Your branded guide on EIS & SEIS (Special Reduced Prices Extended Until 30<sup>th</sup> June 2020)

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 has recently been refreshed for the new tax year.

#### 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 edition.

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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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