



ARIE Capital Technology EIS Fund 2021 / 2022

***Local Action
with Global Vision***

Companies For Advanced Review

March 2022





TYRE RUNNER

<u>Company Name:</u>	Tyre Runner
<u>Tagline:</u>	Tyre comparison and booking site
<u>Industry:</u>	Internet/Transportation
<u>Summary:</u>	Tyre Runner is an independent price and booking comparison platform for Tyres. This is an industry filled with jargon and it is often difficult and time consuming for drivers to check all compatible options that are available to them, online and offline, at a time and place convenient to them. Tyre Runner solves that problem, employing some of the best independent advice and customer service in the industry.
<u>Website:</u>	www.tyrerunner.com
<u>Why:</u>	<ul style="list-style-type: none">- It uses a nimble technology platform to help consumers make smart and economically-sound choices- It already has a proven POC, with an active platform, an established customer base, and is revenue-generating- It has achieved growth even in the months that we have been talking to them, with the promise of even more- The business has exceptional scalability potential given the number of cars being operated in the UK, and hopefully can expand into international markets as well- Despite this potential, it has few competitors performing a similar service in the UK, giving it a significant advantage- As a tech platform/app, it is able to operate with a relatively small team and overhead/operating costs, and can scale organically without the need for heavy investment upfront
<u>Raise:</u>	£1.5m – ARIE looking to commit £500k
<u>Valuation:</u>	£4m



Company Name: PlasmaTrack

Tagline: Reducing train delays and cancellations by clearing tracks of debris

Industry: Transportation/Railroad

Summary: PlasmaTrack's technology clears residue on tracks, returning the surface to a dry, clean, and uncontaminated state, enabling trains to run as if it were summer conditions all year round. This will lead to increased capacity on the UK railway through and fewer delays.

Website: www.plasmatrack.co.uk

Why:

- They already have the possibility of contracts in place with rail networks in the UK and Germany (subject to successful trials)
- Their business is scalable on a global basis as any rail network in the world could benefit from its technology, and most of its customers (the network companies) are huge well-funded businesses, often with institutional ties and/or backing
- Their technology relies on water to create the plasma, which will reduce the use of electricity and fuel that is currently needed to clean the tracks, which will contribute a positive impact on the environment
- They have raised funding from Innovate UK, alongside angel investors who have expressed an interest in re-investing in this current round

Raise: £1.2m – ARIE looking to commit £350k

Valuation: £5.4m



Company Name: OnDemand365

Tagline: Delivering fast AVOD entertainment to the UK's national TV audience

Industry: Broadcast Media

Summary: OnDemand365 is a 'free to air' advertising-funded TV platform that is revolutionising broadcast TV in the UK with further ambitions in international territories. In July 2021, OD365 launched a fully-working platform available on Freeview and youview Channel 265, which uses the viewers' aerials to launch the channel but then transfers the viewers' TVs to an internet signal. This enables OD365 to rapidly expand content available to viewers, offering far more than the current providers.

Website: www.vod365.co.uk

Why:

- Established user base that has proved its initial model and has great growth potential. Comparable US company Pluto was acquired for \$340 million by Viacom in 2019
- It has the opportunity to expand internationally, with plans already in advanced stages in both South Africa and Australia, and others on the horizon
- It has a library of content that it has curated. In addition, it has established the necessary relationships and brand recognition to obtain more
- Channel in place on Freeview and is looking to obtain an even more prominent one (which would help with its viewership)

Raise: £1m – ARIE looking to commit £500k

Valuation: £5m



NET4

<u>Company Name:</u>	Net4
<u>Tagline:</u>	Net4 is unique in delivering high-speed mobile connectivity solutions
<u>Industry:</u>	Internet of Things
<u>Summary:</u>	Net4 demystifies the Internet of Things and builds solutions around business needs – taking care of the technology so customers can focus on outcomes and benefits. By combining the latest 5G hardware, advanced remote management, and security tools, the UK’s leading 5G network and advanced traffic routing, Net4Connect provides you the ultimate mobile connectivity tool kit.
<u>Website:</u>	https://net4.io
<u>Why:</u>	<ul style="list-style-type: none">- Ahead of the curve in 5G network development, they are offering innovative products and are adapting to clients’ needs- They are part of the pilot project with Amazon and Vodafone which is a first in Europe but also an early-stage member of Verizon’s worldwide 5G edge program- Very attractive market with enormous potential for growth locally but also internationally- Revenue generating
<u>Raise:</u>	£1m – ARIE looking to commit £750k
<u>Valuation:</u>	£6m



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NOTE

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