

# JENSON SEIS & EIS FUND

## Investee Support Programme

### Summary

The investee support programme is a series of initiatives set up by Jenson Funding Partners to support our portfolio companies throughout their journey with the Jenson SEIS & EIS Fund. Businesses that take on professional advice in the early stages of their development have a far greater chance of success.

These initiatives are based on a group of core support functions ("core support package") alongside a series of ancillary support functions ("additional support services"). We believe that the core support package is necessary to provide our portfolio companies with the best chances to succeed and is a mandatory part of our investment offer. The additional support services give our portfolio companies further support as required and are available as an additional service on an ad hoc basis.

### Core Support Package

The core support package is mandatory for the first 3 years after investment and costs **£750 per month plus VAT** with the first 12 months being payable upfront on successful completion and then reverting to a monthly payment in the second year onwards. The core functions consist of;

#### Corporate governance

A Board Advisor will be assigned to represent the fund and add governance capability to each new investee company. The function of the advisory board is to offer non-biased assistance and advice to companies with anything from marketing, human resources to influencing the direction of the business. Our Board Advisory team are on hand to advise boards and directors on being more effective when dealing with governance, risk and strategy of an organisation. Board meetings are expected at least once per quarter but possibly more frequently during the initial stage of the business.

#### Business monitoring

A monitoring panel will review the progress of all new investee companies and provide advice and guidance against the business plan approved for the investment. This will initially be carried out on a monthly basis and companies will be asked to attend in person where practicable. Our experience in managing over 80 investee companies has identified this as a crucial activity in supporting companies during the initial expansion period post funding.

#### Bookkeeping

A free bookkeeping service is made available to all new portfolio companies for the first 12 months as part of the support programme. This service is offered as a free introductory offer by our support partner and will need to be renegotiated with them after the initial 12 months service. This service will include;

- Accountancy
- Year end reporting
- Free Xero account
- VAT
- Payroll
- Tax
- HMRC
- Financial Planning

#### Sales support

A programme of workshops will be put in place to aid businesses in achieving market-lead sales techniques, assist with growth and fine tune the sales strategy. Companies will be given 2 free workshops per year as part of the support programme. A list of sales and marketing workshops include;

- Building a profitable business model with proven revenue streams
- Setting prices which maximise profitability
- How to provide high standard customer service
- Strategic planning
- Key growth drivers

#### Tech support

A programme of workshops are put in place to arm businesses with imperative Tech tools enabling them to grow the business and save valuable time. Companies will be given a free review session workshops per year as part of the support programme. This includes;

- Review Session
- Useful Packages

- Website tips and tricks
- Data / Internet Security
- Cloud Services

### **Additional support services**

Additional support services are available from Jenson Funding Partners and will be available for an additional charge. They include

- Follow-on funding preparation pack
- Advanced assurance application
- R&D tax credits
- Grant applications
- Accounting & Bookkeeping
- HR
- Legal Team
- Finance Director