



Integrity Capital Ltd

Business Plan

Q1,2012

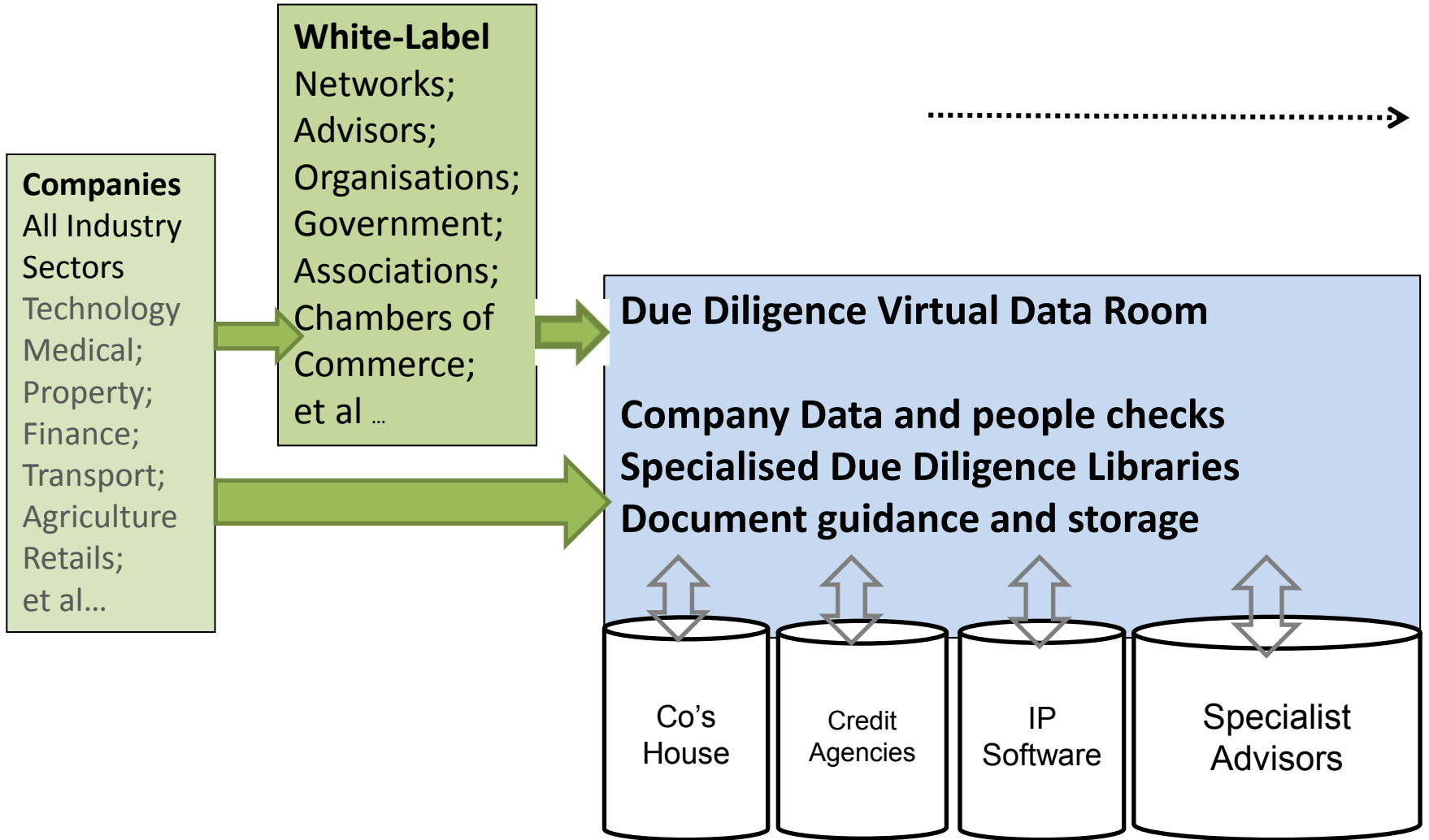
A specialised data room for due diligence preparation.

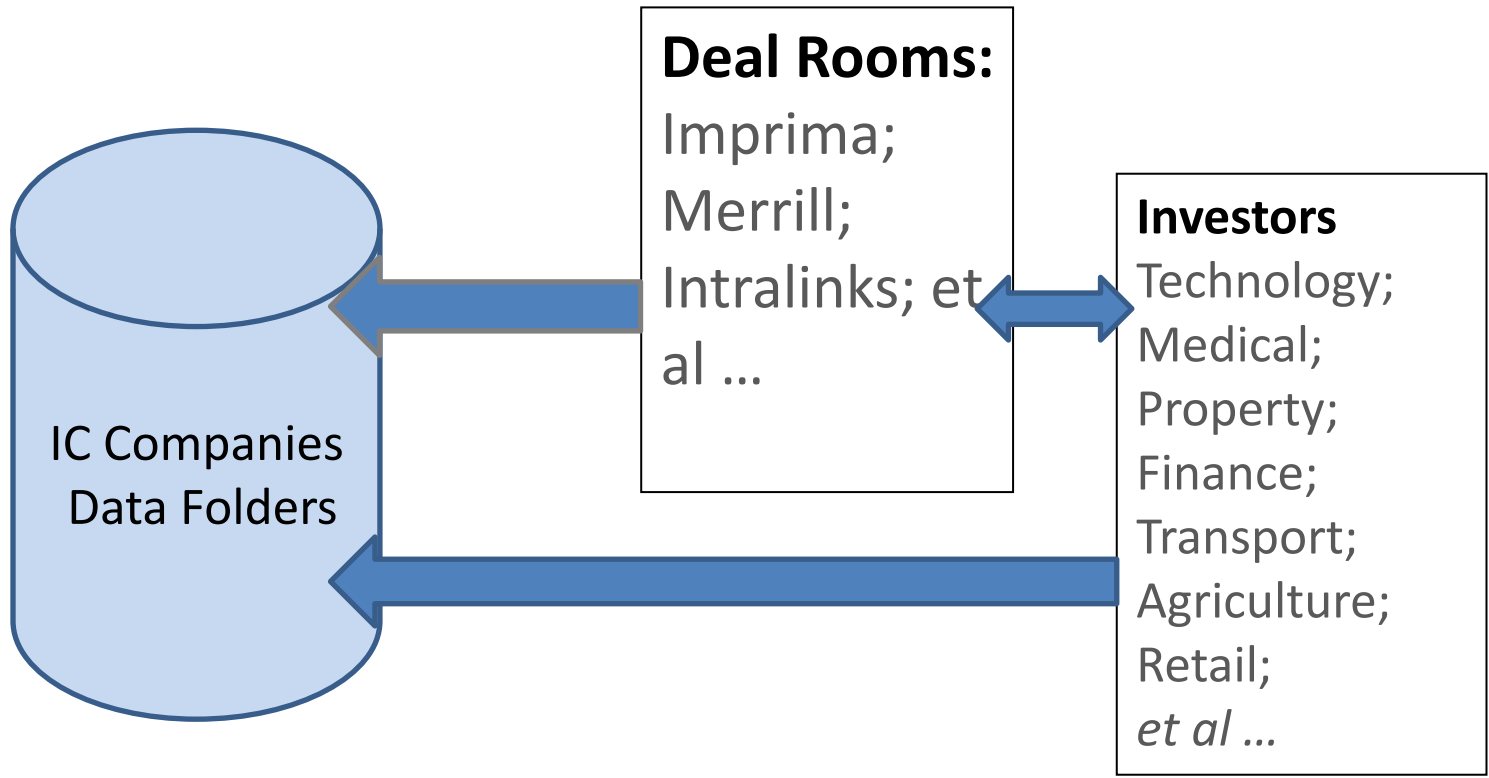
With a matchmaking service, between companies and
private equity / loan providers.

Average costs in the UK /EU/USA incurred by an investment firm, when assessing a prospective investee company.

	Due Diligence
Angels	3 - 10k
VC investments	30 - 50k
VC (large) / LBO (small/medium):	200 - 500K
LBO (Large):	500k - 1m

IC pre-processed companies would be much cheaper, faster and easier to assess!





Deal Rooms:
Imprima;
Merrill;
Intralinks; et
al ...

Investors
Technology;
Medical;
Property;
Finance;
Transport;
Agriculture;
Retail;
et al ...

IC Companies
Data Folders

Budgeted costs/revenues to end of year 2 (2013)

400 paying companies	£400K
(White-Labels commissions)	(£40K)
5 invested companies, avg 200K	£10K
Advisor fees	£20K
Total costs	(£350K)
(reduction in IT build offset by staffing)	
Profit/loss (<i>excluding staff costs</i>)	£40K

Profits can rise exponentially as deal-flow increases

- *New staff can be staggered according to revenue outcomes*
- *Potential revenue streams from consulting service, events, advertising*

UK Scalability

Table 2.3: VAT and/or PAYE Based Enterprises by Size and Sector, UK

Employment Size Band	Number of Micro Enterprises		Small	Medium	Large
Agriculture, forestry & fishing	139,100	135,075	3,760	240	25
Production	140,580	106,920	25,455	6,650	1,555
Construction	289,085	267,645	18,795	2,310	335
Wholesale, retail; repair	367,535	327,490	34,400	4,580	1,065
Transport & storage	71,180	62,355	7,185	1,290	350
Accomm & food services	134,220	109,615	21,960	2,255	390
Info & communication	148,690	140,065	7,040	1,255	330
Finance & insurance	43,015	38,475	3,425	760	355
Property	75,730	70,810	4,125	600	195
Prof, scientific & technical	321,825	298,490	19,810	2,940	585
Business admin & support	154,800	137,020	13,260	3,525	995
Public admin & defence	2,790	2,020	225	115	430
Education	30,550	23,295	4,485	1,855	915
Health	78,405	49,900	24,140	3,430	935
Arts, entertainmt, recreatn	154,895	140,270	12,710	1,540	375
Total (%)	2,152,400	1,909,445	200,775	33,345	8,835

Source: Inter Departmental Business Register, UK Business, Size and Location, 2009. Based on SIC 2007.

International Growth Potential

“Gust.com is the next generation of the industry standard deal flow management platform”

Founded in 2004

- 3,000+ applications per month
- 80+ successful deals per month
- 600+ Angel Groups
- 35,000+ Accredited Investors
- 150+ Venture Capital Funds

Gust does not yet have a fully functional due diligence process

Gust is one of the four partners, along with LinkedIn, Salesforce.com and CauseCast, building the underlying aggregation platform for StartUpAmerica Partnership

White-label promoters to companies: Crowdfunding sites; Matchfunding sites; Equity Investment Associations and Networks; Chambers of Commerce; Virtual Deal Rooms.

Investors and other business funding sources: Direct client referral into the system by Venture Capital Trusts; EIS Funds; Angel Networks; Venture Capital and Private Equity Firms; Retail and Investment Banks. *i.e:*



Integrity Capital Ltd: Summary

A specialised data room for due diligence preparation.

With a matchmaking service, between companies and private equity / loan providers.

Investment sought for first 2 years of operations from Active Investors and Business developer Partners.

Money to be spent on

- developing /managing the technology
- writing/managing due diligence guides
- engaging best staff
- marketing & other

Further details

Available from

Simon Gall (CEO) :

IC@SimonGall.com

Colin Ellis, Chief Economist, BVCA

“Integrity Capital Ltd’s system would offer something unique to the market - detailed and sector-specific due diligence being prepared for the company, prior to being matched with relevant investors, will add value both to entrepreneurs and investors.”

Alex McCracken, Senior Investment Director, Silicon Valley Bank Group (UK)

“Simon’s solution sounds like just what the investment industry needs.”

Nigel Grierson, Senior Partner, Doughty Hanson Private Equity Technology Fund

“The idea is very innovative in as much orderly management and presentation of corporate data is a problem that is perpetually deferred by many early stage businesses.an organised repository used on a perpetual basis should be an administrative benefit to any company.

Ian Branagan & Paul Varcoe, Co-Founders, BritDaq

"BritDAQ think that the Due Diligence Package that Integrity Capital can supply will be of real benefit to companies seeking investment and also to a large range of investors. Being able to see all the relevant information online in one place will greatly simplify the process of investment selection, and may well become almost a pre-requisite in the future"