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## THE ACG PROCESS FOR APPLICANTS

2025

### WHAT IS ANGLIA CAPITAL GROUP (ACG)?

Anglia Capital Group is a network of over 50 active angel investors and co-investment funds across East Anglia. As well as managing our own online deal platform, we also hold events throughout the year for our members to see pitches from carefully selected companies. The companies that we share with our members go through a rigorous selection process, but it is always the individual investor that makes their own decision whether to invest or not.

Due to the geographical spread of our members, we hold pitching events across the East Anglia and sometimes online. We will let you know in advance if and where you will be pitching and if you will be expected to attend in person.

All of our investors have access to our platform and are notified when new deals are launched on the platform, so you will always reach all of our investors.

For more information on our group, please visit: [www.angliacapitalgroup.co.uk](http://www.angliacapitalgroup.co.uk)

### WHAT DO OUR INVESTORS LOOK FOR?

Every company is assessed on an individual basis, as deal quality depends on several factors. But key criteria include:

- Location – East Anglia
- (S)EIS eligibility
- MVP stage or later (i.e. past the 'idea' stage)
- Innovative and not a one-off project
- Exit oriented
- Scalable business model & potential for high growth
- Capable management team

### THE PROCESS

1. Apply by registering to our platform: <https://angliacapitalgroup.incluziv.co.uk/> Ensure you add as much information as possible, including your pitch deck, to aid our shortlisting.
2. Following an application deadline date, ACG's analyst team will review your application against our criteria to decide whether it might be a suitable opportunity for our members (this will be based on the above criteria but also on our investors' preferences which may change over time).
3. If suitable, the analyst will follow up with any outstanding questions and a request to meet.
4. If the analyst deems the company a suitable ACG investment opportunity, the company will be invited to provide the necessary documents for ACG to complete its due diligence. This list must be completed before progressing any further. Items will likely include the following but may vary depending on individual circumstances:



## REQUIRED:

- Full business plan or comprehensive long form deck, including growth/marketing strategy
- Financials: detailed Cashflow & P&L: historic (if any) + 3 year forecast – showing impact of requested investment
- Current cap table
- Pitch deck (for presenting)
- Shareholder documents (e.g. Shareholders' Agreement/ subscription agreement template/ term sheet/ investment agreement etc.)
- Management team CVs
- Evidence of (S)EIS assurance

## IF APPLICABLE:

- Details of patents
- Insurance docs
- Sales brochures/ adverts
- Product images
- Any other useful information

5. Once the analyst has completed their due diligence and is satisfied with the information provided, the company will be invited to attend an 'internal' screening meeting with other members of the ACG team. Feedback may be provided on your pitch which you will be expected to take on board in anticipation of pitching to our investors. You can request a copy of our Pitch Guide at any time for an outline of what we will expect to see.
6. If successfully selected by the team, your opportunity will be invited to pitch to the ACG Screening Committee, which is the final stage in the screening process. The Screening Committee at Anglia Capital group is made up of volunteer investors from the group as well as some of our corporate partners and VC friends. This Committee will select the companies that will pitch at our next Investor Event. Your opportunity will also go live on our deal platform and will be visible to all of our members.
7. Introductions to interested investors will be made as requested by those investors.
8. Should you receive investment from any of our members, you will become an 'ACG Portfolio Company' so we will want to hear from you with any updates, news, or help you if you are raising investment in the future. We would also love to put you on our website!

## KEY DATES FOR 2025

Screening round:	Application deadline:	Internal Screening pitch:	Official Screening Committee pitch:	ACG Pitch Event:
	<i>You need to complete your application prior to this date to be included in the screening for this round.</i>	<i>A pitch to the ACG team members.</i>	<i>A pitch to our official screening committee – they will select the companies that will pitch at the next investor event</i>	<i>All of our investors are invited to attend these events. This is your chance to impress and hopefully get yourself some investment!</i>
1	3 <sup>rd</sup> February	18/19 <sup>th</sup> February	26 <sup>th</sup> February	11 <sup>th</sup> March
2	28 <sup>th</sup> April	13/14 <sup>th</sup> May	21 <sup>st</sup> May	4 <sup>th</sup> June
3	11 <sup>th</sup> August	26/27 <sup>th</sup> August	4 <sup>th</sup> September	18 <sup>th</sup> September
4	20 <sup>th</sup> October	4/5 <sup>th</sup> November	12 <sup>th</sup> November	26 <sup>th</sup> November



## THINGS TO BEAR IN MIND

- Anglia Angels Ltd (t/a. Anglia Capital Group, (ACG)) is an Appointed Representative of SFC Capital Partners Ltd (the 'Principal Firm') which is authorised and regulated by the Financial Conduct Authority ('FCA') in the United Kingdom, Firm Reference Number 736284 and has approved this document. Anglia Angels Ltd. is located at M&A Partners, 12 Church Street, Cromer, Norfolk, NR27 9ER.
- We are happy to offer feedback where possible but will NOT provide any business consultancy services, tax advice or legal advice. We can, however, make introductions to our various contacts and partners, depending on your needs.
- Competition is high. About 5% of the business that apply to us get through to pitch to our investors. Sometimes you may have a great investment opportunity but are not selected due to the sheer competitive nature of this process. You can always apply again in future.
- Our members are from a variety of backgrounds, with different experiences and skills to bring to the table. They have varying investment preferences that we must take into account when selecting companies.
- Be aware that there are charges to our service. Please request a copy of our 'Introducer Agreement' for more information.



## STILL HAVE QUESTIONS?

E - [info@angliacapitalgroup.co.uk](mailto:info@angliacapitalgroup.co.uk)

W - [www.angliacapitalgroup.co.uk](http://www.angliacapitalgroup.co.uk)

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