

Capital at Risk. Investment in early-stage businesses involves risks, including illiquidity, loss of your investment and future dilution, and should only be undertaken as part of a diversified portfolio. The value of your investment can go down as well as up, and you may not get back the full amount invested.

### Fund Information

**Eligibility**

Open to UK and international investors (subject to individual circumstances)

**Typical Investment per Company**

£150k - £500k

**Target return**

>3x (+20% IRR) (high risk)

**Tax Regime**

UK Enterprise Investment Scheme (EIS)

**Custodian**

Mainspring Nominees Ltd

**Fund Manager**

SuperSeed Ventures LLP

**Investment Managers**

Mads Jensen  
Daniel Bowyer

**Sector**

B2B SaaS, AI, Data

**Fund Based Currency**

GBP (£)

**Initial Fee**

Up to 2%

**Management Fee**

2-2.5% per annum for 5 years.  
– 3 years paid up front on subscription.  
– 2 years paid by Investor on exit.

**Performance Fee**

20% if hurdle of 1.2x met

Fees + VAT (where applicable)

**Minimum Investment**

£25,000 for individual investors, and  
£10,000 for advised clients (through IFA).

### Potential Benefits

1. Access to AI/SaaS startups with potential for high growth
2. Diversified portfolio of 8-12 start-ups
3. Targeting >3x return (+20% IRR) over 5-7 years
4. EIS Eligible<sup>1</sup> (45% taxpayer risks only 38.5p per £1 investment)
5. Co-Investment possibilities

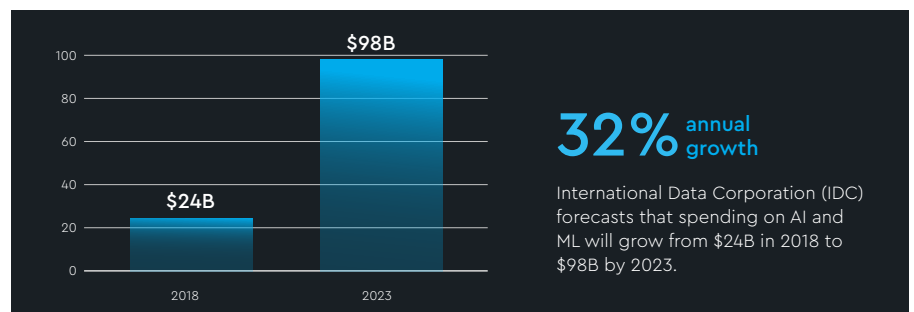
### Investment Objective

The Fund aims to provide returns in excess of 3x over 5-7 years (+20% IRR). SuperSeed does this by investing in seed stage software/AI startups that provide productivity improving technology to businesses, and by supporting investee companies to develop their business. SuperSeed partners provide first hand experience on how to build a start-up, unlike >90% of UK VC investors who are mainly financial investors<sup>2</sup>.

### The Opportunity

Businesses are undergoing extreme change driven by AI, cyber threats and data compliance requirements. For instance, AI and automation will replace as much as 800m jobs by 2030<sup>3</sup> and global cyber crime is now costing businesses as much as \$600bn annually<sup>4</sup> These changes impact almost every aspect of every business process in every industry, and provides an incredible opportunity for disruptive software startups. As a result, global spending on AI and Machine Learning is forecasted to grow from \$24bn in 2018 to \$98bn in 2023<sup>5</sup>.

#### ENTERPRISES



### Contact Information

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<sup>1</sup> Tax treatment is dependent on individual circumstances and is subject to change.  
SuperSeed Ventures LLP doesn't give tax advice, which should be sought from an independent tax adviser  
<sup>2</sup> Diversity in UK Venture Capital, Diversity VC and Silicon Valley Bank, July 2019  
<sup>3</sup> McKinsey Global Institute November 2017  
<sup>4</sup> McAfee and the Center for Strategic and International Studies 2018  
<sup>5</sup> IDC September 4, 2019

## Building Startups

Building high growth software/AI startups can be highly rewarding, but it is also a risky endeavour. It is estimated that less than 10% of startups that raise funding succeed<sup>6</sup>, in particular due to the challenges of commercialising new technology.

SuperSeed helps a) identify the software/AI startups that according to our evaluation have the best potential, and b) work to accelerate commercialisation of the new technology.

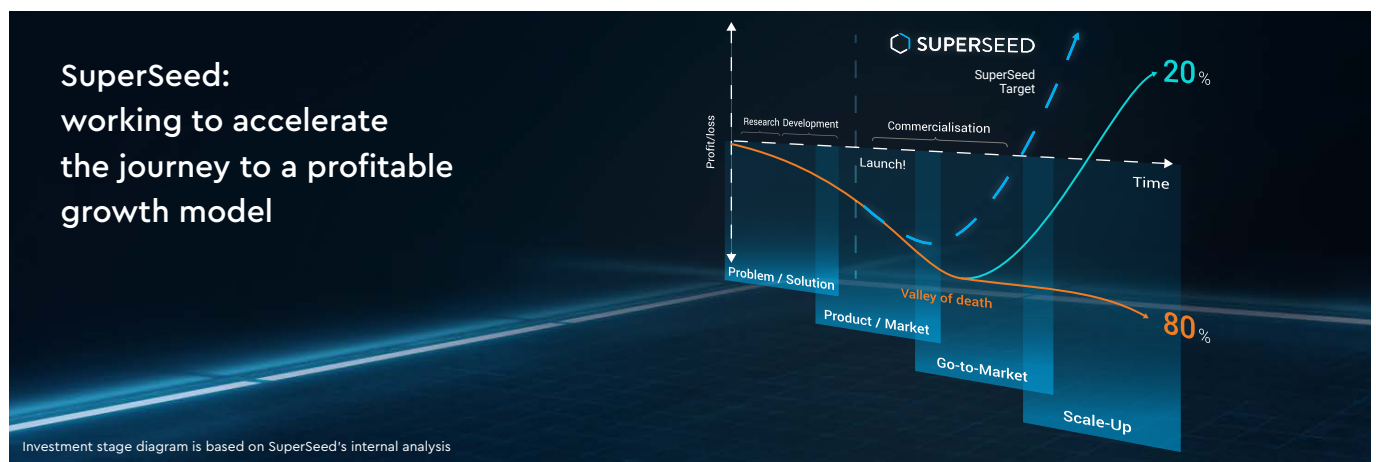
## About SuperSeed

SuperSeed is an active investor that works to help early stage SaaS startups scale their business to the first £1m in recurring revenue. As experienced SaaS entrepreneurs, the SuperSeed team provides real strategic and operational support to help startups:

- refine their product strategy, roadmap and pricing;
- build their sales and marketing teams;

- identify appropriate target market segments;
- prospect actual customers, and;
- sell and close business for portfolio companies.

We believe this sets us apart from more traditional financial investors, and that gives SuperSeed companies the potential for a distinct advantage in building their revenue and overall company value.



## Investment Managers

- Team SuperSeed knows what it takes to build successful B2B startups.
- 55 years of startup / B2B / enterprise tech / software experience
- Raised more than \$25m in funding
- Investor track record of 4 exits and 68% annualised return<sup>7</sup> across portfolio. 3 further exits as founders.



### Mads Jensen

Avid technologist, experienced SaaS entrepreneur and skilled business operator with more than 20 years track record in building and growing technology businesses in both startups and corporate (former IBM Business Executive). Mads is technically hands-on, and his expertise includes disruptive innovation using AI and data. He is also the author of multiple US patents.



### Dan Bowyer

Serial entrepreneur with 6 successful exits behind him, including 2 as founder and 4 as investor. He has been a successful operator across many sectors such as publishing, analytics, retail and FMCG, having created and sold software in areas such as analytics, HRTech and MarTech.

<sup>6</sup>Startup Genome, 2011

<sup>7</sup>On an Internal Rate of Return (IRR) Basis

**IMPORTANT INFORMATION.** An investment in the Fund will not be suitable for all investors. Any prospective investor should consider carefully whether this investment is appropriate for their personal, financial and tax circumstances. If you are in any doubt about the contents of this document or what action you should take, we recommend that you seek advice from a financial adviser who is authorised and regulated by the Financial Conduct Authority (the "FCA"). This document has been published by SuperSeed Ventures LLP, which is authorised and regulated by the FCA, Firm Reference Number: 920283. This document constitutes a Financial Promotion and has been approved by SuperSeed Ventures LLP. Nothing in this data sheet constitutes investment, tax, legal or other advice. This document does not constitute an offer to sell or a solicitation of an offer to purchase securities and, in particular, does not constitute an offering in any state, country or other jurisdiction where, or to any person or entity to which an offer or sale would be prohibited. Tax treatment is dependent on individual circumstances and is subject to change. Whilst the information contained in the document is true and accurate to the best of SuperSeed Ventures LLP's knowledge, no responsibility is accepted for errors or omissions. No material in the presentation may be copied, reproduced, shown, distributed or issued to any other person without SuperSeed Ventures LLP's prior written consent.