



# Supporting Fast-Growth Technology Businesses



We'll save you time and money by ensuring that your legal risks are managed effectively, enhancing your strategy and plans for growth.

We've worked with innovative businesses through the different stages of the development pipeline – from those that are just starting out, through to those that are well-established and profitable.

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They've been great. I've really enjoyed working with James and Ben. They've got stuck in and spent time with us. We have a good relationship, and if we need something, it's never been a problem.

**Carlos Adams**  
Co-Founder, Apex Consulting Ltd

## Supporting You

From entrepreneurs, management teams and early-stage businesses through to angel, venture capital and private equity-backed companies, we support technology businesses through the entire growth cycle.

We work across all areas of law, from founders' agreements and venture capital investments through to employment services, real estate, mergers and acquisitions, and IPOs.

Our professional relationships and national network of offices allow us to provide a responsive, solution-focused, competitive service.

### Some of our technology clients:

|                                |
|--------------------------------|
| Aphex                          |
| Apogee Corporation             |
| Avesco plc                     |
| Azzurri Communications         |
| Bond International plc         |
| Centrix Software               |
| Critical Software Technologies |
| Forgerock                      |
| Intense Technologies           |
| Movebubble                     |
| Playnetwork                    |
| Semtech                        |
| Snowplow Analytics             |
| Softcat                        |
| SureView Systems               |
| Tasman Analytics               |
| Telent                         |
| Uniplaces.                     |





## With You From Start-Up to Exit

We're perfectly positioned to advise fast-growth companies through their lifecycle. It's valuable to be able to stay with the same advisers throughout. When it comes to exit, those advisers should have an in-depth understanding of the business, and a strong relationship with the management team.

We advise businesses on all manners of exit, from private equity and trade sale to IPO.

### Engaging with our market

We support and partner on a number of events across the technology sector.

We've also presented at events organised by Startcelerate, Intertech and FinTech Connect.

We provide a regular programme of communications to our clients and contacts. These include a quarterly bulletin covering market developments and legal updates, as well as a weekly technology blog, looking at the diverse and disruptive world of technology.

### Examples of our work:

**Private equity:** We advised one of the founding shareholders of Tastecard on a £100 million equity disposal and loan note repayment to private equity house Waterland

**IPO:** We acted for Boku's broker, Peel Hunt, on Boku's £45m fundraising through a placing – £15m was for Boku itself, and £30m was for its selling shareholders. When listed, the business had a market cap of £125m. We also acted for Peel Hunt on Warehouse real estate investment trust's (REIT's) £150m IPO with all £150m raised for Warehouse REIT, and for the biotech business, Destiny Pharma, on its £65m IPO with £15m raised. We've been advising Destiny Pharma over the course of many years and, at the time of listing on the London Stock Exchange, the company was still pre-revenue

**Trade Sales:** We advised Conmar Holdings Inc on the sale of Fireboy-Xintex Limited, a UK subsidiary of a US company.

# Working With Early-Stage Businesses

## Examples of our work:

**Aphex:** Acted for the business, which builds software tools to promote efficiency and data-driven analysis in the construction industry, on its seed financing

**B9lab:** Advising the company, which delivers education, advisory and research on blockchain and decentralised applications, on various matters

**Byta:** Advised the solution for privately sending and receiving digital audio on various matters

**First Echelon:** Advised 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

**HANetf:** Advised Europe's first independent exchange-traded fund (ETF) "white label" provider on its seed investment round. HANetf is led by co-chief executives Hector McNeil and Nik Bienkowski. The pair helped found and establish ETF Securities before founding and launching Boost ETP. Boost ETP later became WisdomTree Europe, following its acquisition by WisdomTree in 2014

**Hide My Ass!:** Advised the the provider of free and paid services for the online privacy, security and anonymity market on general corporate matters. The company ranked ninth of the Sunday Times 2014 Tech Track 100

**HireHand:** Acted for the business that connects small food enterprises with a talent pool on its fundraisings

**Movebubble:** Advised the world's first peer-to-peer community marketplace for property owners, renters and local contractors on its £450,000 seed financing round

**Nerdeo:** Advised the online platform for professionals within the independent film, TV and commercial industry on the terms of a founders' agreement, and drafted website terms and conditions, as well as privacy policy

**Q Bot:** Advised 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

**Rorcus:** Advised on a software development consultancy agreement with a new entrant into the UK retail banking sector.



## Working With Management Teams

### Examples of our work:

**Envision Pharma Limited:** Advised the management team 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

**Medica Reporting Limited:** Acted for the management team 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

**TribePad:** Acted for recruitment technology company on its management buyout.

“

I think they've done a great job. All of their people were very professional and very responsive. The customer service was very good.

**Hans Grefte**  
Managing Director, iCasework

# Working With Investors

## Examples of our work:

**Beringea LLP:** Advised the transatlantic venture capital funder on its investment in Arctic Shores, a provider of games-based psychometric testing

**Maven Capital:** Advised on its NPIF investment into Handsome Limited

**NPIF Maven Equity Finance:** Advised on its investment into Cytox, providers of genetic testing for Alzheimer's disease

**Telent:** Acted for the £400m turnover UK tech services business on an investment in another IT company, acquiring a 25% stake in CNS Group. This was structured as part acquisition from management, and part direct investment into the target

**The Collective Partners:** Acted on its investment into Love the Sales, a site that displays high street sales for consumers to browse and shop

**The Collective Partners:** Advised 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

**The Collective Partners:** Advised 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

**The Halifax Group:** Advised 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, which provide non-medical care services in England, Wales, Scotland, Northern Ireland and the Republic of Ireland

**Toba Capital:** Advised on its investments into Seal Software and when DocuSign invested in Seal Software.





## Working With Financially-Backed Companies

### Examples of our work:

**Apis Assay Technologies:** Advised its founders on the investment by Manchester City Council and Qiagen

**Engage ESM:** Advised the vendors on the disposal of the leading provider in the enterprise-service management sector to Atos, the French-listed global leader in digital transformation

**Uniplaces:** Advised the student accommodation platform on its \$24m Series A investment round led by Atomico and existing investors Octopus Ventures (one of the largest Series A investment rounds in Europe in 2015)

**Interim Healthcare Inc:** Acted for the 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 \$1b under management. It's supported by blue chip investors from within the US and around the world

**Centrix Software Limited:** Advised on several equity finance rounds where in excess of £16m has been invested. Centrix Software focuses on software rationalisation and workspace management

**Artra Limited:** Advised the vendors on the disposal 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.



## Working With Uniplaces

Founded in 2012 by three ex-university classmates, Uniplaces is growing into 'the Airbnb of students.' We advised them in one of Europe's largest Series A venture capital fundraising successes.

### What do they do?

Through uniplaces.com, users are able to search for and book affordable student accommodation safely and easily in locations all over the world. Based in Lisbon, Uniplaces operates in 38 cities.

### Helping Uniplaces realise their plans

We drew on the experience of our multi-disciplinary team of technology sector specialists to successfully complete the strategically-important and high-profile deal for the company.

The funding round was led by Atomico, and included investments from Octopus Ventures and Shilling Capital Partners. This was alongside a mix of existing and new angel investors, including veteran internet entrepreneur and Zoopla founder Alex Chesterman.

### 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 continue being part of that journey with them.



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.

### Ben Grech

Co-founder, Uniplaces



## Partner-Led, City Expertise

Relationship building, delivering added value, responsiveness, investing time and employing a high level of expertise are all characteristics of our team that clients frequently praise in feedback interviews.

Clients benefit from our ability to attract and retain lawyers from top City and international firms. Most of our teams are led by partners who've worked at leading firms.

The discipline and technical expertise that this brings is combined with a more flexible pricing structure (including fixed fees) and a partner-led relationship-focussed approach.

“

They've been pragmatic, to the point, and very helpful. I'm happy with the way they work. They're extremely proactive, and quick to respond.

**Emmanuel Mormede**

Managing Director, EDM International

### Industry expertise

In addition to offering clients a high level of technical expertise, we have a number of lawyers who, from working either in-house or directly in industry, bring a unique viewpoint to many of the issues we see.

Daniel Hedley, one of our partners, worked in the IT industry for a number of years as a systems administrator and integrator before turning to law. He has a detailed understanding of both the technical and commercial issues affecting the sector.



# About Us

We're a law firm that seeks out creative business solutions for commercial organisations and private individuals.

Our clients find it refreshing that we create appropriate solutions for them, explained in a clear manner.

## Our service promise

We're committed to delivering the highest level of service to all our clients. This is backed-up by our high retention rate and the awards we've won for our client services.

### As part of this commitment, we deliver:

#### Solution-focussed, pragmatic advice

We take pride in providing practical advice and always focus on giving solutions. Our role is to work with our clients to empower them in their decision-making, and enable them to manage their legal issues as effectively as possible

#### Accessible and responsible service

Our clients have a dedicated solicitor for each of their matters, including direct contact details. We keep our clients regularly updated on the matters we're dealing with and respond to queries quickly

#### Added value

We're committed to delivering more than just great legal advice. We'll provide you with additional support to help you to achieve success and share common issues – often at no additional cost

#### Cost certainty and budgetary control

We appreciate that there's no one-size-fits-all approach to cost. We offer a variety of fee options, including capped and fixed fees. At competitive rates, we give our clients the flexibility to choose the level of support that is needed, and to keep control on legal costs.

# Key Contacts



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## What Else Can We Help You With?

Whether it's business or personal we understand that everyone's situation is different.

If you need legal advice or support with financial planning, we're here to offer an expert hand with a human touch, so you're able to focus on what really matters.

### We're here to help you with:

- Buying or selling a house
- Commercial disputes
- Employment and pension issues
- Family and relationships services
- Financial planning and wealth management\*
- International and cross-border matters
- Personal injury services
- Regulatory and compliance issues
- Tax and trusts
- Welfare and healthcare matters
- Wills, Trusts and probate services.

\* Financial planning and wealth management services are provided by IM Asset Management Limited which is authorised and regulated by the Financial Conduct Authority. Its Financial Services Register Firm Reference Number is 402770.



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