UKBAA & IOE&IT's Investing in Trade

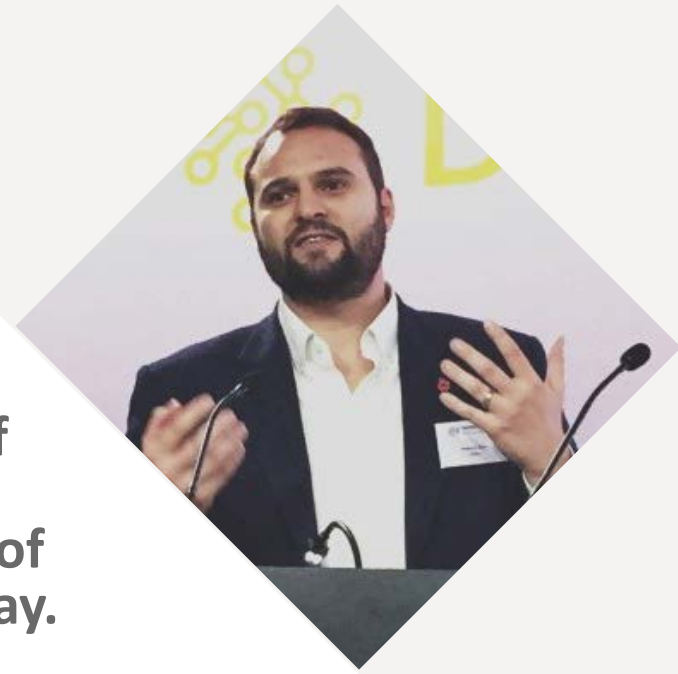
7th October 2021

Home Grown

INSTITUTE OF EXPORT & INTERNATIONAL TRADE

UKBAA
UK Business Angels Association

WELCOME



On behalf of the UK Business Angels Association, the trade body for angel and early stage investing, I am delighted to be welcoming you to the very first Investing in Trade innovation showcase here at private members' club Home Grown. We are incredibly pleased to have partnered with The Institute of Export and International Trade for this programme of activity and look forward to presenting what is an exceptional group of businesses, each modernising the trade space in their own way.

It has been fantastic to work with The Institute of Export and International Trade (IOE&IT) on this innovation showcase. Given IOE&IT's mission to enhance the export performance of the United Kingdom by setting and maintaining professional standards in international trade management and export practice, they have been an ideal partner in identifying those at the forefront of modernising this ever-changing sector.

The innovative tech-enabled solutions put forward as part of today's showcase go some way to solving a number of the core issues the sector experiences. The businesses taking part, who between them have raised £6m+ to date, are both improving the existing processes relating to trade, as well as providing a means for other SMEs to forge relationships in order to expand their operations internationally. From an industry-leading blockchain based trade documentation platform to an award-awarding platform connecting scaling UK fashion brands with international manufacturers, these businesses are shaking up the industry.

As part of the showcase, you'll hear from the fantastic Marco Forgione, Director General at The Institute of Export and International Trade. Marco brings a wealth of expertise from working across relevant industries, as well as having served as a government advisor and leading numerous Trade Missions to overseas trading partners including to China, the UAE, Qatar and India. It's fantastic to have him speak at today's event, and provide vital intel for the presenting businesses as they seek to continue to build their businesses within the trade space.

I hope you enjoy the presentations and that, as a result of introductions made as part of this showcase, a number of these exciting innovators will attract the investment they seek to further grow and scale their businesses.

Roderick Beer
Managing Director
UKBAA

An introduction from The Institute of Export and International Trade's Director General, Marco Forgione



Trade is one of the fundamental building blocks of the economy and society. It has been at the heart of human activity for millennia. But, as is the case with so much else, trade is changing. New technology is enabling trade to be carried out more quickly and on a greater scale than ever before. It is transforming the way we trade, making it smarter and more efficient. But it is also creating new opportunities for businesses, opportunities that did not and could not have existed in the past.

It is with an eye to better understanding these changes that the Institute of Export & International Trade has partnered with the UK Business Angels Association to deliver this showcase. We've been very impressed by the calibre of the businesses that have engaged with the process and we are keenly anticipating this evening's showcase. We are confident that it will be the beginning of some long and sustained relationships with these businesses as they grow - we look forward to helping them on their journey.

Marco Forgione
Director General
The Institute of Export and International Trade

Meet the businesses taking part in Investing in Trade

Trident

SATOSHI SYSTEMS

Aurelius Accelerate

eTEU

Eb

Chanodil

Nu-Credits

trip center

signol

The information contained within this document is not intended to constitute a financial promotion for the purposes of Section 21 of the Financial Services and Markets Act 2000 and the Financial Promotion Order 2005 and does not amount to a personal recommendation or advice on the merits of the deal. All investment decisions are made at the risk of the individual investor.

Trident

Trident is developing a virtual environment for the 192,000 logistics-sector organizations that allows efficient interaction between transport, warehouse and retail SMEs. Thousands of global brands are already depending on their 30+ years of trusted worldwide logistics experience.

@TridentWW

Funding required:
£1m

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Ecommerce is growing at a rapid pace, creating opportunities and challenges. Complicated by Brexit, companies are challenged with traditional rigid supply chains. Companies have the opportunity to serve new customers on-line, but struggle to meet the demands of today's consumers who expect immediate fulfilment. Logistics and warehousing challenges remain the biggest impediment for shippers. Vast amounts of warehousing space remain underutilised, and carriers run empty. If only there were a single place where companies could connect their logistics needs with compatible partners?

Trident's product vision is a comprehensive, 3-pronged logistics and warehousing platform helping companies STORE, SEND and SELL their products worldwide. With data-driven insights, customers STORE and SEND more efficiently, and SELL their products to a broader market. Customers benefit from easily identifying logistics options at optimum market rates, while product shipped from warehouses close to the customer, reduce shipping costs, and carbon emissions, supporting a more sustainable future.

In Sept 2020, we recruited and trained a team of 3 Sales and Account managers and 1 partner manager to bring on customers. The business started supporting the logistics requirements of the sister Cloverleaf Distribution which has provided initial funding to get the business going.

Trident WW have been actively trading since January 2021 and has identified and actioned a number of SEND and STORE customers. There are a growing number of recurring customers, returning month after month. Our main focus is on SME businesses who benefit from our logistics expertise. Our gross revenues and margins are growing month on month.

We have developed version 1 of our platform, which allows users to SEND pallets via carriers and also to identify STORE locations throughout the UK for pallet storage. We have built out a 12-18 month development roadmap which requires investment to complete.

SATOSHI SYSTEMS

Satoshi Systems is an SCM (Supply Chain Management) and fin-tech startup, comprised of experts in international trade, customs compliance and trade finance providing digital and emerging technology solutions to SME international traders.

@SatoshiSystems

Funding required:
£1m

Funding raised to date:
£1.5m

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From 1 January 2021, any UK company that imports from, or exports to the EU is required to complete a UK customs declaration for every shipment. It is estimated that this will result in an extra 820,000 customs declarations every DAY. In addition, there is a limited supply of trained customs agents to meet this substantial additional demand, which could lead to delays at UK ports.

tradePhlo is a Cloud ERP solution that automates the end-to-end customs and compliance requirements for international trade, replacing the currently manual, paper-based, error prone methods and operations making it a much cheaper, faster and easier alternative particularly for e-commerce based traders.

tradePhlo uses powerful, AI automated document processing using pre-trained AI model and powerful machine learning pipeline to classify document to deliver quick impact on back-office efficiency, reducing data entry cost to more than 80%, that is from £50-60 to £6 per declaration.

Established in 2017 with angel investment of £850K and Innovate UK grants of £750K, Satoshi Systems grew from a team size of 1 to 25 in under 4 years. Its first ERP product Minerva has brought a cumulative revenues of more than £1,5M till date.

The second product - Tradephlo - has more than 80 pre-signed customers keen to start using the solution. From the product development side, Tradephlo has now been approved for HMRC electronic submission software and the testing is in progress. In addition, Tradephlo has recently been approved as Amazon Sellers 3rd party developer and a fully developed app is projected to be launched on the first week of November 2021. Raised more than £150K from angels to complete the development of tradePhlo

Satoshi Systems has been selected among other 100 SMEs to have received £20K of TV advertising across Sky media's channels. The partnership with Sky TV will allow the business to reach up to 90% of the target audience for Tradephlo prospective customers.

Aurelius
Accelerate

Aurelius Accelerate is a leading Amazon specialist focused on asset optimization, advertising and reporting. Led by a team with 20+ years in the industry, they saw an opportunity to bring together an integrated and operationally lead approach to help entrepreneurial British brands grow overseas.

Funding required:
£300k

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British direct to consumer brands need focused commercial advice to grow into emerging markets. At present they are offered either advertising advice or how best to appoint distributors. Neither work alone. Amazon represents a low risk, light weight entry into many new markets. Aurelius brings together proprietary technology to build both meaningful sales forecasts, execute them and build a meaningful total cost of sale by market.

Aurelius has co-developed a platform integrated with Amazon Seller Central, Vendor and Amazon Advertising. This allows to automate many of the manual tasks, add a layer of an AI recommendation engine and build bespoke sales dashboards by market. Also in testing is a pricing insights platform, to potentially be integrated with the above platform.

eTEU

The Shipping industry heavily relies on paper documentation: a huge issue which accounts for up to 20% of the administrative overheads and costs businesses globally more than $100 Billion every year. eTEU is the very first blockchain based trade documentation platform, suitable for businesses of any size.

@eTEU

Funding required:
£500k

Funding raised to date:
£500k

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Even in the 21st Century, international trade, heavily relies on paper documentation. Documents are still issued in the paper format and transferred using courier post. This is a huge issue which according to the World Bank, costs businesses globally more than $100 billion every year.

eTEU is solving this issue by enabling paperless management of international shipment, using blockchain technology to ensure trust between the members of the supply chain and automating repetitive bureaucracies, such as document drafting.

Existing solutions are expensive and require complicated implementation. Small and medium sized businesses lack, both technical expertise and budget to use them.

eTEU is the first blockchain based trade documentation platform suitable for small and medium sized companies. Our unique system architecture allows our solution to be used as a simple web application, we are 10 times cheaper than current state of art and on-boarding takes minutes instead of weeks.

Shipping industry still heavily relies on paper documentation, documents are still prepared manually and issued in the paper format. This is a huge issue which accounts for up to 20% of the administrative overheads in the industry and costs businesses globally more than $100 Billion every year.

Blockchain based trade documentation solutions which currently exist on the market are expensive and require complicated implementation, most businesses lack both technical expertise and budget to use them.

eTEU is the first blockchain based trade documentation platform, suitable for businesses of any size. We have developed unique system architecture which enables transfer of shipping documentation via the public blockchain network to be made anonymously and 10 times cheaper than current state-of-art. Our solution is also completely web based and does not require any on-premise hosting or installation, shortening user on-boarding from weeks or months to minutes.

ELEMENTARYb is an intelligent financial management platform providing complete control to midsize enterprises (Mid-Market Enterprises, MMEs) operating in a globalised economy. They help this underserved segment make smarter, better and faster financial management decisions.

@ELEMENTARYb

Funding required:
£1m

Funding raised to date:
£310k

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ELEMENTARYb's mission is to make SMEs (and particular the midsize companies sitting within this sector – "MMEs") more resilient through stronger, real-time budget and cash management. We are building an intelligent financial management platform to provide complete control to midsize enterprises operating in a globalised economy.

Accessible via an easy-to-use dashboard initially targeted at company CFOs, our users can see, graph, query, share and collaborate with other advisors and staff to scenario plan and forecast, replacing error-prone excel spreadsheets with macros to carry out FP&A activities.

Eb's sense-checking and machine-learning insights (including key financial performance indicators and ratios) can be seen for group entities or subsidiaries, and a range of tools to scenario plan – without the need of macros – with collaboration and audit trail capabilities are available to ease analysis and decision-making.

Our innovative cloud-based IT solution is the first of its kind bridging banking, accounting and financial services – especially for the midsize sector where companies trade across multiple jurisdictions, locations, trade and supply routes.

Chanodil

Chanodil's award-winning service enables your fashion brand to easily connect with clothing manufacturers and manage your order process through one platform. They provide seamless processing whilst cutting costs, instantly connecting with business partners, eliminating the risks involved within the fashion supply chain, and improving sustainability.

@chanodil

Funding required:
£500k

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The problem Chanodil is solving:

Working as a design engineer and innovator in numerous countries over 10 years, many of my contacts who were small to medium fashion brand owners or buyers struggled with three problems:

Fashion businesses struggle to find reliable and sustainable suppliers without industry networks and connections.

Communication and order tracking is complicated and management tools are overpriced, which is not affordable for SMEs.

There is a lack of transparency in the fashion supply chain, as middle parties present a barrier between brands and manufacturers.

These reasons confirm that the fashion industry is behind in terms of digitalisation, meaning there is great opportunity for a digital supply chain solution.

The solution Chanodil provides:

Our automated omnichannel sourcing platform and order management tool helps SME brands build faster, leaner supply chains in one place with industry-leading responsible suppliers across the globe.

Value proposition:

We elevate creations of fashion businesses through our seamless apparel sourcing solution.

Starting in 2019, we have achieved 3 times year on year growth and are projected to have a revenue of £150,000 this year. Our business continues to develop, with operations in 10+ different countries as of this year. We have a fully developed platform with a strong product market fit. We are working on adding new features and improving the existing features to give a better customer experience.

Nu-Credits

A trade finance marketplace connectinh SMEs with global lenders powered by blockchain. With impressive monthly revenues, and having helped 60+ SMEs obtain funding so far, the business is set for impressive growth.

@NuCredits

Funding required:
$4m

Funding raised to date:
$2m

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SMEs are considered risky by the traditional banks and cannot easily get funded from the traditional banking sources. For those having counter parties from overseas are even more difficult to get funded because they are dealing with foreign parties and domestic banks are unwilling to expose to these customers & transactions even though they have trade finance products (Usually only available to medium and large companies) as they are not sure how to collect the debts back if defaults happen from abroad. Our platform provides blockchain infrastructure (for documents verification as a notary node) and integrated big data credit risk solution for non-bank lenders to deploy their lending programme across various B2B channels (eCommerce, Payment and B2B sourcing platforms) via API. We are solving the SMEs trade finance liquidity gap issue in Europe by providing crypto lending facility to meet their working capital needs for both cross-border and domestic trades.of art and on-boarding takes minutes instead of weeks.

Our monthly revenue is 58k USD (Aug 2021) with over 62 SMEs funded and the total value of fund successful underwritten is 13mn USD; And we have just signed partnership deal with Bytedance, Amazon and UnionPay for leads generation. We are currently going through the regulation process as Crypto Asset Business with the FCA and have owned licensed payment institute in Lithuania and Money Service Operator license in Hong Kong. We have been selected to be a recent cohort team of Tech Nation Fintech 4.0 Programme & Dubai DIFC Fintech Hive Accelerator 2021; EU Horizon 2020 Fund - BlockIS & Blockpool cohort; Trade Finance TechChallenge 2020 run by Hong Kong Monitory Authority and BIS - top 30 trade finance solution; R3 Corda Covid-19 Challenge – Winner.

The first truly global All-in-One ground transport technology that connects charter bus, minibus and fleet owners to travel industry, families and communities, corporate organisers and millions of travellers.

@TripCenter_net

Funding required:
£2m

Funding raised to date:
£550k

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Ground transport is incredibly large and fragmented. In terms of booking and journey experiences for families, communities and for transport business owners, the system is broken. Payment, service quality and safety are always at risk. Nearly 82% of charter bus, minibus and fleet owners worldwide are SMEs with limited resources. They rely on seasonal and local contracting work with nearly zero visibility. Customers are always looking for best options as shared and micro-mobility with short-term access doesn't solve the problem of every trip, everywhere and for every number of people. Vehicle utilisation is below 62%. Business owners are constantly looking for new ways to increase vehicle utilisation and reduce "wasted mileage".

At TripCenter, we enable, simplify and improve booking and journey experiences by bringing transport businesses online and sell their services globally. Our technology empowers transport businesses and automates 90% of their admin, booking, vehicle and driver scheduling, customer service and many more under one roof. We take away the pain by connecting service providers directly with customers on TripCenter B2B and B2C marketplace platforms as well as dynamically rendering their websites, native apps, API, white labels and many more.

Pre COVID-19, our platform had over 1,500 transport businesses registered with over 90,000 awaiting compliance and onboarding. Over 2,500 travel agents and tour operators were registered on our B2B platform. More than 3,000,000 kilometers worth of journey was covered by travellers across the globe using TripCenter technology.

Pre COVID-19, in the first year (2018), our revenues were just over £400,000 with net revenues of £89,000. In 2019, our revenues were £484,000+ with net revenues of over £111,0000. Due to COVID-19, majority of transport and travel businesses have suffered the most. TripCenter is not immune from COVID-19. However, the sector is expected to bounce back and start recovering from 2022 with global mobility and ground transport sector expected to reach US$10 trillion by 2030.

signol

Signol is a personalized app and communication service empowering pilots to make measurable fuel and CO2 savings. Their first eight month study yielded: 54m lbs in CO2 Savings and $6.1m of fuel savings.

@signol_io

Funding required:
£850k

Funding raised to date:
£1.75m

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Signol is a software platform that draws on insights from behavioral economics to encourage employees to make more efficient decisions. Signol provides personalized feedback through multiple communication channels, as well as data analysis for managers. In aviation, Signol aims to use behavioral “”nudges”” and incentives to reduce pollution and fuel waste and cut operating costs.

Signol is an app and communication service that uses the latest behavioural science research to provide personalised and timely feedback to airline captains and nudge them into more fuel-efficient decisions. It’s like a FitBit for operations that targets behaviours such as APU shutdown and reduced-engine taxi. Our methods deliver a unique triple win to airlines, cutting emissions, boosting profits and improving job satisfaction all at once. Other carbon abatement solutions in aviation aim for medium- and long-term application, but Signol is designed for the here and now.

We tested our feedback approach with 335 Virgin Atlantic captains and saved over $6 million in fuel costs and 24,000 tonnes of CO2 emissions in just 8 months. This was the lowest-ever measured carbon abatement cost, and it also increased captains’ job satisfaction by 15% on average.

Unlike traditional operational efficiency solutions, Signol recognises that human decision-making depends on unconscious cognitive biases. Our platform works by transforming airlines’ fuel data into behavioural insights and performance targets that are proactively pushed to individual captains. We can also donate to charities on behalf of captains who hit their targets. To maximise engagement, we customise the content, timing and feedback channels for different captains. By building in adaptive experimentation and machine learning, we measurably improve captains’ decision-making and maintain their engagement over the long term.

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