

# Guinness EIS

## INVESTMENTS 2020-2021

*The Guinness EIS made fourteen investments on behalf of investors in the 2020/21 tax year. We provide a brief overview of each Investee Company in this document.*

# ALEXACHUNG

## ALPHA CHARLIE LTD

### FOCUS

Fashion

### TRANSACTION

Guinness Asset Management invested £0.2m into Alpha Charlie Ltd (trading as Alexa Chung) in the 2020/21 tax year.

[www.alexachung.com](http://www.alexachung.com)

### DESCRIPTION

Alpha Charlie Ltd is the holding company founded by Alexa Chung for her eponymous fashion brand based on her distinctive style and personality. It offers a high-quality aspirational product range at attainable price points. The brand is currently stocked in over 100 stores across 27 territories. Alpha Charlie is an existing Guinness EIS portfolio company having received investment of £2.6m between September 2018 and November 2019.



## CONTENTCAL

### FOCUS

Marketing Technology

### TRANSACTION

Guinness Asset Management invested £2m into Contentcal in the 2020/21 tax year.

[www.contentcal.io](http://www.contentcal.io)

### DESCRIPTION

ContentCal is a subscription-based online platform which helps businesses manage their social media marketing more effectively and efficiently. The business offers a content management and publishing workflow tool that allows marketing teams to plan, co-ordinate and efficiently deliver marketing content to target audiences. ContentCal's platform integrates with 1,500 channels and platforms from all the main social media tools. ContentCal currently has 1,900 paying customers and has started to expand its presence in the USA.



## DISTRIBUTED

### FOCUS

Outsourced Software Developer

### TRANSACTION

Guinness Asset Management invested £2.5m into Distributed in the 2020/21 tax year

[www.distributed.co](http://www.distributed.co)

### DESCRIPTION

Distributed is used by corporates and the public sector to access teams of freelancer software engineers to deliver specific projects for customers. The business capitalises on the increasing variety of tech and growing specialisation of developers. By using artificial intelligence its platform helps businesses to quickly source the talent they need to grow. This allows its customers to effectively scale up and down the work force as required. The business has been able to secure large contracts in both the public and private sector.

# Doctify

## DOCTIFY LIMITED

### FOCUS

Healthcare Review Platform

### TRANSACTION

Guinness Asset Management invested £0.3m into Doctify in the 2020/21 tax year.

[www.doctify.com](http://www.doctify.com)

### DESCRIPTION

Doctify is a review platform for medical professionals and institutions with a similar core business model to Tripadvisor, Trustpilot, or Glassdoor and was founded in 2014. It is a cloud-based portal that collects verified reviews of doctors and medical practices either at source or via email. Individuals and institutions pay a monthly fee to be on the platform, access the reviews, and add the Doctify logo and score onto their website. It has recently partnered with Vitality to provide their internal review and selection system. Doctify is an existing Guinness EIS portfolio company having received investment of £2.0m in April 2019 and £0.55m in April 2020.



## FIFTY TECHNOLOGY LIMITED

### FOCUS

Digital Marketing

### TRANSACTION

Guinness Asset Management invested £1.7m into Fifty in the 2020/21 tax year.

[www.fifty.io](http://www.fifty.io)

### DESCRIPTION

Fifty is a marketing technology company specialising in the analysis of digital and consumer data which it turns into addressable audiences, analytics and actionable insights. These can be used by clients to understand and target particular segments of their customers and prospects with online media campaigns. Fifty has been successful in increasing the diversification of its customer base, both by sector and geography and is gaining traction in the USA. Fifty is an existing Guinness EIS portfolio company having received investment of £3.5m in the 2019-20 tax year.



## GRAVITY FITNESS

### FOCUS

Active Entertainment

### TRANSACTION

Guinness Asset Management invested £1.8m into Gravity Fitness in the 2020/21 tax year.

[www.gravity-uk.com](http://www.gravity-uk.com)

### DESCRIPTION

Founded in 2014, Gravity is now one of the UK's leading active entertainment brands. The company focussed initially on owning and operating trampoline parks at high foot fall leisure destinations, and has since diversified its offering to include franchising, and big box leisure (offering activities including bowling, karting, trampolining, darts, mini golf, climbing, food and beverage tailored to local site size, market requirements and demographics). Gravity has recently partnered with Land Securities plc to develop its big box leisure concept at the Southside Shopping Centre in Wandsworth, London, opening later in 2021. Gravity is an existing Guinness EIS portfolio company having received investment of £8m between April 2017 and April 2018.

# LOKE

## LOKE

### FOCUS

Pub & Restaurant Apps

### TRANSACTION

Guinness Asset Management invested £2.5m into LOKE in the 2020/21 tax year.

[www.loke.global](http://www.loke.global)

## DESCRIPTION

LOKE provides a sales and marketing platform to the hospitality and retail industry designed to increase revenue by predicting and influencing customer purchase behaviour. They provide apps and web-based solutions facilitating loyalty, delivery, click and collect, order at table, room service, and pay at counter. LOKE currently services merchants in Australia, the UK, New Zealand, and Singapore. The business model has proven highly scalable in a short period of time, expedited by COVID-19.



## NEIGHBOURLY LIMITED

### FOCUS

Charitable Giving Platform for Corporates

### TRANSACTION

Guinness Asset Management invested £3m into Neighbourly in the 2020/21 tax year.

[www.neighbourly.com](http://www.neighbourly.com)

## DESCRIPTION

Bristol-based Neighbourly connects corporate clients including M&S and Heineken with thousands of vetted local charities and good causes across the UK and Ireland through a technology platform that facilitates the donation of volunteer time, redistribution of surplus products and grant funding to make the maximum positive impact in local communities. The platform measures activities in real time and provides evidence of the social and environmental value delivered. Over 10,000 charities and 15,000 good causes have been supported by Neighbourly to date.



## POPSA LIMITED

### FOCUS

Photobooks

### TRANSACTION

Guinness Asset Management invested £0.7m into Popsa in the 2020/21 tax year.

[www.popsa.com](http://www.popsa.com)

## DESCRIPTION

Popsa is a smartphone app that enables users to create personalised photo albums. Popsa's technology automatically sorts through photos, finding the best moments, and then designs them into printed photo albums. The business has seen phenomenal growth and was included in the Deloitte top 50 fastest growing companies list in 2020, as the UK's fastest growth software company. Popsa is an existing Guinness EIS portfolio company having received investment of £2.1m in the between April 2018 and October 2019.

# satchel:

## TEACHERCENTRIC LIMITED

### FOCUS

Education Technology

### TRANSACTION

Guinness Asset Management invested £0.9m into Teachercentric (trading as Satchel) in the 2020/21 tax year.

[www.teamsatchel.com](http://www.teamsatchel.com)

## DESCRIPTION

Satchel is an education technology company producing software exclusively for the education market. Satchel's main product is the UK's leading homework management software used in 30% of UK secondary schools with over a million monthly active users. The Satchel products are used in 22 countries and used by over 2.5 million individuals. Satchel's Show my Homework app is regularly positioned 1st in the app stores for education. The company saw a large increase in usage of their Satchel One product as UK schools started to operate remotely in 2020. Satchel is an existing Guinness EIS portfolio company having received investment of £2.1m in the 2019-20 tax year

# Tailify.

## TAILIFY SOFTWARE LIMITED

### FOCUS

Digital Marketing Agency

### TRANSACTION

Guinness Asset Management invested £3m into Tailify in the 2020/21 tax year.

[www.tailify.com](http://www.tailify.com)

## DESCRIPTION

Tailify is a pioneering digital marketing agency founded in 2013. The business is focussed on using data to improve marketing returns for Brands via the influencer economy (e.g. YouTube, Facebook, LinkedIn, Instagram). They connect brands to influencers to help them run marketing campaigns. Clients include Coca Cola, Disney, Unilever and Uber. Revenues in 2020 were £6 million. To date they have managed over 2,500 campaigns and over 4,000 influencer integrations. The Tailify team are developing a fully automated digital platform to help drive performance.



## THRIVA LIMITED

### FOCUS

Blood Testing

### TRANSACTION

Guinness Asset Management invested £0.3m into Thriva in the 2020/21 tax year.

[www.thriva.co](http://www.thriva.co)

## DESCRIPTION

Thrive is a blood testing business, which allows customers to take a finger prick blood sample at home and send it to a Public Health England approved laboratory. These test results are reviewed by a doctor and fed through Thrive's software platform which can deliver advanced insights into lifestyle choices and potential problems. Over half of their customers will become subscribers, monitoring their health on an ongoing basis. In 2020 Thrive won a Government contract to provide Covid antibody testing. Thrive is an existing Guinness EIS portfolio company having received investment of £2.2m in the 2018/19 tax year.



## WOLF & BADGER

### FOCUS

Fashion and Homeware Retailer

### TRANSACTION

Guinness Asset Management invested £2.9m into Wolf & Badger in the 2020/21 tax year.

[www.wolfandbadger.com/uk/](http://www.wolfandbadger.com/uk/)

### DESCRIPTION

Wolf & Badger is a retailer of premium and independent fashion, jewellery, beauty and homeware brands that it sells online. Brands pay sales commission and recurring membership fees for use of its platform. Eligible brands that are interested in membership of the Wolf & Badger platform can apply online. The Wolf & Badger team use a specific selection criteria to ensure that the brands accepted to the platform are aligned with the ethical and environmental goals of the Company, as well as the style of their carefully curated website. Wolf & Badger is an existing Guinness EIS portfolio company having received investment of £4.5m in the 2018/19 tax year. Since then sales have grown from £3 million to over £10 million in 2020.



## WRISK

### FOCUS

Insurance Technology

### TRANSACTION

Guinness Asset Management invested £1.9m into Wrisk in the 2020/21 tax year.

[www.wrisk.co/](http://www.wrisk.co/)

### DESCRIPTION

Wrisk creates simplified insurance products in partnership with brands. It allows its partners to offer 'frictionless' insurance to customers. Currently focused on motor insurance products, Wrisk has partnerships with brands such as BMW and RAC. The auto insurance products are relatively simple but tailored to the retail partner and its customers. Features include allowing the quick addition of multiple drivers to a policy, switching the policy on or off whenever needed, and usage-based policy pricing.

## Important Notice

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