

DON'T INVEST UNLESS YOU'RE PREPARED TO
LOSE ALL THE MONEY YOU INVEST. THIS IS A
HIGH-RISK INVESTMENT AND YOU ARE UNLIKELY
TO BE PROTECTED IF SOMETHING GOES WRONG.

EHE VENTURES

(S)EIS AI Growth Fund

Enabling the next generation of UK AI entrepreneurs

V1.2 Last Updated September 25th 2024

EHE Ventures

Manchester Technology Centre

neil@ehe.ai

+44 7791 749491

EHE Group of companies:



Entrepreneurs
Helping
Entrepreneurs

Entrepreneurs
Helping
Entrepreneurs



Find Out More...

INVESTMENT RISKS



Due to the potential for losses, the Financial Conduct Authority (FCA) considers this investment to be high-risk.

Estimated Reading Time: 2 mins.

1. You could lose all the money you invest. If the business you invest in fails, you are likely to lose 100% of the money you invested. Most start-up businesses fail.

2. You are unlikely to be protected if something goes wrong. Protection from the Financial Services Compensation Scheme (FSCS), in relation to claims against failed regulated firms, does not cover poor investment performance. Try the FSCS investment protection checker, or via URL: <https://www.fscs.org.uk/check/investment-protection-checker/>.

Protection from the Financial Ombudsman Service (FOS) does not cover poor investment performance. If you have a complaint against an FCA-regulated firm, FOS may be able to consider it. Learn more about FOS protection here or via the URL: <https://www.financial-ombudsman.org.uk/consumers>.

3. You won't get your money back quickly. Even if the business you invest in is successful, it may take several years to get your money back. You are unlikely to be able to sell your investment early. The most likely way to get your money back is if the business is bought by another business or lists its shares on an exchange such as the London Stock Exchange. These events are not common. If you are investing in a start-up business, you should not expect to get your money back through dividends. Start-up businesses rarely pay these.

4. Don't put all your eggs in one basket. Putting all your money into a single business or type of investment, for example, is risky. Spreading your money across different investments makes you less dependent on any one to do well. A good rule of thumb is not to invest more than 10% of your money in high-risk investments.

Read more here or via the URL: <https://www.fca.org.uk/investsmart/5-questions-ask-you-invest>.

5. The value of your investment can be reduced. The percentage of the business that you own will decrease if the business issues more shares. This could mean that the value of your investment reduces, depending on how much the business grows. Most start-up businesses issue multiple rounds of shares. These new shares could have additional rights that your shares don't have, such as the right to receive a fixed dividend, which could further reduce your chances of getting a return on your investment.

If you are interested in learning more about how to protect yourself, visit the FCA's website here or via the URL: <https://www.fca.org.uk/investsmart>.

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The fund is managed by Infinity Asset Management LLP.

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This document contains certain "forward-looking statements". Forward-looking statements can generally be identified by using forward-looking words such as "expect", "target", "should", "may", "predict", "plan", "will", "believe", "forecast", and other similar expressions. Indications of, and guidance on, future financial positions & performance are also forward-looking statements.

Forward-looking statements, opinions & estimates provided in this document are based on assumptions and contingencies, which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current conditions.

Forward-looking statements, including projections & estimates, are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance & may or may not occur. These statements involve known and unknown risks, uncertainties & other factors. It is believed that the expectations reflected in these statements are reasonable, but they may be affected by market conditions and a range of other variables, which could cause actual results or trends to differ materially.

EHE, its representatives & advisors disclaim any intent or obligation to publicly update any forward-looking statements, whether as a result of new information, future events, results or otherwise.

Your capital is at risk when investing in this product.



EHE IS LAUNCHING A FUND FOR UK BASED EARLY STAGE & GROWTH AI INVESTMENTS

Why are we doing this? Why now?

Why EHE & what differentiates us?

The Fund & what's in it for you?



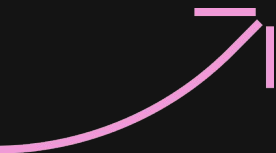
THE LOGICAL NEXT STEP...

6+ years investing in a unique model
for harnessing tech entrepreneurial success

We have tested the model with tech
founders & investors

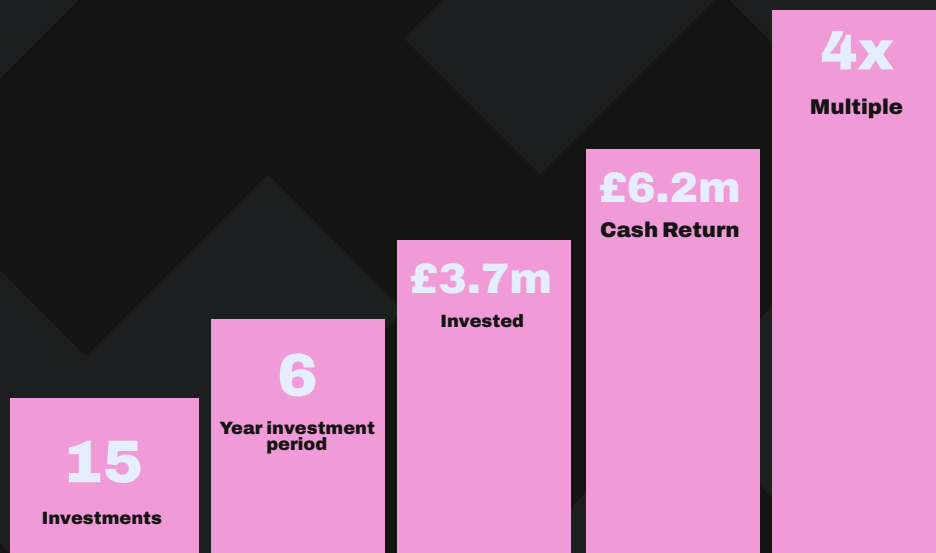
Developed an active deal pipeline
& assessment platform

The model is proven & ready to scale



Why now? Our Investment model has been tried & tested

TRACK RECORD OF SUCCESS



Portfolio highlights:

Bankifi

FinTech.

Built MVP & Sweat Equity investor.

Follow on investors: Nationwide,
Co-op, Praetura.

Sphonic

Anti Fraud & ID.

Built MVP & Sweat Equity investor.

Sold in 2022 to Signicat.

Peppercorn

AI InsurTech.

Lead seed cash investor.

Launched B2C product in 2022.

Now accelerating B2B product.

Why now? EHE believes...



TO NAVIGATE AI OPPORTUNITIES

AI Founders need a different kind of hands-on help

Requires deep technical credentials

The AI revolution demands a change in approach to business growth

Entrepreneurs helping Entrepreneurs

Why now? AI is here to stay & frame the future

AI IS GAME CHANGING



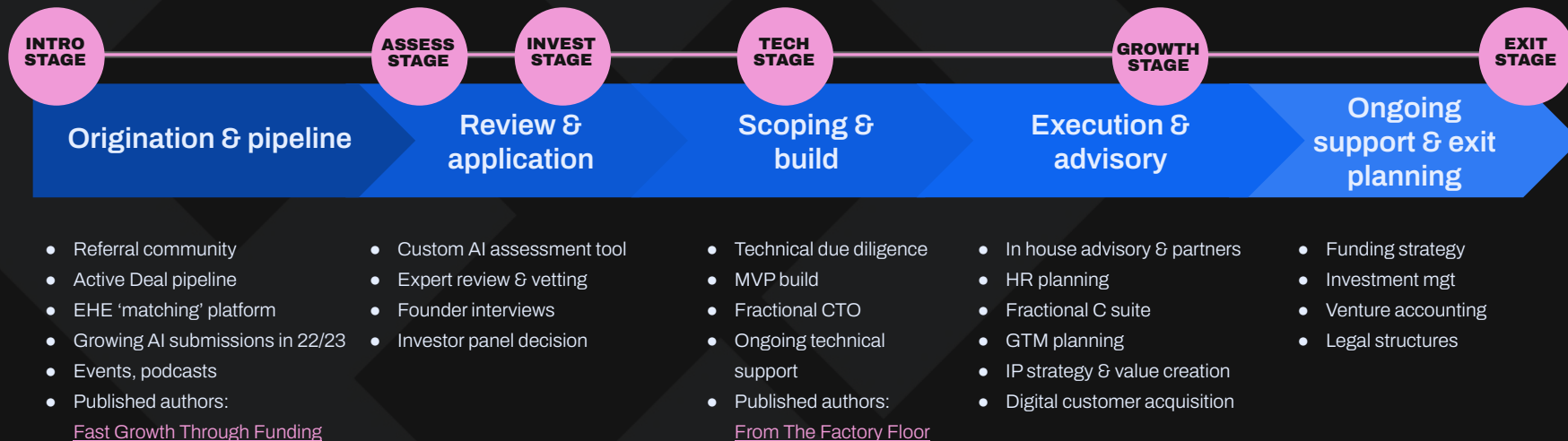
‘There will be two kinds of companies at the end of this decade: those that are fully utilising AI, & those that are out of business.’

Peter H. Diamandis, MD. Author: Exponential Organisations 2.0.
Chairman, Singularity University, July 2023

Why now? We have invested in & built capability across the investment value chain



A 'HIGH GROWTH SUCCESS' MODEL DRIVEN BY ENTREPRENEURS, TECH EXPERTS & INVESTORS



Why EHE? Our founders are entrepreneurs



OUR FOUNDERS HAVE BEEN THERE, DONE IT & NOW WANT YOU TO JOIN US ON OUR NEXT JOURNEY



Guy Remond

Founder, Investor & Entrepreneur

A visionary entrepreneur with over 20 years in the tech, software & consulting/advisory industries, as a founder, director, investor & advisor.

Successfully exited Cake Solutions Ltd in 2017 to what later became Disney Streaming Services.



Gary Fletcher

Founder, Investor & Entrepreneur

An experienced straight-talking entrepreneur with over 30 years experience in a variety of roles as a founder, director, investor & board advisor.

Now investor chairman in various companies of Pure Cottages Group, Away Resorts, Forest Holidays & Aquavista all creating massive shareholder value & with 8 & 9 figure sales exits.



STRAIGHT-TALKING, EXPERIENCED & ENTREPRENEURIAL TEAM



Andy Grove

NED Chair

Corporate finance & private equity experience. Previously, Chief Investment Officer at LDC.



Neil Vose

Venture Partner

Neil undertakes the day to day management of EHE's investment portfolio
C-suite, corporate, business consulting, digital innovation, investing & start up experience.



Ross Faith

Investment Director

Provides startup fractional CFO expertise to the portfolio
CFO experience within start ups, corporates and PLCs.



Elliot Smith

Investment Director

Provides startup fractional CFO expertise to the portfolio
20+ yrs accounting, financial advisory services to entrepreneurs & corporates.



Pete Evison

Operations Director

Pete provides portfolio operations & marketing support to fast track growth
Technology & software + consulting at C-level. Focused on operational success.



STRAIGHT-TALKING, EXPERIENCED & ENTREPRENEURIAL TEAM



Simon Landi

CMO

**Highly experienced
marketing leader - helps
out portfolio companies on
GTM and Marketing
strategies**



Aleksa Vutovic

Group CTO (EHE Ventures & The
Startup Factory)

**Aleksa builds tech startups
and provides fractional CTO
support to the portfolio**

Why EHE? We invest in what we build



THE STARTUP FACTORY

WE HAVE BEEN BUILDING & INVESTING IN TECH COMPANIES SINCE 2017

- Team 10+ office based in Manchester
- Sweat equity model
- Build MVPs & provides ongoing support
- De-risks implementation
- Accelerates start ups
- Fractional CTO services
- Ecosystem of experts on hand

**The Startup Factory was spun out of Cake Solutions Ltd
(Co Founded by Guy Remond). It is now part of the EHE Group of Companies*

EHE Group of companies:
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Entrepreneurs
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FreeUP

Groundbreaking solution that seamlessly integrates cutting-edge hardware in the form of our custom, cost-effective sensors with cloud-based technology.

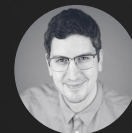
ClioTech

AI driven copy writing & book publishing tool designed to support and accelerate the publishing industry.

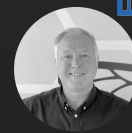


CoPERCEPTUO

Gives businesses the opportunity to make quick data driven decisions without the need to engage in a lengthy (& costly) consultancy process.



Aleksa Vutovic
CTO



Guy Remond
Co-Founder

How? Companies we will invest in



AI INVESTMENTS AT PRE-SEED, SEED & SERIES A

We will lead at Pre-Seed & Seed

Founders with a cut through AI technology vision but require capital to complete & market their MVP (Minimum Viable Product) & work with the startup factory.

Co-Fund at Seed+ to Series A

More established AI companies with market/customer validation & recurring revenue, requiring capital to scale, invest in key people & operations.

Regardless of stage, we look for fundamental traits in our founders

HYPER GROWTH FOCUSED

Looking to work in close alignment with EHE to focus on growth priorities & scale at pace.

RESILIENCE & INNOVATION

Driven and committed to cutting edge tech. Mindset focused on delivery & solutions.

PURPOSE & POSITIVE IMPACT

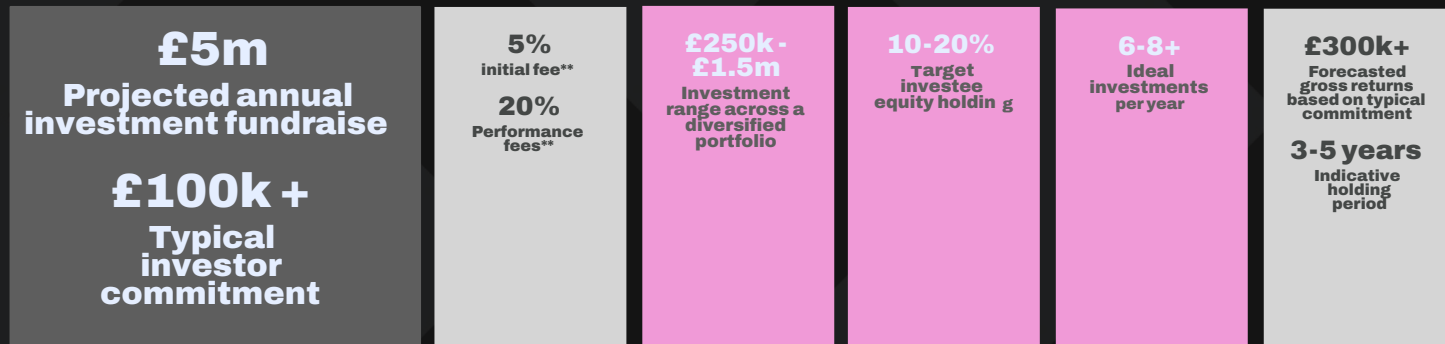
Passionate about building something truly unique with far reaching impact.

TRACK RECORD OF SUCCESS

Strong, senior teams with industry expertise & past experience of starting & exiting.

TARGETED GROSS RETURN OF £3 FOR EVERY £1 INVESTED IN INVESTEE COMPANY SHARES*

FUND ASSUMPTIONS



INVESTMENT FUND: (S)EIS QUALIFIED

The fund manager is Infinity Asset Management LLP, which is authorised and regulated by the Financial Conduct Authority

* Further information on fees and other deductions which will be applied to the gross return is provided in the Information Memorandum. Please note that target/forecast returns are not a guarantee of actual performance.

** Excludes VAT
EHE Group of companies:
[Register your interest](#)



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Entrepreneurs



ENTERPRISE INVESTMENT SCHEMES ((S)EIS) PROVIDE TAX BREAKS BOTH UPON INVESTMENT & DISPOSAL



EIS

- 30% Initial Income Tax Relief
- No Capital Gains after 3 years
- Ongoing Capital Gains Tax Relief
- Loss Relief capped at 38.5p/£
- Potential inheritance tax saving, 40p/£ after 2 years



SEIS

- 50% Initial Income Tax Relief
- No Capital Gains after 3 years
- Potential CGT ReInvestment Relief on 50% of gain
- Loss relief capped at 27.5p/£
- Potential inheritance tax saving, 40p/£ after 2 years



FUND PERFORMANCE SUMMARY EXAMPLE

Total Investment (by a UK higher rate tax payer)	£100,000
Diversified Portfolio of (S)EIS Qualifying Companies	Pre Seed, Seed, Series A
Fund Performance Target (multiple on invested capital)	3x Investment
Net Investor Proceeds (after tax reliefs & performance fees)	c. £266,000*
Distributions of Proceeds (paid in tranches upon exit events)	3-5 years
Net Investment Exposure (in event of failure / after tax reliefs)	£38,500**

* Further information on fees and other deductions which will be applied to the gross return is provided in the Information Memorandum. Please note that target/forecast returns are not a guarantee of actual performance.

** The availability of tax relief is dependent on individual investors' circumstances and investors should seek taxation advice before investing.

What our portfolio companies are saying about EHE?



ENTREPRENEURS WANT US ON THEIR CAP TABLE

DEEPTech CREDENTIALS

“EHE delved deep into our core customer needs & positively challenged our ideas & assumptions. That process not only helped us to map our investment journey but also to refine the product requirements before even starting the build. The technical direction received really helped us to clarify the development resources & roadmap required within our seed round. Thank you EHE.”

Georgia Kirke

Founder, Write Business Results

EXPERIENCED & STRAIGHT-TALKING

“EHE are refreshing with their candour. Be it technical, customer, partner, or financial we can rely on their expertise. They helped us quickly complete a follow on fundraise.”

Nigel Lombard

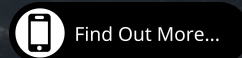
CEO, Peppercorn

JOIN US

Find out more about our funding revolution by visiting our website

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Manchester Technology Centre
neil@ehe.ai
+44 7791 749491

EHE Group of companies:



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