



# Enterprise Angels

Invest alongside NZ's most experienced investors

## What are wholesale investors?

Wholesale investors can be anyone interested in investing who qualifies as a wholesale investor by New Zealand's Financial Markets Conduct Act 2013. To learn more about whether you will qualify, take our simple questionnaire [here](#).

## What are angel investors?

The term 'angel' suggests some sort of saintly benefactor, but angel investors (or business angels) are early stage investors that often take their investing a step further by getting involved, through an angel network, in assisting the business in a management, governance or mentoring capacity and are sometimes referred to as bringing 'smart money' to the deal.

Trade Me is an obvious example of a prominent New Zealand business that thrives today, thanks to early-stage investment from angel investors that Founder Sam Morgan had previously worked with at Deloitte. Those early angels profited handsomely from the exit of Trade Me through a trade sale to Fairfax Media for \$700 million.

## New Zealand's angel investors

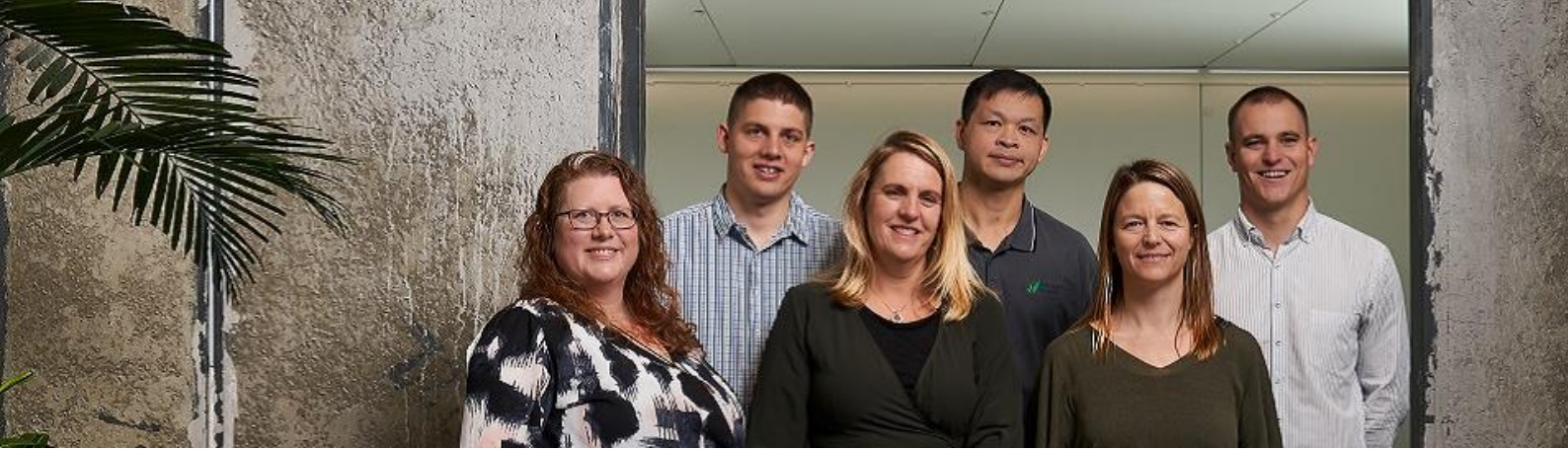
Since angel investing was formally recognised as an industry in 2006, and the formation of the [Angel Association of New Zealand](#) in 2008, New Zealand has seen a proliferation of angel investors and angel funds. Today's angel environment is maturing.

Angel investment networks and funds undertake systematic due diligence, investment and post-investment processes. Investor events are held regularly, providing an opportunity for prospective, pre-screened companies to pitch directly to angel members.

## Who are Enterprise Angels?

Enterprise Angels (EA) is an Angel Network based in the Bay of Plenty and Waikato with members and investments throughout New Zealand. We offer a unique model of early stage investing in New Zealand with a professional management team. We regard our model as 'best practice' for investing in early stage companies – efficient processes, rigorous due diligence to mitigate investor risk, and through our team and members we add real value, as well as capital, to portfolio companies.

Learn more about the expertise of some of the accomplished angel investors who back Enterprise Angels deals [here](#).



## Risk warning

The law usually requires financial services providers to give information to investors before they invest, to help them make an informed decision.

When you register with Enterprise Angels you are required to provide proof that you qualify as a wholesale investor. In doing so you are acknowledging that the usual rules do not apply to offers of financial products made via Enterprise Angels or any other angel network backing the deal.

As a result, you may not receive a complete and balanced set of information and will have fewer legal protections for these investments. It is your responsibility to understand these consequences, ask questions, read all documents carefully, and seek independent financial advice before committing.

## Why become a member of an angel network?

Angel networks help connect wholesale investors with entrepreneurs and innovators. As a member of an angel network, you gain early access to investment opportunities both within your region and around the country.

Angel investors make individual investment decisions but do so together, drawing on the network's combined experience and expertise. Angel networks achieve greater control and input into their investments, as opposed to being a small individual investor with little impact. This approach increases the returns from and success of investments.

Angel networks also offer opportunities to develop new skills, either through attending education seminars, or by encouraging members to become actively involved in the investment process through due diligence or by taking on a 'Lead Investor' role, with coaching and support provided by other angel members.

## How does it work?

Membership is open to individuals who meet "wholesale" criteria and are willing to maintain a reasonable level of activity by considering investment opportunities, participating in events and assisting with screening and due diligence on projects that fit their interest and expertise.

Wholesale criteria is as defined by New Zealand's Financial Markets Conduct Authority 2013 - if you are unsure if you qualify, find out more and take our simple questionnaire [here](#).

## How can I get involved with Enterprise Angels?

There are a variety of ways you can get involved with Enterprise Angels:

1. Individual membership for those who qualify as wholesale
2. Corporate Partnership for key commercial partners
3. Co-investment Partnership for key co-investment partners



## How can I become a member of Enterprise Angels?

If you have some time to dedicate to investing in the early stage market and want to use your business expertise to evaluate deals and perhaps even work with a growing company, you should consider joining us. Click [here](#) to find out more.

It is important to know that by joining an angel network, no one will be expecting you to invest in businesses from day one. You will be given the opportunity to attend pitches, follow-on investor meetings and due diligence meetings. If an opportunity arises where you have the specific experience required, you may be invited to work on the due diligence team or even become part of a Board. While formal courses and access to industry statistics and best practice is very important, the best way to learn is by working on deals with others.

## What are the next steps?

Enterprise Angels is a membership-based investment network and a wider community of nationwide wholesale investors. The core of Enterprise Angels is its members. Our objective is to connect experienced early stage investors with entrepreneurs and innovators. If you're keen to find out more, partner with us, or ready to leap right in to investing or membership make your choice now.

Visit: [www.enterpriseangels.co.nz/invest](http://www.enterpriseangels.co.nz/invest)