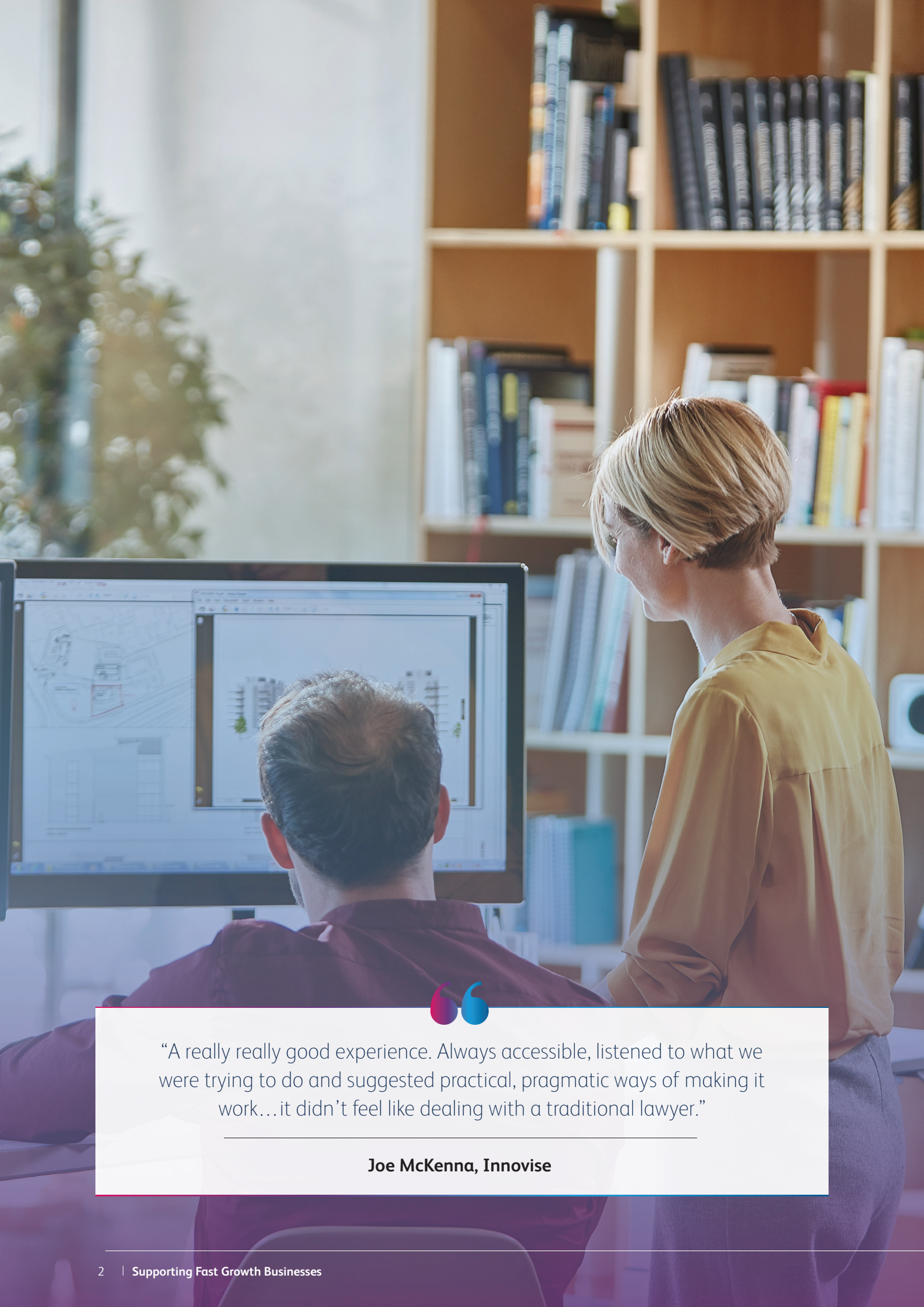




Supporting Fast Growth Businesses

Through Every Stage of the Growth Cycle



“A really really good experience. Always accessible, listened to what we were trying to do and suggested practical, pragmatic ways of making it work...it didn't feel like dealing with a traditional lawyer.”

Joe McKenna, Innovise

About Irwin Mitchell

Irwin Mitchell is a law firm that seeks out creative business solutions for commercial organisations and private individuals.

Our clients find our ability to create appropriate solutions for them, which are explained in a clear and easily understandable manner, a refreshing change.

Partner led expertise

The discipline and technical expertise our partners bring is combined with a flexible pricing structure and a partner led, relationship-focused approach.

Snapshot

Largest full service law firm
in the UK

Partner led service

Offices in 14 locations, including London,
Southampton, Gatwick, Birmingham,
Cambridge, Manchester, Leeds and
Sheffield

Over 300 partners

Over 2,700 staff

Legal Specialisms

Corporate/M&A	Share schemes
IT, IP & Commercial	Tax
Disputes	Banking & Finance
Employment	Immigration
Real Estate	Regulatory
Private client	Data Protection

Our Technology team

Our Technology team works in partnership with innovative businesses to save them time and money by ensuring their legal risks are managed in ways that enhance business strategy and plans for growth. We work with businesses at different stages of the development pipeline, from those that are just starting out through to mature, profit making companies.

Through our wide network of contacts we have relationships with investors, funders, intermediaries and leading academic centres of excellence, which allows us to add significant value to companies operating within, and who are interested in investing in the technology sector.

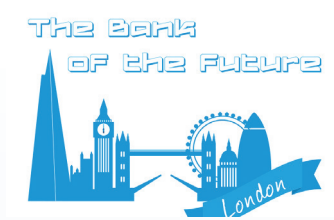
We strive to do things as simply as possible; deliver our services in the most cost-effective manner and save our clients time and money by being one step ahead of the competition with our in-depth knowledge of the technology sector.

In addition to offering clients a high level of technical expertise, we have a number of lawyers who, from either working in-house or directly in the technology industry, bring a unique viewpoint to many of the issues we see. We've carefully crafted a team whose diverse backgrounds all add up to deliver as much value to you as possible and uniquely position Irwin Mitchell as a leading choice for fast-growth technology businesses.

Our technology clients

Akixi Limited	Movebubble
Avesco plc	Next Fifteen Communications
Centrix Software	Pinipa
Cheerfy	Semtech
Critical Software Technologies	Snowplow Analytics
Envision Pharma Group	SureView Systems
Essensys Limited	telent
HireHand	TribePad Limited
Intense Technologies	Uniplaces

We support and partner on a number of events across the technology sector. We hosted **The Bank of the Future**, one of the events to be held during London Technology Week, which examined the disruptive nature of fintech and we have also presented at events organised by **Startcelerate**, **InterTech** and **FinTech Connect**.



In a world where social media is so dominant we also manage a growing Twitter account – **@TheTechLawyer** – so follow us to keep up to date with what we are up to!



“My experience with the commercial team has been overwhelmingly positive.”

Yali Sassoon, Snowplow Analytics



“Their strength is they have very good people, I have been very very impressed with them. They really understand what we do, how we do it. My eyes have been opened up, the difference (compared with other firms) is amazing.”

Hugh Garrod, Purdicom

Supporting fast growth businesses

Irwin Mitchell has considerable experience of working in all stages of the fast growth space, including:

- Entrepreneurs and early stage businesses
- Angel, venture capital and private equity backed companies
- Angel, venture capital and private equity investors
- Management teams.

Our full service offering, professional relationships and national network of offices allow us to partner with our clients throughout their entire growth cycle, from start up to exit, and to provide a service that is responsive, solution focused and competitive. We typically advise on:

Founders' agreements	Privacy and data protection
Seed funding (including SEIS/EIS)	Commercial agreements
Venture capital investments	IP and brand protection
Private equity led buy outs	Tax and share schemes
M&A (shares and assets)	Employment
Reorganisations	Disputes and litigation
Joint ventures	Real estate
Directors' duties and governance	Company secretarial
Website terms and conditions	Private client services
Immigration	Regulatory

Examples of our recent fast growth work include:

For early stage businesses

- Advised **Pronto** (a food ordering and delivery app) on its £1 million fundraising led by investors including Playfair Capital, Ballpark Ventures and The London Co Investment Fund.
- Advising **GetAgent**, an estate agent rating platform, on its £310,000 seed round fundraising led by Ascension Ventures and which also included early stage investment fund Seedcamp, former Managing Director of the Mail Online, James Bromley, founder of Lokku, Ed Freyfogle and various other angel investors.
- Advising **Pinipa**, an enterprise cloud based project engagement tool which aims to make collaborating with stakeholders easy, on its investment round led by London based early stage VC investor Passion Capital.
- Advised **Movebubble**, the world's first peer to peer community marketplace for property owners, renters and local contractors, on its £450,000 seed financing round.
- Advised **Hide My Ass!**, the provider of free and paid services for the online privacy, security and anonymity market and ranked 9th on the Sunday Times 2014 Tech Track 100 list, on general corporate matters.
- Advised **Nerdeo**, an online platform for professionals within the independent film, TV and commercial industry, on the terms of a founders agreement, drafted website terms and conditions and privacy policy.
- Advised **Rorcus** on a software development consultancy agreement with a new entrant into the UK retail banking sector.
- Advised **Byta** (a solution for privately sending and receiving digital audio) on various matters.
- Advised **First Echelon** on contractual structures and drafted all the customer facing documentation to take the business to launch. The company facilitates the maintenance of legacy aircraft by bringing together operators and suppliers in online marketplaces and communities.
- Acted for **HireHand** (a company cooking up a storm in the restaurant and hotel industry by introducing casual workers to businesses via their online platform) on its seed capital fundraising through ClearlySo, Europe's leading impact investment bank and on data protection issues & their website terms and conditions.
- Advised **Q Bot**, the UK's leading robotics provider specialising in the construction and energy industry, on its £305,000 angel investment round through ClearlySo, Wroxhall Investors Group of Business Angels and Curious White. Q Bot provides robotic solutions for the built environment for the construction, maintenance, and upgrade of buildings and industrial assets.
- Assisted the new UK operations of well established Indian software company **Intense Technologies** on securing its first key customer agreement with Vodafone to supply services across a number of jurisdictions.
- Advised **Snowplow Analytics** (a data analytics firm growing rapidly in the big data sphere) on initially reworking and improving their customer facing standard form documents.
- Assisted financial services software and IT services provider **Formicary** on the review and improvement of their standard terms and conditions, and to provide them with on going support and advice.

- Advised **Small Pond Recordings** on their first signings to the label and providing on going advice.
- Advised **Fun Learning Studios** (a film production company producing YouTube videos for children) on their joint venture with a major children's book publisher.
- Advised **Blackbox**, a company revolutionising technology on our train network, on a software services and licensing agreement.
- Assisted **Weliketowork** with the drafting of their customer facing terms and conditions and on their partnership agreement with a large national company.
- Advised **WalkingRed** on employment law issues and the drafting of their online terms and conditions.

For management teams

- Advised the management team of **Envision Pharma Limited** on their \$80m management buyout funded by US mid market private equity house, The Halifax Group. Envision Pharma is a global technology and scientific communication company that works with the world's leading pharmaceutical, biotechnology and medical device companies.
- Acted for the management team of **Medica Reporting Limited** on their £35m management buyout funded by UK mid market private equity house CBPE. Medica is the UK's leading provider of teleradiology reporting services and operates the country's largest remote radiology network.
- Acted for recruitment technology company **TribePad** on its management buy out.

For angel, venture capital, private equity and institutionally backed companies

- Advising **Uniplaces**, a student accommodation platform, on its \$24m Series A round led by Atomico and existing investors Octopus Ventures (one of the largest Series A rounds in Europe in 2015).
- Acted for **Interim Healthcare Inc**, a portfolio company of The Halifax Group, on the acquisition of Bluebird Care Franchises Limited and related equity and debt funding. Bluebird Care Franchises has more than 180 franchise operations, which provide non medical care services, with headquarters in Hampshire. The Halifax Group is a US based private equity house with nearly \$1 billion under management and is supported by blue chip investors from within the US and round the world.
- Advised **Centrix Software Limited** on several equity finance rounds where in excess of £16m has been invested. Centrix Software focuses on software rationalisation and workspace management.
- Advised the vendors on the disposal of **Artra Limited to Amtech Limited** for an undisclosed consideration. Amtech is backed by UK mid market private equity company Primary Group. Artra is an enterprise solution for construction management, 3D plant asset management and asset lifecycle management.
- Advised **telent** on its acquisition of ICT and IP Networking solutions specialist Telindus UK.
- Advised **Envision Pharma Group** on its acquisition by Ardian, which saw the group being bought from its existing partners, The Halifax Group.

For angel, venture capital, private equity and corporate investors

- Acted for **telent**, a £400m turnover UK tech services business on an investment in another IT company, acquiring a 25 % stake in CNS Group, structured as part acquisition from management and part direct investment into the target.
- Advised **The Halifax Group**, a US mid market private equity fund, on numerous transactions, including its acquisition of Bluebird Care Franchises Limited through its portfolio company Interim Healthcare for an undisclosed consideration. Bluebird Care has more than 180 franchise operations that provide non medical care services in England, Wales, Scotland, Northern Ireland and the Republic of Ireland.
- Advised a **London based family office** on its investment into a television company.
- Acted for **The Collective Partners** on its investment into Love the Sales, a site that displays high street sales for consumers to browse and shop.
- Advised **The Collective Partners** on its investment into Supmenow Limited, which has developed Sup, a free app that makes chance encounters with friends happen more often by sending notifications when friends are close by.
- Advised **The Collective Partners** on its investment into LIC Inc Limited. LIC has created a process for creating ice-lollies for adults by inventing a process to freeze high alcohol drinks.
- Advised global digital communications business **Next Fifteen Communications Group plc** as lead investor on a £1m investment round into Phrasee Ltd, a London-based MarTech business which uses artificial intelligence and advanced language technologies to quantify, generate and optimize email subject lines, and other language types, that increase opens, clicks and conversions.



“We’ve always historically used other firms. Irwin Mitchell have a very high likelihood of being selected for future work... very pleased with the standard of work, the care and the way that we have been treated, we’ve been made to feel we’re an important client for them... it’s been very good.”

Technology client, client feedback 2015



Series A funding: a case study

Irwin Mitchell has advised Uniplaces in one of Europe's largest Series A venture capital fundraising successes of 2015.



“Uniplaces is an excellent example of how we work with fast-growth technology businesses. We support entrepreneurs and their businesses through their entire growth cycle, from startup, through fundraising and beyond to exit.”

The pioneering Lisbon based startup was founded in 2012 by three ex university classmates and has been billed as ‘the Airbnb of students’. Users of Uniplaces.com are able to search for and book affordable student accommodation safely and easily in locations all over the world. The website operates in 38 cities.



Uniplaces co founder, Ben Grech, praised the support Uniplaces received from Irwin Mitchell in getting their business this far:



“They took time to really understand our aims and objectives and we feel confident that they have provided Uniplaces with the tools that it needs to continue its strategy for growth and expansion.”

Helping Uniplaces realise their plans

London Corporate partner and TMT specialist Jonathan Snade, assisted by London Corporate senior associate, James Paton-Philip, led the Irwin Mitchell team advising Uniplaces.

James Paton-Philip said “It has been a pleasure to have advised Uniplaces on this significant transaction. We were able to draw on the experience of our multi disciplinary team of technology sector specialists to successfully complete what was a strategically important and high profile deal for the company.”

Jon Snade added “Uniplaces is an excellent example of how we work with fast growth technology businesses. We support entrepreneurs and their businesses through their entire growth cycle, from startup, through fundraising and beyond to exit. We are very excited to be working with Uniplaces and we look forward to continuing our working relationship with the company.”

The funding round was led by Atomico and included investments from Octopus Ventures and Shilling Capital Partners as well as a mix of existing and new angel investors, including veteran internet entrepreneur Alex Chesterman, who founded successful property website Zoopla in 2008.

The future for Uniplaces

With significant new funding Uniplaces is now able to make substantial progress against its business plan and objectives and continue its global expansion. We very much look forward to being part of that journey with them.



Jonathan Snade

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uniplaces

An abstract graphic featuring a light blue-to-white gradient background. A thin, light blue grid is overlaid on the background. Two large, curved, light blue lines sweep across the grid, one from the top left towards the center, and another from the bottom right towards the center, creating a sense of movement and depth.

Embracing exceptional

The accumulation of wealth brings great opportunity, but it can also present greater complexity.

Different lifestyles demand expert advice, delivered in an exceptional way.

Whether international, or city-based, we'll support you through every stage of your business, personal and family life.

We appreciate the differences that set you apart as much as we value the similarities that bring us all together. Our Private Wealth team is renowned for its focus on building trusted, long-term relationships with high and ultra-high-net-worth clients. In taking time to understand the often complex and sensitive circumstances facing our clients, we deliver a personal, pro-active and tailored service.

Entrepreneurs and Owner Managed Businesses

We have an enviable reputation for forging long-lasting relationships with our owner-managed business clients, working in partnership with them to achieve their commercial goals. Moreover, with our leading Private Wealth offering we can support owners and their families in every aspect of their personal lives too.

We advise those in the early stages of trading and business ventures, directors in established and successful multi-generational family companies, those planning to exit, and those with significant wealth and estate planning requirements upon sale/retirement.

Offering technical legal advice on intellectual property advice, employment, tax, regulatory, governance, shareholder agreements, insurance and property, we are well equipped to assist.

Assurance and confidence when you need it most

Our leading expertise is what makes us great at what we do; it's our approach that makes us different. When you work with us, you are safe in the knowledge that you will receive the best advice, most proactive service and the assurance that your affairs are being handled with the utmost respect and discretion. Working with us is not simply business or personal, it's a relationship with a human touch.

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private wealth

Securing a lucrative joint venture: How we helped Toddler Fun Learning

Irwin Mitchell worked with Toddler Fun Learning; a film production company who create videos for toddlers that not only look fantastic but also help children with their counting, spelling and vocabulary.



Irwin Mitchell was able to provide Toddler Fun Learning with industry knowledge and legal expertise to ensure that they secured a valuable joint venture with the global book publisher, Ladybird Books.

Helping Toddler Fun Learning to grow

Aurelia Butler-Ball worked with Toddler Fun Learning and explains how the team navigated them through this commercial arrangement.

“We first met Christian and Amalie Hughes, founders of Toddler Fun Learning, when the company was first formed, ensuring that we fully understood the business and its commercial goals and were able to act fast when the time came for our professional assistance.

Very quickly, Toddler Fun Learning became a YouTube success and when they got the opportunity to enter into a joint venture with Ladybird Books and use Ladybird’s stories and illustrations for their videos, they were quick to seek our advice. Crucial to Toddler Fun Learning was reaching a commercial arrangement that not only reflected the creative spark and goodwill between the companies but also protected Toddler Fun Learning’s intellectual property.

We were very happy to successfully negotiate the best deal for the company and draft an agreement that provided them with the most protection.”

The future for Toddler Fun Learning

Toddler Fun Learning and Ladybird Books have now released a number of videos together that have been viewed by millions of people around the world with other exciting projects in the pipeline.



Aurelia Butler-Ball

Solicitor, Commercial and Media



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Partner led, City expertise

Relationship building, delivering added value, responsiveness, investing time and high levels of expertise are all characteristics of Irwin Mitchell’s lawyers that clients frequently praise in feedback interviews. In addition, clients benefit from our ability to attract and retain lawyers from City firms and most of our teams are led by partners who have worked in leading firms.

Examples include Clifford Chance, Freshfields, Slaughter and May, King & Wood Mallesons, Pinsent Masons, Nabarro, DLA Piper and Hogan Lovells. The discipline and technical expertise this brings is combined with a more flexible pricing structure (including fixed fees) and a partner led relationship focused approach.

In addition to offering clients a high level of technical expertise, we have a number of lawyers who, from either working in house or directly in industry, bring a unique viewpoint to many of the issues we see. No more so is this the case than in our technology group.



“One of the main strengths [Jonathan Snade] has got, he’s taking a very strong view of how he can assist outside of the general business advisors – (that’s really good) and it differentiates Irwin Mitchell from the other firms.”

Technology client, client feedback 2015

Key contacts



Jonathan Snade

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Jonathan advises on a broad range of UK and cross border private company transactions, including mergers and acquisitions, disposals, venture capital and private equity investments, management buy outs, joint ventures and reorganisations. He has a particular focus on the technology sector and advises both large mid-market players as well as early stage, high growth digital businesses.



Andrea Cropley

Partner, Corporate

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Andrea heads the Northern Corporate practice of Irwin Mitchell and has over 20 years' experience as a corporate lawyer; most of which was gained in leading City law firms in London. Her clients range from management teams, private companies and entrepreneurs to private equity and VC funds, Banks and large international corporate organisations. Many of the transactions she acts on have a cross-border dimension.



James Paton-Philip

Senior Associate, Corporate

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James advises both private and public listed companies on a wide range of domestic and international transactions, including AIM and Main Market listings, mergers and acquisitions, disposals, venture capital and private equity investments, joint ventures and reorganisations. James has a particular focus on the technology sector and advises clients across the full breadth of their lifecycle, from startup to exit.



Aurelia Butler-Ball

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Aurelia is an experienced commercial lawyer advising clients in the media and entertainment industries. She advises both individuals and businesses working in music, film, TV and digital media. She holds a certificate in Legal Rights and Trade Practices in the Creative Industries from UCL Faculty of Laws.

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