



Angel Awareness Campaign 2009- 2010

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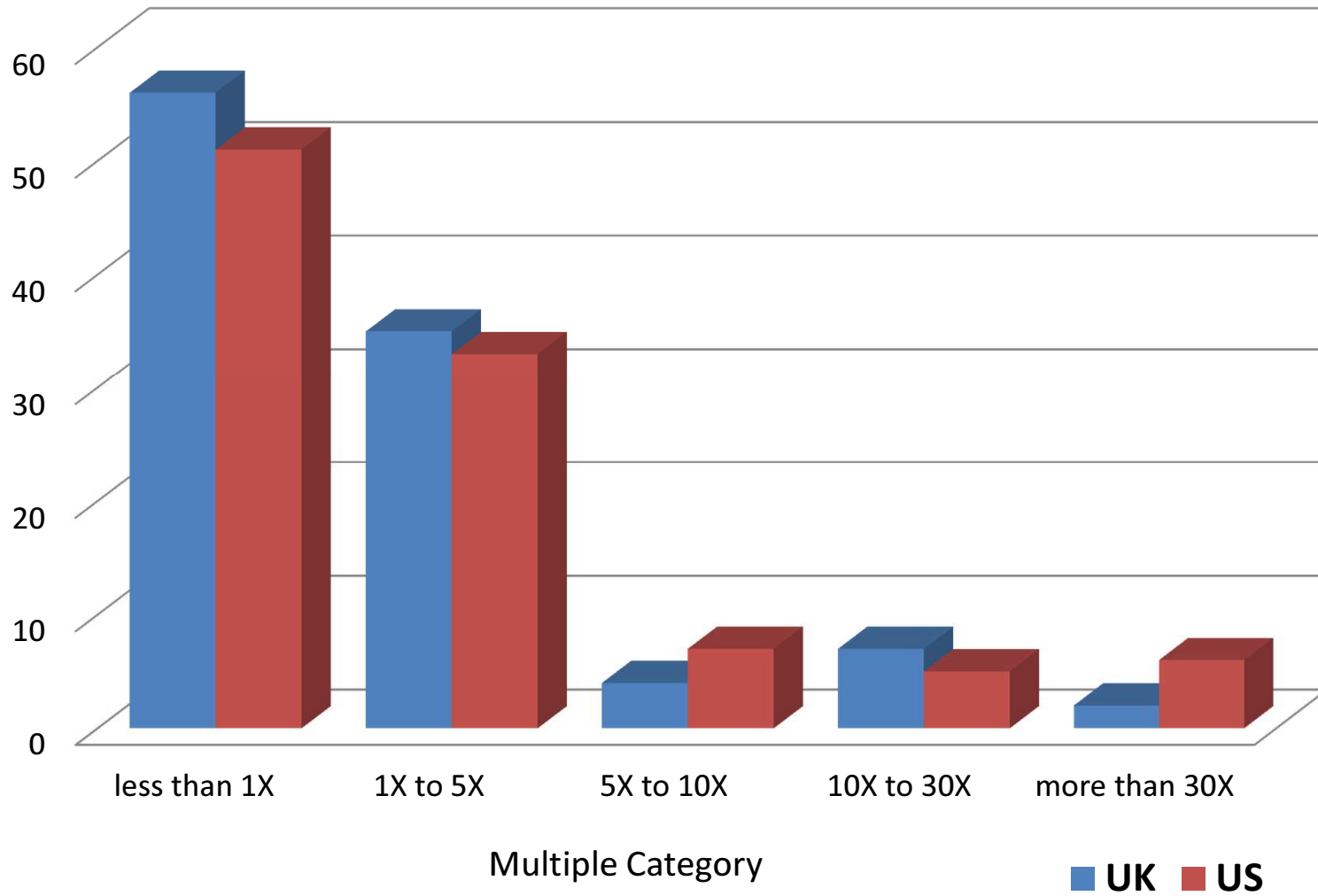
Istanbul 15th April 2010

Better data on the Angel Market

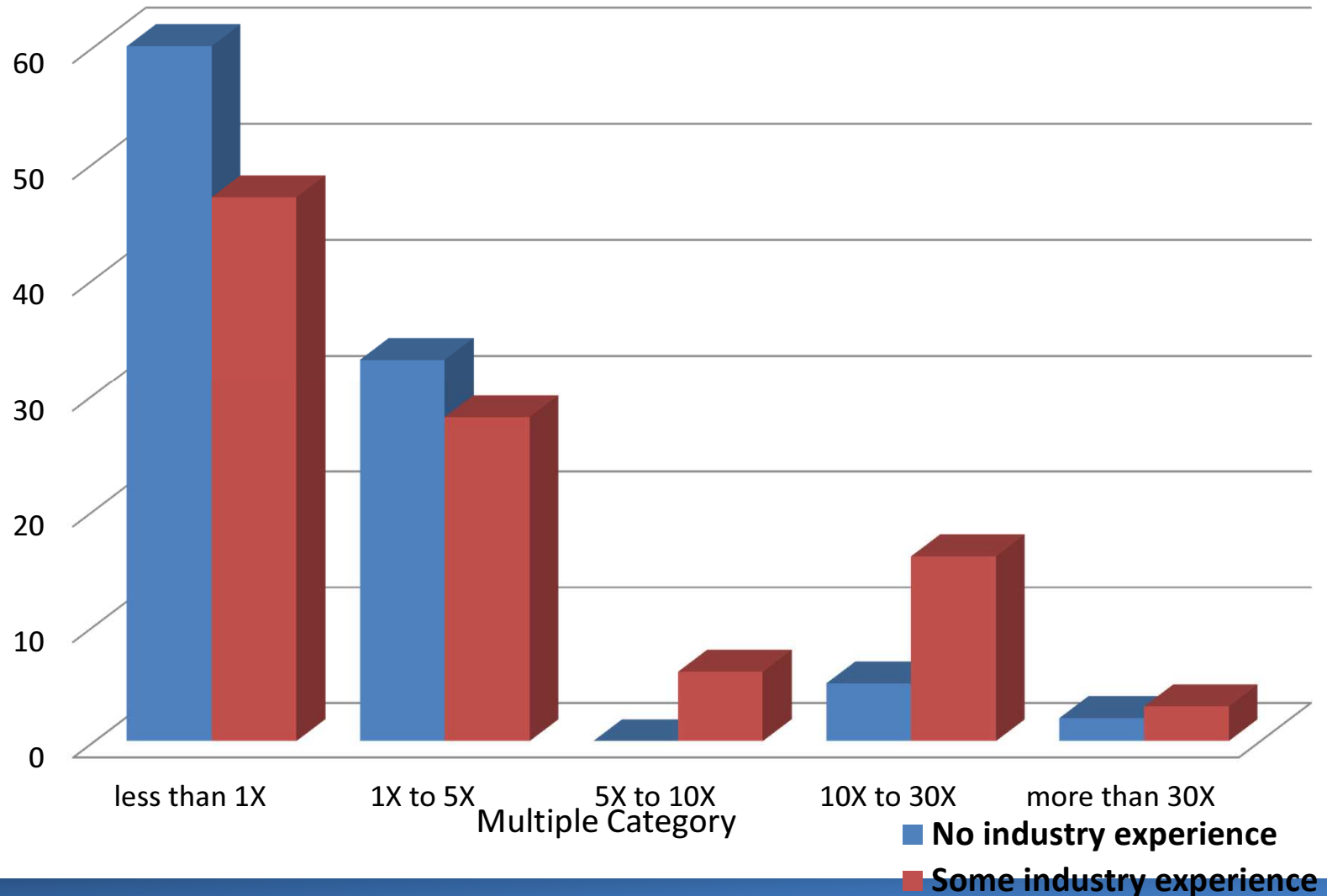
NESTA-BBAA “Siding with the Angels”- May 2009

- 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

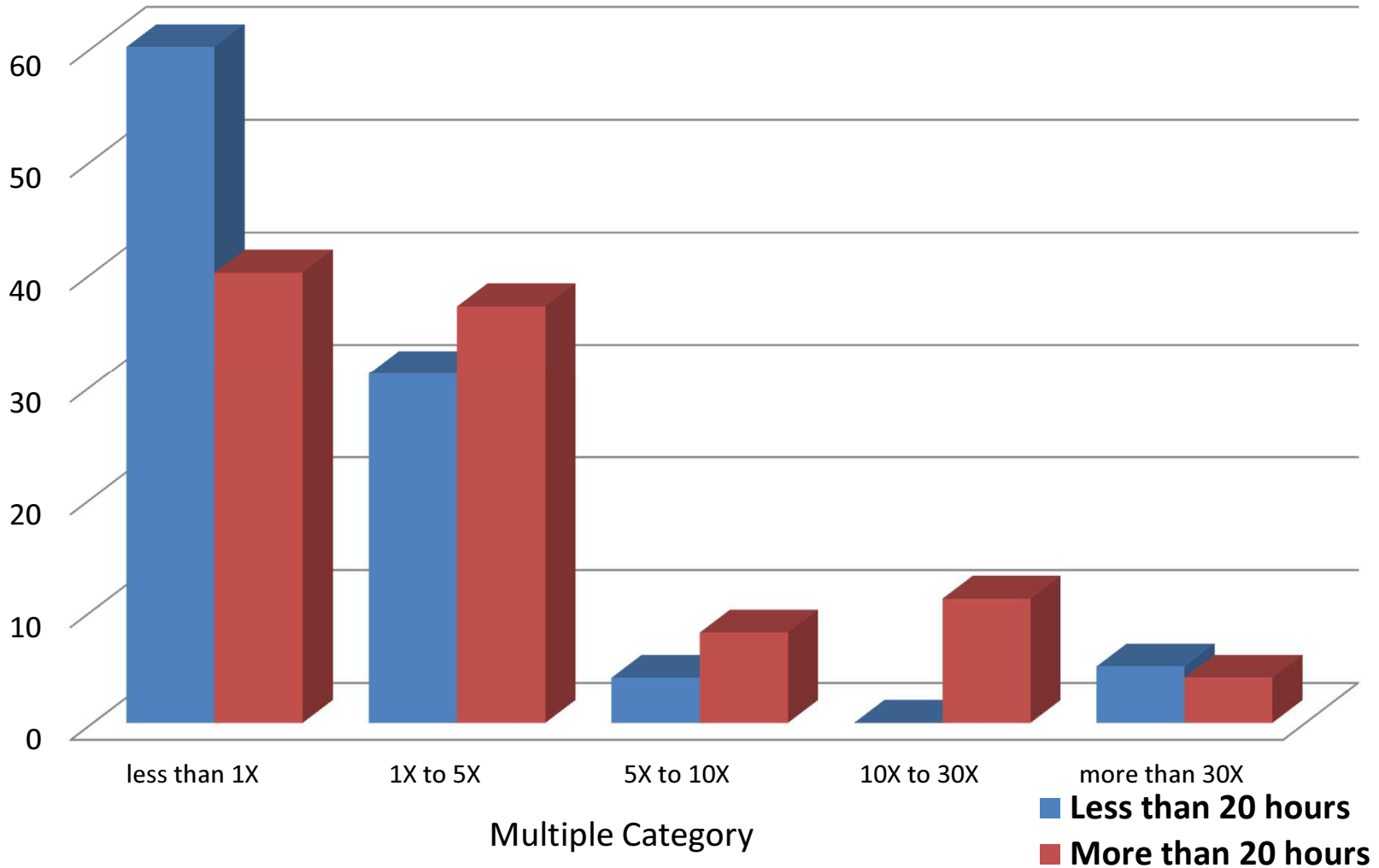
Recent Research: Angel Returns



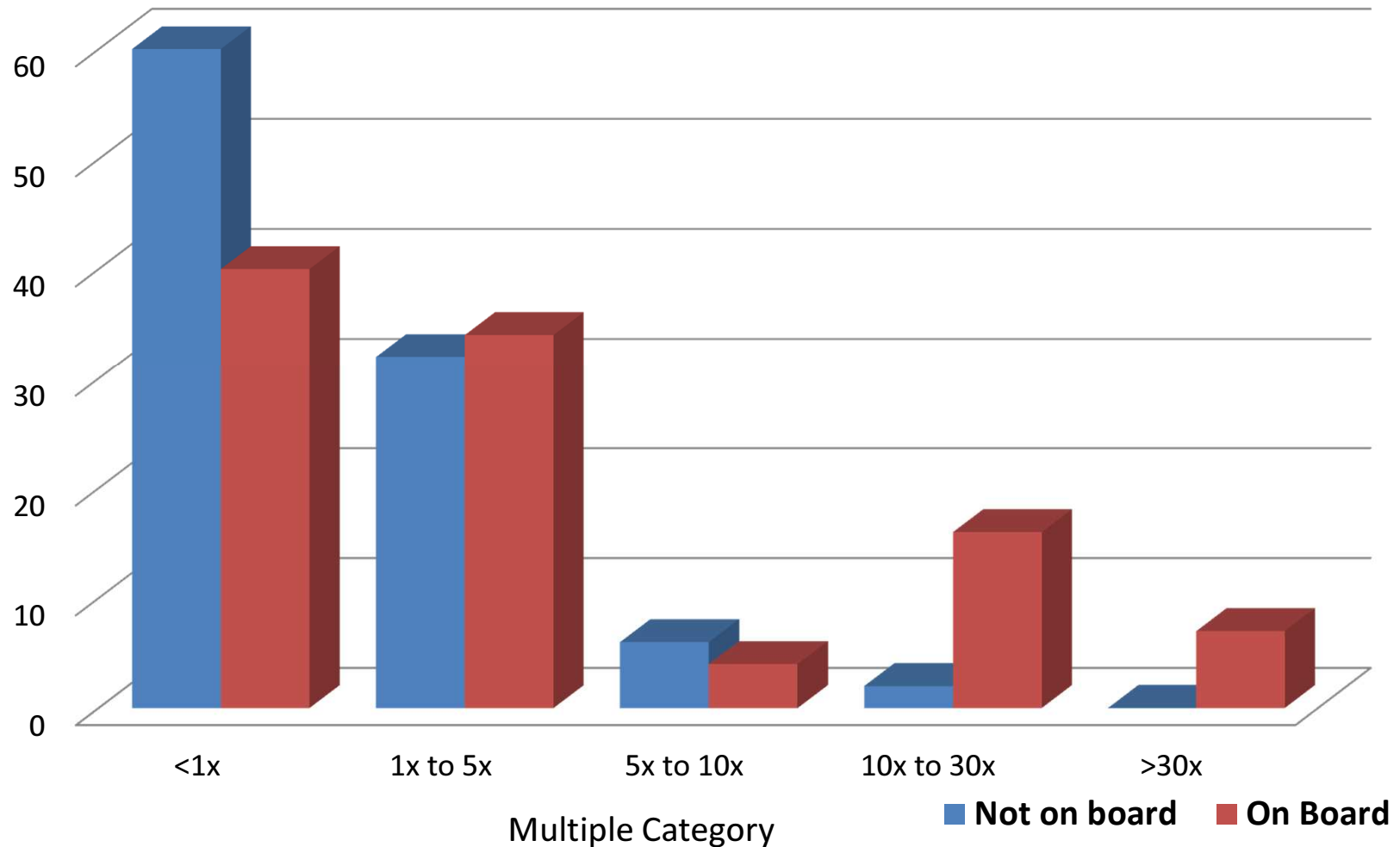
Industry Experience influences outcomes



Due Diligence Affects Outcomes



Board Involvement Affects Outcomes



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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www.bbaa.org.uk