

For immediate release

More Women needed to invest in UK's start-ups.

-Launch of the new BBAA Women into Investing Campaign

Over one hundred women from a range of professional and business backgrounds gathered together in the elegant surroundings of The Roof Gardens, Kensington in London on 9th June for the launch of a new BBAA national campaign, focusing on attracting more women into Business Angel investing. Speakers included **Rosemary Forsyth** investor in the highly successful **Net-a-Porter** whose founder sold out at **£50m** in April 2010. **Karen Hastings**, founder and MD of **Cupcake**, a members club and spa for mums and mums to be, **Linda Bernardi** of **StraTerra Partners**, **Jenny Tooth**, Business Development Director at the **BBAA** and **Sally Goodsell**, Chief Executive of **Finance South East**.

The event was a new initiative resulting from the BBAA's successful angel awareness campaign around the UK during the past year.

*"Business Angels are the lifeblood of early stage businesses, with around 18,000 angels investing between £600-£800m annually across the UK in growing young companies", said **Jenny Tooth**, Business Development Director at the British Business Angels Association. "Despite the high number of successful business and professional women in the UK, and with women accounting for nearly half the millionaires in Britain, currently only about 5% of Business Angels in the UK are women investors."*

The event featured experienced female Business Angels who have already taken the plunge and who gave firsthand accounts of their own investing. **Rosemary Forsyth**, Founder of the Forsyth Group, recounted her experiences of angel investing, its challenges and rewards including how she invested in the highly successful **Net-a-Porter** whose founder sold out at **£50m** in April 2010. Rosemary also emphasized the fact that women often do more effective due diligence than their male counterparts which can be a valuable asset in picking the right companies for investment. **Karen Hastings**, founder and MD of Cupcake, a members club and spa for mums and mums-to-be in West London told her story of successfully attracting angel investment and what she has

gained from having women angel investors to support and guide her in her fast expanding business. **Linda Bernardi** of StraTerra Partners, with extensive experience in executive leadership and working with strategic development of technology businesses, also recounted her approach to effective angel investing both in the US and in Scotland.

It was clear from the very active questions and the networking that there are many women who were considering angel investing, but had experienced up to now a lack of knowledge and information about this subject, including about the significant tax breaks that women could gain under the Enterprise Investment Scheme. *“We need to make sure that more women are aware of this scheme offering substantial tax breaks and which is vital to underpin angels investing in start up businesses in the UK”* said **Gita Patel** of **Stargate Capital Ltd** who runs the **Trapezia Women’s VC Fund**.

“The campaign is designed to provide a new focus for women to gain information and training and link them into existing networks around the country or to build new women investing groups and encourage women to share experience including investing in syndication with other women”, said **Sally Goodsell**, **BBAA Board member** and **CEO of Finance South East** which co-organised the event.

The BBAA national campaign will be encouraging further women investing events around the UK regions in the year ahead and is keen to assist any women wishing to get involved in angel investing or to support any women wishing to develop new networks or investing groups.

NOTES TO EDITORS

The BBAA is the national trade association representing Angel Investment and early stage venture capital funds. BBAA membership includes 25 angel networks representing some 6,000 private investors in the UK as well as 20 venture capital funds and a further 40 professional services companies. For further information and forthcoming events visit www.bbaa.org.uk.

For further information on the BBAA Campaign for Women into Investing and about the forthcoming BBAA Annual Conference and Awards Dinner 13th and 14th July contact Jenny Tooth jenny@bbaa.org.uk tel: 0207 321 5675