

## Making a difference to SME's with an entrepreneurial approach to business growth



With spring in the air, it feels like a good time to reflect on some of our notable achievements.

**We would also like to take this opportunity to thank our clients** for the productive and enjoyable partnerships that have developed over recent months.

To capture the combination of our investment capability, practical business knowledge and experience, we have launched our Invested Partnership model to SME's. Essentially this offers SME entrepreneurs potential funding solutions combined with mentoring and support from a team of like-minded entrepreneurs. The response has been very positive and has resulted in several companies engaging Novus as an Invested Partner.

To enhance the potential business funding solutions for SME's, Novus has also successfully developed several exciting funding partnerships.

## Novus and NCL raise £500k+ of seed capital for Emoquo

**Emoquo is an innovative cloud based, HR 2.0 digital coaching and people analytics platform for employers, providing an end-to-end solution for employee engagement and emotional resilience.**

As part of our partnership model with Emoquo, Novus has made a direct investment in the company to support early development of the product.

Emoquo has also engaged Novus to provide strategic and operational support with the specific objective of working closely with the executive management team to prepare and structure the business for future investments.

In conjunction with NCL Innovation, Novus has also been appointed to assist with developing an appropriate capital strategy for the business and to manage an initial fund raise of £500k+ seed capital followed by a further £2m+ growth capital.

The Emotional Intelligence learning market in the UK and USA is worth more than \$125bn and Emoquo is already receiving significant interest from many global organisations, this is an exciting opportunity that Novus is delighted to be partnering.

"In the time we've been working with Novus we have built a strong collaborative relationship and now have advisors and investors who are working with us to grow our business.

Novus' model of investing and supporting the businesses they work with means that we have benefited not only from Novus' network of valuable connections and contacts, but also their guidance and advice on helping us become an even more attractive investment for larger funding rounds."

Abigail Rappoport – Chief Executive Officer



## Novus signs joint venture with NCL Innovation to jointly market a £10m technology fund

**High potential businesses in the pre-commercialisation and early stages of commercialisation face complex challenges in implementing a successful capital strategy, far greater than more mature companies.**

Ironically, most providers of capital and corporate finance advisers focus on finding solutions for larger companies, leaving early stage, high potential businesses to fend for themselves.

Novus is delighted to have signed a joint venture with NCL Innovations to provide unique solutions to this gap in the capital markets. These combined resources and expertise will provide high potential businesses with a real added value partnership.

"We are delighted with our relationship with Novus, it provides an extra level of commercialisation capability for our investee companies and clients."

**Martin Thorp – Head of Capital Markets**



## Novus invests in TC Biopharm as part of a £6m raise

**TC Biopharm is a global leader in GD-T immunotherapy, developed on a unique proprietary technology platform. The company specialises using gamma delta GD-T cells as a treatment for cancer.**

Existing T cell therapies have had billions of dollars invested, and are based on genetically modified alpha beta cells, called CAR-T, which are complex, expensive and have significant side effects. This technology has significant potential to improve patient health and quality of life.



## Novus enables FutureNova to raise £150k

**FutureNova is an early stage Medtech business that has designed and developed FlipPad, a medical grade ruggedised iPad case for use in healthcare and other biological controlled environments.**

Novus was commissioned to carry out an independent commercialisation assessment of the business. As with many early stage technology businesses the original timescales and budgets for commercialising their product had taken longer than estimated. The company needed to raise further funds but lacked sufficient clarity around their investment opportunity. Without an understanding of the investment risks and opportunities, investors were unsure whether to invest at this stage of the commercialisation.

The assessment reviewed all aspects of the commercialisation process including intellectual property, quality and regulatory, volume manufacture, routes to market, competitor analysis and the value proposition. Our report highlighted areas of potential risk but also made recommendations as to how they could be mitigated. As a direct result of this report the fund raise was oversubscribed and closed within four weeks.



"Novus Investments completed a full and fair independent assessment of FutureNova in October 2016. This included a comprehensive competitor analysis which was both insightful and very well researched. The report was delivered on time and was instrumental in attracting larger investors to FutureNova."

Mike Casey – Managing Director



## Novus helps Smarthomes with shareholding restructure

Novus was engaged by Smarthomes, a consumer technology business, to manage negotiations with legacy shareholders to achieve agreement on an exit valuation that was both affordable to the company and acceptable to the legacy shareholders.

The company had previously merged with another business, which had nearly compromised the combined business. As part of the merger the company had gained several legacy shareholders who had no active role within the business. The company had been seeking to negotiate an exit for the legacy shareholders for over two years but were unable to agree an exit valuation and negotiations had ceased in 2014.

To restart the negotiations, Novus conducted a full financial review to enable realistic valuations and shareholder expectations to be set for the current management team. We then coached the team to set out their position with the legacy shareholders resulting in a quick, smooth transaction and complete ownership of the company passing to the current management team.

“Having dwelled on a company shareholding structural issue for many years whilst wanting to grow the business to the next level, I employed the services of Novus to assist with the challenges ahead. The Novus team made the decision process very clear and simple whilst also making it a painless and pleasurable experience.

I have now met my immediate restructuring goals and I am very pleased to have the Novus team on-board to help develop and deliver the business growth strategy for the future.”

Peter Worthy – Managing Director



## Novus supports independent school in securing circa £550k of bank financing

**Initially, Novus supported an entrepreneurial Principal to expand her two successful nursery schools with the opening of a pre-preparatory and preparatory school.**

We invested by way of equity and loan note instruments, to ensure the school could open and then, working closely with the Principal, we developed the now proven business model for the school.

After three years the school was able to demonstrate good underlying revenue from which we produced sustainable and profitable business plans. Utilising our banking relationships, we led the successful negotiations with HSBC to provide a flexible finance facility of circa £550k for the next stage of growth.

“I have been extremely impressed with the work and dedication of Novus Investments. Their speed, knowledge and experience is very impressive and the dedication to my school has always been carried out with the utmost professionalism and attention to detail.”

Principal and Proprietor





## Bringing business know-how and funding together with joined-up services and solutions

As entrepreneurs ourselves, we understand the challenges that business growth can present.

Our experience and insight enables us to bring together critical business support services, mentoring and hands-on support, combining it with the right funding for your circumstances.



### Business Assessment

It's not always easy to step back and see the bigger picture. A business assessment will provide a complete and independent overview of your business and will highlight strengths and potential weaknesses whilst also considering possible threats and opportunities to and for the business.

The assessment also provides a framework to review and reassess current business priorities and assumptions.



### Fund Raising

Business funding whether working or growth capital is fundamental to most businesses.

We have the ability to support a variety of business funding solutions from a direct Novus equity/loan investment, seed funding, access to venture funds through to high street bank lending. Importantly we work with your business to establish an optimum funding/capital strategy in line with the business objectives.



### Executive Management

The partners at Novus are all proven entrepreneurs who can provide business owners and like-minded entrepreneurs with management support and mentoring.

We find it extremely beneficial at the outset to work with your executive to review and where appropriate refine the overall business objectives.



### Business Strategy & Planning

Although many SME's might have some business objectives, the challenge for many is developing a coherent and workable strategy.

Having taken the time to gain an in-depth understanding of your business and associated market place we will then work with you to translate your business objects into a business growth strategy.



### Product Development / IP

Developing new products or services can be costly and time consuming.

We are highly experienced in the design and development process and can provide valuable input into ensuring you maximise the future value of your new products/ services whilst ensuring the value of any new intellectual property is protected.



### Finance

Financial control and management can pose a significant risk to many SME's who often rely on short term funding to support long-term growth coupled with inadequate controls or measures.

Our experienced financial team can work and assist you with bookkeeping, financial administration, company secretarial services, management of accounts through to the services of a Financial Director.



### Sales & Marketing

Sales and marketing can often be overlooked as SME's focus on the technical aspects of their offering.

We can help you design & implement a sales and marketing strategy whilst developing a strong brand and compelling value proposition for your products or services.



### Operations

Documented processes are critical to profitability and consistent delivery of products or services.

Our experienced partners can work you're your business to develop and document lean and efficient business processes. Where appropriate processes can be built in accordance with ISO 9001.

**Please get in touch if you would like to discuss how we might be able to help you with your business.**

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