Angel Awareness Campaign
2009- 2010

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Better data on the Angel Market

NESTA-BBAA “Siding with the Angels” - May 2009

- Angel Investing = Most significant source of investment in early stage companies - more than half of investments made were pre-revenue.

- Business angel investment does carry risks - 56% of all deals not returning their stake money.
  - But ..... 22% IRR return overall

- Shows importance of promoting Business Angel finance as an important Asset Class to wealthy and sophisticated individuals
Recent Research: Angel Returns

![Bar Chart](chart.png)

- **Multiple Category**
  - less than 1X
  - 1X to 5X
  - 5X to 10X
  - 10X to 30X
  - more than 30X

**UK**

**US**
Industry Experience influences outcomes

- **No industry experience**
- **Some industry experience**

- **less than 1X**
- **1X to 5X**
- **5X to 10X**
- **10X to 30X**
- **more than 30X**
Due Diligence Affects Outcomes

- Less than 1X
- 1X to 5X
- 5X to 10X
- 10X to 30X
- More than 30X

Multiple Category

- Less than 20 hours
- More than 20 hours
Board Involvement Affects Outcomes

Multiple Category

- <1x
- 1x to 5x
- 5x to 10x
- 10x to 30x
- >30x

Not on board
On Board
BBAA Campaign 2009-10

- **Built on Research results** to promote awareness of angel investing in UK and recognition of this Asset Class

- **Response to major economic downturn** – 30% decrease in angel investing through the network in 08-09 and 40% increase in demand from SMEs

- **Government (BIS)** backed a one-year awareness campaign 09-10 and supported by **Regional Development Agencies**

- **Regional Awareness events** – across the 9 English regions to raise awareness and encourage to join local networks and

- **Build the capacity of new angels** to be effective investors - lessons learned from research

- Encourage **Syndication** as the way forward
BBAA Awareness Campaign - results so far

- 7 regions have organised regional events: Yorkshire; North West; East Midlands; West Midlands; South East; North east and East of England -- also Northern Ireland
- Over 1000 Potential investors and advisers working with HNWs attended events
- 300 attended follow-up training/capacity building workshops
- Extensive publicity gained in major newspapers and journals
- Dedicated BBAA Web-site for Awareness Campaign
- New Handbook on Legal and Advisory issues for investors
- Further events in 2010: London; South West
- Dedicated event targeted at Women in June 2010 BBAA-FSE – new campaign for 2010-2011
Thank you

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