

# **Vala**

## **Vala EIS Portfolio**



**Investments due for completion by 30<sup>th</sup> September 2019\***

\*Exact date subject to change. Please contact us for confirmation.





# Vala

This document introduces *some* of the companies that the Vala EIS Portfolio is considering for investment. Each company is on track to conclude our due diligence and investment committee processes. This will allow us to complete all of these investments on or around 30 September 2019.

Please note:

- This is not an exhaustive list. There are other companies in which the Vala EIS Portfolio might invest.
- Investments marked as ‘follow-on’ are companies in which the Vala EIS Portfolio has previously invested. ‘New’ investments are companies in which the Fund will be investing for the first time.



## Important notice

This document is not financial advice and should be distributed only to qualified financial advisers.

These investments will only take place if the companies successfully clear due diligence and obtain investment committee approval. This includes confirming that the companies have obtained Advance Assurance of EIS qualification from HMRC.

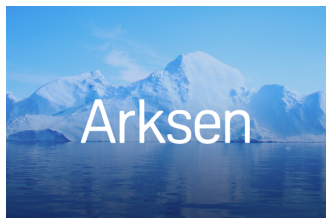
There is no guarantee that a client's subscription to the Vala EIS Portfolio will be invested in any or all of these companies.

Information about the companies' activities, achievements to date and future plans are summarised based on preliminary information gathered during our investment process and may be subject to revision.

This document should not be used to make a decision to invest in the Vala EIS Portfolio. Investments should only be made with reference to the relevant Information Memorandum, Application Pack and Key Information Document.

The availability of tax reliefs depends on individual circumstances and tax legislation is subject to change.





[Follow-on]

**Semi-autonomous explorer vessels for go-anywhere adventures. Think Land Rover of the sea, with the tech of a Tesla.**

Arksen is developing a unique and innovative range of semi-autonomous explorer vessels for pleasure, research and commercial purposes. The vessels will have the range and capability to operate anywhere in the world, in the harshest of environments, safely and comfortably. Arksen's vision is to pioneer the technology that will define the marine industry over the next decade.

### Use of funds

The company launched its brand and showcased designs for its first vessels at the Dusseldorf boat show in January 2019. Arksen generated considerable press attention and enquiries from 25 individuals who might place orders. The potential order book now stands at around £40m. Securing those orders will be subject to Arksen building and testing a prototype vessel, and funds raised in this round will contribute to the cost of doing so. The prototype will be built by Wight Shipyard. Work is due to start in May and scheduled for completion in June 2020.



[Follow-on]

**Creating games for playing within instant messaging apps.**

PlayWorks is a games development company focused on producing titles for mobile messaging platforms such as Facebook Messenger. The company also runs a social networking games agency and a TV games platform in partnership with Samsung, LG, Free, Roku and others. Turnover has increased from £1.2m to £2.1m over the last year and the company is now profitable.

### Use of funds

PlayWorks is currently in discussions with Facebook about developing a global games service with the platform. The company is now raising funds to scale up its business development resources, license further content and expand its marketing and production services.





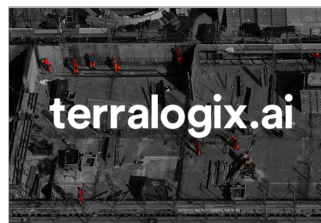
[Follow-on]

Developing software to help independent financial advisers run their businesses and manage client investments.

Centology is a new FinTech software business that has been spun out of a successful IFA practice. It aims to turn the bespoke platform developed by the practice into commercially available software for use by other IFAs. The software is an FCA-compliant platform for managing investments across multiple clients and providers. It is designed with a focus on increasing adviser productivity and reducing risk, through a range of automated workflows.

### Use of funds

The funds will be used to support Centology as it refines the software platform and builds its sales and marketing capabilities.



[Follow-on]

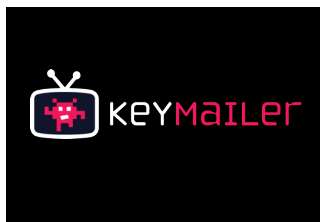
Maximising the value of undeveloped land around the world.

This company is developing a technology-supported process for maximising the value of land. The goal is to identify land that has development potential, and then unlock its value by taking the owners through the steps needed to make it developable. There are vast tracts of land in many countries that could stand to benefit from the company's technology and processes.

### Use of funds

Using funding invested by its founders, the company has spent several years developing its technology and laying the foundations for taking its product to market in key territories. This funding round will be used to support the company as it finalises its software platform and builds a team to help grow the business.





[New]

## Powerful marketing platform that lets games developers harness the power of online influencers.

There are an estimated 8m gaming channels online, posting videos to platforms like YouTube and Twitch to showcase and review games. These 'influencers' have become a crucial sales tool for games publishers, who globally spend around \$500m a year on influencer marketing. But with so many channels to navigate, it can be difficult to make sure games end up being promoted effectively by the best influencers.

Keymailer addresses this problem by providing a marketing platform that connects publishers with influencers, and allows publishers to analyse and understand the impact of influencer promotion. Keymailer signed up 2,250 publishing companies to the platform in 2018, who can now reach an audience of 1.25bn viewers through 650,000 member channels. The company estimates that 23% of all new games made use of their platform last year.

### Use of funds

Funds raised will be used to build Keymailer's sales and product development teams, continue the integration of the platform with games publishers' affiliate programs and pursue revenue opportunities in other territories.



[New]

## Creating unique travel experiences for adventurous individuals, groups and companies.

Pelorus is a bespoke travel business, focused on offering Ultra High Net Worth individuals and small groups adventurous travel experiences that can't be found anywhere else. Trips include yachting expeditions, trips to meet and live with remote tribes, and private adventures planned and accompanied by leading scientists, explorers and conservationists.

Pelorus also helps companies create exclusive events and incentive trips for customers and employees.

### Use of funds

Pelorus is now raising funds to accelerate its growth, largely through increasing its marketing and PR activity in the US.





[New]

Reliable, easy-to-operate digital sensors for detecting the presence of arsenic in water supplies.

Tracing its roots to a joint venture between Imperial College London and University College London, AquAffirm is a specialist in technology for detecting harmful toxins in water.

The company's lead product is a digital device for measuring arsenic in water supplies. Over 140m people in 70 countries drink water contaminated by arsenic. The poison kills 45,000 people in Bangladesh every year, and is also becoming a growing problem in countries like the US, where fracking may be affecting water supplies.

### Use of funds

AquAffirm is raising funds for the continued development of its arsenic detector, scaling up its manufacturing capabilities and developing its second product which detects fluoride.



[New]

Helping companies including Unilever and BMW maximise the marketing value of user-generated content.

Miappi has developed powerful marketing software that lets brands find and analyse social media posts to find content produced by consumers who are using and enjoying their products. This authentic user-generated content can then be used in the brand's own digital marketing channels. According to Miappi, user-generated content can significantly improve various metrics, including click-through rates, conversion rates, page views and time spent on websites.

The company is already working with a number of big companies, including Unilever, BMW, Canon and Merlin Entertainment.

### Use of funds

Miappi is raising funds for the continued development of its platform and to boost marketing and PR activity, particularly in the US market.