

**INVESTMENT PROPOSAL**

All information herein is confidential and intended only for registered Business Angels of the Halo Business Angels Business Network

**Requirement:**

AN Other Company, based in Co. Donegal, is seeking funding of €150k from equity investors which will be matched by €100k approved preference share financing from EI/ WDC / Údarás. The company is EIIS approved. The investment will be used to develop the marketing and commercialisation strategy of the company over the next 12 months.

**What AN Other Company does?**

AN Other Company provides a XXXXXX and XXXXXX Software solution, focusing on advanced patient monitoring systems delivering a range of key metrics / measurements plus Paperless Records.... The solution delivers measurable improvements and reduces costs associated with patient observation and management including: XX% average time saving by staff when performing patient observations and reporting/reviewing patient history; up to XX% reduction of measurement and recording errors. It is flexible to use: one patient or multiple patients – one ward or the entire site, standalone system or highly integrated with existing investments.

**Present Position:**

AN Other Company product trials and test procedures have been undertaken in companies, including international companies, based in Ireland (AN Other, AN Other, AN Other, AN Other). Strong expressions of interest have been received during 2013 from international software resellers to supply the companies product to their major clients based in Ireland, the US, Europe and etc.....

**Sales and Marketing:**

Product Sales are scheduled to commence during Q1 2014. In the short term AN Other Company will utilise decision maker contacts within partner organisations (e.g. AN Other, AN Other, AN Other, AN Other) as well as strategic market partner and reseller channels (e.g. AN Other, AN Other, AN Other, AN Other) to achieve sales. They will also increase their direct sales force to target SMEs in Ireland and the UK using web and digital marketing support.

Competitors include AN Other, AN Other, AN Other, AN Other.

**The Opportunity:**

According to PwC, the U.S. market for Patient XXXXXX and XXXXXX Software solution is worth €18.5 billion, while waste and health management inefficiency issues cost UK businesses €33 billion per annum (UK Centre for xxxxx). Based on extensive research to date, the promoters have identified that hospitals are not delivering full value for their Human Capital investment with no ground breaking solutions to this problem for more than 20 years. AN Other Company provides the solution, delivering cost effective, long term improvements in the area of XXXXX and XXXXXXXX.

**Financial Summary**

Summary	2015	2016	2017	2018
Total Revenue	€200,000	€500,000	€1,200,000	€2,500,000
Gross Margin%	60%	40%	40%	50%
Net Profit (post tax)	€(60,000)	€(20,000)	€600,000	€1,500,000
Net Profit Margin	-30%	-%	%	%
Employees	8	10	12	14

**Company:** AN Other Company

**Ref:** BMWXXX

**Stage of Dev.:** Start-Up

**Investment Required:** €250K

**Sector:** Logistics / Software

**Skills sought:** Strategic and Market Dev.

**Revenues:**

2015: €200,000  
2016: €500,000  
2017: €1,200,000  
2018: €2,500,000

**Document created:** April 2014

**Management & Shareholding:**

**AN Other** – CEO (Product Dev & Sales) – Previous experience includes

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**AN Other** – CFO (Finance, Project Management, Statistics) – He has had roles as

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**AN Other** – CTO (Software platform architect)

The detail above is based on information supplied by the company The Halo Business Angels Network recommends that before entering into a transaction involving the acquisition or subscription for shares, investors obtain the advice of a person authorised under the Investment Intermediaries Act 1995 who specialises in advising on investments of this type and obtain appropriate due diligence, taxation and legal advice.