CREATING VALUE

Issue 18

FOREWORD

Welcome to the latest edition of *Creating Value*. So far it has been a summer of warm weather and hot politics, with Brexit negotiations dominating the headlines. We continue to see little discernible impact on our investee company portfolios, but this may change as we approach the deadline to formally leave the EU. The eventual shape of any exit currently looks too difficult to predict but in our experience it is typically the case that younger companies are more nimble and able to cope with market uncertainty, and adapt quickly to regulatory changes.

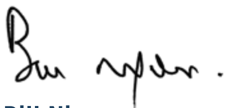
After a number of successful VCT exits in the latter part of 2017, we are very encouraged to have completed a diverse range of new investments since I last wrote, all of which are profiled in this edition of *Creating Value*. Most of these companies either operate in new markets, or are looking to develop products or platforms which improve efficiencies in established markets. We continue to seek out business disruptors to invest in, taking the view that these companies will rapidly become attractive to corporate or private equity acquirers if revenue traction is sustainable. As many of our VCT investors are aware, we believe Maven has significant competitive advantage in regional markets, and the geographical spread of the new portfolio companies demonstrates our presence and ability to lead transactions in key UK territories as well as London.

Investors may be interested in gaining a perspective on our approach prior to making a commitment to a new investee company. As well as the traditional financial metrics (where we evaluate the potential internal rate of return and achievable money multiple based on a range of projected sale outcomes) we also carry out extensive due diligence on each target business, the people, the market and the potential for growth. We often supplement the senior management team before investing, and nearly always appoint a new Chairman. Crucially, we also try to identify the landscape of prospective buyers for a business – even before we invest.

Completing a new investment in a private company is a significant achievement in itself, often requiring several months of effort to project manage a potential transaction to conclusion, and many may fall by the wayside during the due diligence process. My colleagues Ewan MacKinnon and Melanie Goward have written a short article on the value of due diligence on page 12.

Our strong new investment rate in recent years in both private equity and AIM has been a significant determining factor in two Maven VCT boards electing to launch new offers for subscription later this year, both targeting a fundraise of £15 million to continue to build and broaden their VCT portfolios. Further details will be made available on our website in due course. Our investment team intend to make a significant personal commitment to these offers to ensure alignment with our VCT shareholders, and the offers are due to open in September. VCTs remain one of the few tax efficient savings products available, and our expanding UK wide team continues to have the presence and resource to be able to capture some of the best growth companies for Maven VCT investors.

I hope you enjoy this summer 2018 issue of *Creating Value*.



Bill Nixon
Managing Partner at Maven

VCT Realisation

GEARING UP FOR GROWTH

Owner of global sportswear brands acquires Scottish cycling apparel firm Endura, delivering a strong return for Maven clients.

"Endura has built a valuable global brand with a raft of award-winning innovative products that appeal to large numbers of road and mountain bikers, cycle commuters and triathletes. Endura's strategy has been focussed on positioning the business as a provider of high quality active clothing and accessories underpinned by significant investment in product development and world class sponsorship."

Dr David Milroy
Investment Director, Maven

In March Maven sold its stake in Endura, the cycling clothing brand, to Pentland, which owns a number of other major sporting brands such as Berghaus, Speedo and Canterbury.

Maven invested in Livingston headquartered Endura in 2014 as part of an investor syndicate. Endura was established in 1992 by Jim McFarlane and Pamela Barclay to provide a range of innovative, high performance cycling clothing at affordable prices.

Endura designs and manufactures a range of clothing, eyewear, luggage and helmets, catering for all the key cycling categories - mountain, road, race, performance, leisure and commuter. The brand is also the official clothing sponsor of Movistar, one of the biggest competing teams in the Tour de France and its apparel is worn by prominent sportsman such as Colombian cyclist Nairo Quintana and the Scottish stunt performer Danny MacAskill.

The business has grown to become one of the UK's largest manufacturers of branded cycling clothing and associated products, and now sells into over 40 countries, including key markets such as Europe, Russia, North America, Australia and New Zealand. At the time of the sale Endura's annual turnover had grown to £25 million and the business employed over 200 people across its operations in Livingston (Scotland), Indianapolis and Shanghai.

Pentland's focus on innovation and bringing disruptive ideas to market is aligned with Endura's ambitions to expand the distribution and reach of its cycling apparel. The sale is a strategic fit and will allow the business to leverage Pentland's expertise and passion for growing international brands.

INNOVATION SITS AT THE HEART OF THE VCT SECTOR

Maven investee QikServe

Steve Marshall
Sales and Marketing Director
Maven Capital Partners

Since their introduction in 1995 VCTs have raised an impressive £7 billion, and during the last tax year fundraising reached £728 million, the second highest amount on record. This buoyant demand demonstrates the enduring appeal of VCTs, with their unique combination of tax reliefs and access to portfolios of some of the UK's most innovative smaller businesses, and ensures that VCTs remain a key growth funding option for British companies.

Maven's most recent fundraising closed early, ahead of the tax-year end, with Maven VCT 3 and VCT 4 having each raised £20 million. Alongside the valued strong level of support from our existing shareholder base, we were delighted to welcome over 1,100 new investors to Maven.

Investment under the Offers provided investors with access to mature VCTs, each with a track record of delivering positive shareholder returns. The highly diversified portfolios feature a blend of profitable, established companies alongside dynamic younger businesses which are challenging traditional routes to market in their sectors. The additional funds raised by recent top-up offers will allow the VCTs to make further investments in emerging British businesses.

Maven predominantly targets SMEs which have a disruptive business model and are already demonstrating tangible progress, but crucially we look to back proven entrepreneurs with a track record of building profitable businesses in those sectors and delivering returns for investors. The recent Maven investments in WaterBear and Bright Network, featured in this issue, illustrate this strategy, with the senior teams having previously established, grown and exited businesses in the same space.

Maven has continued to actively invest under the revised VCT rules, and in the past two years has backed 18 ambitious businesses operating in cutting-edge areas such as anti-cancer therapies, software automation and 3D 360° visualisation.

Maven VCT and VCT 5

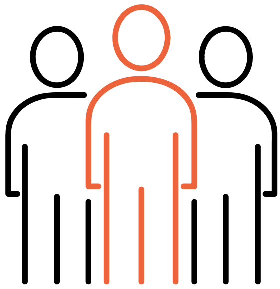
£30m TOP-UP OFFER

*COMING SOON. AUTUMN 2018

An example of one of these companies is **QikServe**, which the Maven VCTs first supported in late 2016. The business has developed a leading patented digital ordering and payment platform for the global travel concessions market, making it much easier for customers to order and pay for food and drinks in airports, train stations and restaurants.

QikServe's innovative technology is fully integrated with the market's leading electronic point-of-sale system, which allows a rapid, low-cost deployment across large estates where it can help to transform the guest experience and deliver cost and operational efficiencies. This has allowed the business to secure contracts with a number of leading travel concessions players, and the Maven VCTs subsequently provided additional growth funding in March 2018 to accelerate deployment of the platform.

In May 2016 the Maven VCTs invested in **The GP Service** (GPS), a medical services business, which offers its patients a discreet and confidential online consultation and prescription service. GPS is operating in a rapidly emerging UK sector as patients look for alternatives to ever-increasing GP waiting lists and inflexible surgery opening times. Maven provided funding to support the roll-out of the service across new geographical locations.

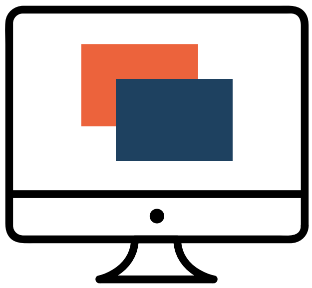


+1,100

New shareholders

"Alongside the valued strong level of support from our existing shareholder base, we were delighted to welcome over 1,100 new investors to Maven."

GPS offers a web based solution which enables customers to tailor healthcare needs around work and family commitments, delivering live GP consultations via video link, from 8am to 8pm, and prescriptions issued to a pharmacy of the user's choice. The business has already made impressive early progress, including significant contract wins. Maven clients provided additional VCT funding in June 2018 to allow GPS to accelerate the on-boarding of independent pharmacies, further grow the number of patient consultations, and launch the service to large enterprise clients as part of employee benefit or insurance solutions.

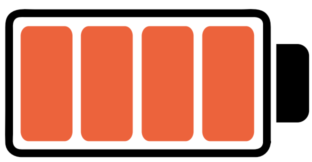


1st

Direct online VCT application portal

Maven's focus on innovation is not confined to the businesses we back, as we are also continually looking at innovative ways to help improve customer experience. With investors increasingly able to make and manage their investments electronically, Maven introduced the first online VCT application system in the market as part of the recent VCT offers. The option to subscribe for new VCT shares online had previously not been available, and our team worked closely with Link Asset Services (Receiving Agent and Registrar for the Maven VCTs) to develop a solution where our investors would have the opportunity to apply and subscribe digitally.

The innovative, secure application portal saw a very positive rate of take-up by investors, as it provides a quick and convenient way to complete and submit an application, including the options to pay by UK debit card or bank transfer. It also avoids many of the postal and banking delays that can make investment in new top-up Offers uncertain using traditional paper applications and cheques, particularly in the run up to a tax year end when there is a subscription deadline.



£40m

Raised for new investments

Details of the Offer will be made available at mavencp.com/vctoffer in due course.

New VCT Investment

SAFE AND SOUND

Creator of safeguarding software for the education sector set for growth on the back of increased legislation and regulation towards improving the safety of children online.

Maven started the year by leading the £1.95 million investment in eSafe Global, which monitors online user behaviour and cyber bullying within a school or college digital environment. Maven's North West team has worked closely with eSafe since 2015, following an investment in the business by the Maven managed Greater Manchester Loan Fund (GMLF).

eSafe provides a service based solution to the primary, secondary and further education sectors, using sophisticated detection technology to monitor online user behaviour within a school or college's digital environment. The software identifies potentially harmful imagery including video streaming, webcam and static files, and also monitors multi-lingual keyboard entry and website content, documents and social media applications. Any potential incidents are then reviewed by a team of behavioural analysts and escalated by real-time phone call or encrypted report when intervention is required.

eSafe's unique software solution allows education institutions to comply effectively with their legal duty of care and safeguarding obligations, helping to identify a wide range of illicit activity, including bullying, sexualisation, grooming and radicalisation, as well as helping to highlight potential mental health concerns such as self-harm, anxiety and depression.

The funding will enable eSafe to take advantage of wider market opportunities which have arisen as a result of increased legislative, regulatory and political pressures to incorporate improved safeguarding systems within the education sector. The new investment will also support the expansion of eSafe's sales, marketing and operational teams at its Salford headquarters, along with further development of its innovative service and technology platforms.

"The past two years have seen the education market embrace the specialist service approach to safeguarding pioneered by eSafe. Input from eSafe to parliamentary select committees in the last 18 months reflects its extensive knowledge and analytics of evidential social harms within UK education. With the continued support from Maven, we aim to build upon the market's acceptance and appreciation of eSafe's unique approach to behaviour monitoring and to reinforce eSafe as the leading service provider in this field."

Mark Donkersley
CEO, eSafe

New VCT Investment

LENDING A HELPING HAND

Funding will strengthen operational and marketing functions and enable the business to scale up.

Lending Works

"We have very ambitious plans to both dramatically improve the consumer credit market for customers and build a business that funds billions of pounds of loans per year. This investment will enable us to continue on that journey. The team at Maven immediately understood our business model and is supportive of our growth strategy. We look forward to working with Maven to take the business from strength to strength."

Nicholas Harding
CEO, Lending Works

In July Maven completed a £2 million investment in Lending Works, a leading UK peer-to-peer (P2P) lender. Founded in 2014 by CEO Nick Harding and CFO Matt Powell, Lending Works' highly scalable platform seamlessly connects private and institutional lenders to individual and corporate borrowers.

Lending Works provides an alternative to finance from traditional lenders such as banks and building societies, for customers seeking a loan, helping them to take control of their finances. These loans also deliver a competitive yield to lenders or investors, often better than the rate they could typically receive on their savings elsewhere.

The business was the first major P2P platform to be fully authorised by the Financial Conduct Authority and the first to be authorised to provide an ISA offering. It is also the first P2P provider to have negotiated insurance cover for its lenders, providing enhanced protection against borrower debts, and added comfort for lenders that their money is secure.

Having experienced rapid growth in recent years, Lending Works has become one of the largest P2P consumer lending platforms in the UK; customers have already borrowed a total of £115 million, £32 million of which was allocated in the first half of 2018 alone. Maven's investment will help strengthen the operational team to further streamline the technical platform, as well as adding additional resource to the sales and marketing function to help develop new strategic partnerships.

P2P and crowdfunding platforms are fuelling the UKs burgeoning alternative finance market, with the sector experiencing significant popularity following the economic crisis. The global market size is growing rapidly with the overall P2P segment estimated to reach $150 billion per annum by 2025, in which Lending Works has been steadily gaining market share in the UK.

New VCT Investment

HITTING THE HIGH NOTES

VCT funding will support the opening of a new campus in Brighton specialising in MA and BA courses for the creative industries.

WaterBear
QUALIFICATIONS FOR CREATIVE PROFESSIONALS

In April the Maven VCTs completed a £1.1 million VCT investment in WaterBear Education, a new private higher education college which, in partnership with the University of Chichester, provides a range of Master of Arts (MA) and Bachelor of Arts (BA) degree courses across the creative industries. The funds will be used to set up WaterBear's primary campus in Brighton and support the opening of additional locations in the future.

WaterBear's senior management team, led by Bruce Dickinson, includes established touring musicians and recording artists with strong links in the wider music industry. The team has a proven track record having previously worked for the largest provider of private music education and founded the British and Irish Institute of Modern Music (BIMM), which pioneered the music education industry and grew to become the most successful private education provider of those degrees in the UK. BIMM now supports over 6,000 students per annum, and thousands of its graduates have since gone on to enjoy successful careers in all areas of the music industry.

WaterBear is chaired by Terry Sweeney who has significant senior leadership experience in the global education sector, most recently as CEO at Epigeum, a leading publisher of online programmes for higher education which was sold to Oxford University Press in 2015 for £10.7 million.

WaterBear's creative courses have been specifically designed for musicians, music producers, songwriters, filmmakers, social media creators, tour managers and DJs. Accredited and validated by the University of Chichester, the curriculum aims to address the fundamental shift which has taken place across the creative industries, driven by the digital age, and rework out-dated teaching methods which have seen limited innovation over the past decade. WaterBear will deliver a high-quality educational experience that supports each individual in their career aspirations, by offering a flexible and modern approach to learning and teaching.

"The WaterBear management team has identified a substantial gap in the creative education sector to offer industry specific degree courses to support its most promising talents and ensure that students are able to capitalise on these skills in the workplace. Bruce and his team have a proven track record in this niche education market, and will be delivering in-demand vocational degree courses to students, and at the same time building a valuable business around that market need."

Dale Bellis
Investment Manager, Maven

New VCT Investment

EQUALITY MATTERS

Funding will support investment in sales and marketing and the roll-out of Curo's innovative gender pay gap reporting system.

"Curo has been working with many leading organisations over the past few years including EY, London Stock Exchange and BUPA, to optimise their annual spend on salary and bonus awards. Our enterprise product is recognised as market leading. This investment round will provide us with the capital to scale our sales and marketing resource as well as accelerate new product development, including a gender pay gap reporting solution and a product targeted at smaller employers with simpler compensation needs."

Gerry O'Neill
CEO, Curo

Maven's Edinburgh team has completed a number of VCT investments recently, backing Cognitive Geology and QikServe during 2017, before leading the £1.8 million VCT investment in Curo Compensation at the turn of the year to support the continued growth of the business.

Curo has developed a highly configurable and scalable compensation management solution called CuroComp, which enables customers to manage their pay review cycle effectively and securely, in accordance with often complex compensation structures. The business recently launched an enhanced version of its software, providing customers with a host of additional functionality including a powerful business intelligence and analytics component.

Curo is led by CEO Gerry O'Neill, who previously co-founded Vebnet, a SaaS-based employee benefits solution, which was sold to Standard Life in 2008. The company has built up an impressive global client list and CuroComp is currently used to manage compensation reviews for over 180,000 employees, across 140 countries and in 130 currencies.

Curo is well positioned to exploit the market shift from in-house, spreadsheet-based solutions to third-party software vendors. That trend is expected to accelerate as customers demand more sophisticated capabilities that allow them to leverage value from their compensation data and understand the impact of effectively rewarding performance.

Maven's investment will enable the company to increase its sales and marketing resource, with a focus on expanding its US operations and adding additional channel partners to complement Curo's direct sales effort. Curo will launch further products during 2018, spearheaded by a reporting system aimed at meeting new legislation around gender pay gap and minority pay reporting in various territories including the UK. The business has seen significant year on year revenue growth during 2018.

New VCT Investment

IN THE ASCENDENCY

BioAscent set to capitalise on the increasing trend within the pharmaceutical and biotech markets towards outsourcing drug discovery activities.

bio:ascent

In June Maven completed a £1.6 million investment in BioAscent Discovery, an integrated drug discovery and compound management business. The funding from Maven's VCTs will enable BioAscent to significantly expand its offering by adding complementary chemistry and biology services, and capitalise on significant market opportunities.

The global drug discovery market is currently valued at $22 billion per annum and is forecast to enjoy double digit growth over the next five years, driven by the increasing trend towards the outsourcing of these activities to contract research organisations (CROs) like BioAscent. Many small to medium sized clients have adopted virtual models to avoid building a costly and highly skilled in-house drug discovery capability, whilst larger pharmaceutical and biotechnology companies are now embracing the outsourcing concept, finding it more cost-effective and efficient than developing their own research infrastructure.

BioAscent was founded by former pharmaceutical executives responsible for delivering numerous clinical drug candidates over the past 30 years and has assembled an experienced team with a track record of taking drugs from concept to clinical candidate across all major therapeutic areas. The business is located in the state-of-the-art biology and chemistry laboratories of a former Merck Sharpe and Dohme R&D site at Newhouse, Scotland, and already possesses an extensive chemical compound collection, a critical component in the early screening process which would normally take significant time and expense to accumulate.

The addition of chemistry and biology to its existing capabilities, in providing integrated drug discovery and compound management services from one facility, is a key differentiator and is expected to drive BioAscent's revenue growth.

"BioAscent offers enviable, world-class expertise in the key drug discovery disciplines of biosciences and medicinal chemistry. With our established compound management and screening facilities we can work with clients from the earliest stages of the screening process, which gives us a stand-out advantage over other providers."

Paul Smith
CEO, BioAscent

New VCT Investment

THE FUTURE LOOKS BRIGHT

VCT funding will help the business grow its highly scalable new SaaS platform, and expand into lateral recruitment markets.

BRIGHT NETWORK

"Our mission is to make sure every student receives the very best possible careers advice. By harnessing rich data insights and technology we can support the next generation of talent and enable companies to find their needles in the haystack. With visits to the Bright Network platform doubling year on year and a trusted track record of proven ROI for 250+ top employers, we're modernising the graduate recruitment industry. We're very excited to bring the experience and expertise of Maven on board at this crucial stage to help us grow."

James Uffindell
CEO, Bright Network

In July Maven led a £2.15 million investment in Bright Network, a rapidly growing media technology platform which enables blue-chip employers to reach, identify and recruit high-quality graduates and young professionals.

Bright Network's platform uses advanced data analytics and cutting-edge technology to pre-screen candidates and ensure that its membership contains only the top 20% of graduate talent. Diversity and inclusion is also a key element of the network; 58% of candidates are female, 40% are black, Asian, or from ethnic minorities, and 75% of all members are state-educated. To date the business has made 10,000 successful hires and year on year has increased applications to its clients by over 100%.

The active management of this pool of candidates ensures that high standards are maintained, delivering a strong response and conversion rate for employers, and achieving engagement levels that are currently 2.5x higher than the industry average. The quality of Bright Network's membership also helps to drive efficiencies in the recruitment process and improved candidate shortlisting outcomes for employers. As a result, Bright Network has established a strong client base of over 250 employers, which includes global blue-chip organisations such as Bloomberg, Deloitte, Goldman Sachs, Morgan Stanley, PwC, P&G SkyScanner and Vodafone.

London-based Bright Network is led by serial entrepreneur James Uffindell, who previously established, grew, and successfully exited from another business in the education sector. Bright Network is chaired by Zach Miles, who was the founder and latterly CEO of Vedior, a multinational recruitment company, which was acquired by Randstad for €3.3 billion in 2008.

Maven's funding will support further growth of the business by investing in sales and marketing for its existing 'Enterprise' platform and also launch its new Software as a Service (SaaS) solution for the larger, but more fragmented SME market. 'High Growth' will provide human resources managers in these organisations with a greater number of high quality and relevant applications, helping speed up the recruitment process and delivering significant cost efficiencies.

THE VALUE OF DUE DILIGENCE

Due diligence is an essential part of the investment process, involving a detailed and critical review of every aspect of a potential investee company. Ewan MacKinnon and Melanie Goward, Investment Directors at Maven, discuss the importance of due diligence and how it not only serves as a crucial step in understanding and mitigating risk, but can also identify enhancements to the target business.

Ewan MacKinnon
Investment Director at Maven

Dr Melanie Goward
Investment Director at Maven

Maven receives hundreds of business plans every year and therefore it is important to identify and quantify the potential risks at an early stage. This helps us to filter those investment opportunities that merit further exploration, whilst those that are unsuitable are declined as quickly as possible.

The key purpose of due diligence is to enhance our understanding of key information underpinning a potential investment, to allow us to make informed investment decisions.

Due diligence starts from the very first interaction we have with a business and the senior management team, and continues throughout the entire investment process. First impressions are important, so we start to evaluate the proposition as soon as Maven receives an introduction from an advisor, or a direct approach from the business. Is the information provided clear and well presented? Does the approach appear to be part of a prepared and targeted fundraising plan, or does it suggest an ad hoc, blanket approach? Does the product or service seem to meet a market need and be commercially viable within a reasonable timeframe? Does the management team appear to have the ability and track record to successfully execute the plan and exploit the full potential of the opportunity?

The initial screening stage is where we can effectively harness our UK-wide coverage and years of experience in private company investment, to undertake early internal due diligence. More often than not, one of our 40-strong investment team will already know the business, or have a good understanding of the market in which it operates, and we can quickly reference the business and management team through our own networks. Statements and forecasts within the business plan are checked using external validation wherever possible, typically including a review of the integrity and assumptions within the financial model.

Our local deal team involved in the transaction undertakes a significant amount of internal review, as they must be personally convinced by the proposition to champion it successfully at investment committee, and be able to answer a wide range of challenging questions. If this is not the case, the opportunity is declined. Whilst there is the risk of turning down the next Facebook or Google, those rare examples of 'what could have been' make better headlines than the far more numerous stories of a diligent investor who passed on a prospect that later failed.

Where internal diligence supports the case for taking a prospective investment further, and we are satisfied that the company does appear on first pass to have the necessary attributes of a high-growth business, Maven will engage specialist external due diligence experts to investigate the key aspects of the business opportunity in more detail.

Typically, this will include full management referencing, a review of historic and projected profits and cash flows, as well as a wide range of legal checks, including examination of all contractual arrangements, ensuring that the company has complied with relevant laws and identifying any previous or pending litigation. Depending on the type of business, more tailored diligence is also undertaken, which will scrutinise critical areas of the market, competition, product or service. By way of example, in the case of a software developer, technical diligence is commissioned to look at the architecture, robustness and scalability of the software platform.

The process can be lengthy and resource intensive, but the diligence findings allow us to build an impartial assessment of a target company, and are critical in ensuring that we understand as much as possible about the management team and the business to help avoid any unforeseen issues post investment. Whilst we would expect that in most cases the results from due diligence will be positive and reaffirm our initial assumptions, the process can produce unexpected results. However due diligence is undertaken specifically to identify these potential issues.

Due diligence may result in a decision to change the deal structure or pricing, or can mean that an initially promising deal is ultimately declined. Sometimes the actual revenues or profits are not as high as detailed in the original business plan, which can lead to negotiation of a price reduction and/or a deferred consideration based on actual performance after the investment is made. Diligence can also uncover complex problems that take longer to resolve. Often a mutually acceptable solution can be negotiated that mitigates risk uncovered within the diligence findings, but a diligent investment manager must be prepared to abort at the 11th hour, despite the considerable time and resource invested.

A meticulous due diligence process will also identify improvements that can be made to strengthen the proposition, to the benefit of both the prospective investee company and investors. A typical finding with earlier stage businesses is identification of areas where financial controls could be enhanced. This does not necessarily mean that the current financial monitoring and processes are not fit for purpose, but instead reflects the fact that the business would benefit from increased professionalisation as it grows; controls which may be adequate for a smaller organisation need to be enhanced to something more suited to the requirements of a rapidly scaling business.

Most private equity firms will also set out a detailed plan for the company to follow for the first 100 days post-investment. This plan will be shaped by many of the recommendations derived from the diligence process and will outline several short to medium term goals, aiming to deliver operational improvements. These may range from implementing additional insurance coverage; planning a strategy for the recruitment of a new finance director; or making recommendations around the company's legal affairs, such as a review of the terms and conditions of planned future agreements to ensure that they are suitable for the continued growth of the business.

Due diligence therefore not only helps to refine the investment selection process and mitigate the risk to our investors' capital, through the identification of ultimately unacceptable risk, but also contributes directly to optimising investors' returns by highlighting potential enhancements to the original business plan, which can help accelerate future growth.

"...a diligent investment manager must be prepared to abort at the 11th hour, despite the considerable time and resource invested."

Investor Partners

HEART OF OAK

Growth capital will enable the business to accelerate the roll-out of its innovative cloud-based intranet software solution.

Orchidsoftware
power through simplicity

In June Maven Investor Partners led a £2.7 million investment in intranet software specialist Orchidsoft. The funding will enable the business to expand its sales and marketing efforts across the UK and US and to grow its team of 45 employees to over 100 by 2022.

Intranets are increasingly becoming a vital component in the operations of any organisation. They provide a seamless portal where employees can communicate, collaborate and perform a range of tasks including accessing company documents, managing their expenses, or simply putting in holiday requests. The UK intranet market alone is estimated to be worth £630 million annually.

Orchidsoft has been a pioneer in developing and selling intranet solutions for over 20 years. As the market has shifted towards cloud-based solutions, the business invested heavily in developing its scalable cloud-based Oak platform. The flexibility of this 'out of the box' intranet solution, which has no set-up or configuration costs, makes it suitable for businesses of all sizes and it is now being used by hundreds of thousands of employees across a multitude of sectors.

Oak has been designed with user experience, engagement and simplicity at its core, and aims to enhance communication and collaboration, enable knowledge sharing and streamline administration tasks for any size of organisation. The solution is extremely intuitive, and Oak can be implemented, populated and maintained without the need for any consultancy, technical or design resources.

Since its launch in 2016, Oak has been adopted by a range of high profile, blue-chip customers, and the company works with household brands such as Aldi, Comic Relief, Halfords, Pizza Express, ITV, Virgin Money and Newcastle Building Society.

"Orchidsoft is an exciting business, which addresses a large and growing market, and we are delighted to support the roll-out of its innovative cloud-based intranet software across the UK and overseas. We have been highly impressed by the management team and our technical diligence has shown the Orchidsoft product suite to be best in class."

Alex Marsh
Investment Manager, Maven

VCT SHAREHOLDER ENQUIRIES

For any enquiries about a VCT shareholding or valuation, please contact the registrar Link Asset Services. Link operates a dedicated non-premium rate VCT shareholder helpline on behalf of the Maven VCTs, on 0333 300 1566*, or can be emailed at vcts@linkgroup.co.uk. Shareholders can also register on the Link share portal at www.signalshares.com in order to easily access and maintain a shareholding online, including changes of address.

Please note that Link can only provide information directly to a shareholder, or to a professional adviser who has provided a valid, signed letter of authority to obtain information on the shareholder's behalf.

* Lines are open 0900 to 1700, Monday to Friday (excluding public holidays in England and Wales). Calls are charged at the standard geographic rate, and will vary by provider. Calls from outside the UK will be charged at the applicable international rate.

STAY CONNECTED

Follow us on Twitter
Twitter.com/maven_cp

Follow us on LinkedIn
LinkedIn.com/company/maven-cp

Subscribe for email updates
mavencp.com/enewsletter

OUR LOCATIONS

Aberdeen | Birmingham | Bristol | Durham | Edinburgh | Glasgow | London | Manchester | Newcastle | Nottingham | Preston

Maven Capital Partners UK LLP
Kintyre House
205 West George Street
Glasgow G2 2LW
Tel 0141 306 7400

Authorised and Regulated by
The Financial Conduct Authority

mavencp.com

Important Information

Please note that Maven cannot give any investment, legal or taxation advice in respect of any fund or product featured in this document. This document is not an invitation or a recommendation to invest, and is for information purposes only. Past performance is not a guide to future performance. Prospective investors should regard an investment in either a VCT or in an unlisted company as a long term investment. The underlying investments of VCTs are predominantly shares of unlisted companies; such investments are not publicly traded and are therefore likely to be illiquid and difficult to realise. Such investments also carry a substantially higher degree of risk than other types of investment. The value of shares in a VCT or in an unlisted company and the level of income derived from them may fall as well as rise and investors may not get back all or any of the money originally invested. Certain Maven investments are not suitable for, or made available to, retail investors. If you have any doubt about the suitability for you of any fund or investment referred to in this document, we recommend that you seek professional advice from an authorised financial adviser.