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## Interstate Angel Co-Investment

1<sup>st</sup> May, 2009, Adelaide, South Australia

*An Australian first co-investment deal between state-based Angel Investment groups Melbourne Angels, SA Angels Inc and Gold Coast Angels has placed a \$400,000 investment into privately owned Adelaide based business StarPlayIt Pty Ltd.*

StarPlayIt ([www.starplayit.com](http://www.starplayit.com)) presented to the Melbourne Angels in late 2008. Melbourne Angels identified immense potential value in the technology presented and structured a deal with the company involving, as the deal progressed, the SA Angels Inc and Gold Coast Angels. This round follows on from substantial seed investment by New Zealand angel investors, who were involved in the negotiations.

Angel groups typically inject both capital and expertise into a company to help it achieve its potential. Deal Lead for Melbourne Angels, Danny Davis, has taken up a role as VP Strategy and Business Development for StarPlayIt as part of the investment arrangements. Davis commented, "This is one of most exciting opportunities Melbourne Angels have seen during the year. It was pleasing to be able to organise co-investment between state-based angel groups as a flow on from the Australian Association of Angel Investors (AAAI) National Conference in February.

This deal is good for Australian industry and good for the growing angel investment sector."

SA Angels, Alan Noble commented, "It has been a great opportunity for angel groups to work in collaboration to co-invest and demonstrates SA Angels intent to invest in early stage opportunities."

This is the first investment for SA Angels.



StarPlayIt CEO, David Evans said, "We're thrilled to have completed this round of angel investment. The national investor syndicate brings the capital, networks and professional resources we need to assist our growth. The raise has also allowed us to leverage R&D funding from the SA Government Tomorrow IP fund and Digital Media Prototype development funding from Film Victoria, putting us in a strong position to achieve the next stage of the company's strategic development."

David Evans has been a participant in the Venture Capital SA equity ready program and the Centre for Innovation's Growing Global Business program.

In a sterling example of angels and angel groups working together this investment made use of the Angelsoft collaboration platform to link the widely separated investors.

For more information:

StarPlayIt [www.starplayit.com](http://www.starplayit.com)  
David Evans [perform@starplaymusic.com](mailto:perform@starplaymusic.com)

See Angel Group Directory on page 3 for contact details for the angel groups in this story.

## AAAI Charter member of World Business Angels Association

22<sup>nd</sup> April, 2009, Dubai, U.A.E

Announcement of the launch of the World Business Angels Association (WBAA [www.wbaa.biz](http://www.wbaa.biz)) with charter members:

- AAAI, Australian Angels Investors Association, Australia

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## AAAI Charter member of World Business Angels Association *continued*

- ABAN Arab Business Angels Network, United Arab Emirates
- ACA, Angel Capital Association, USA
- BBAA, British Business Angels Association, UK
- CBAR, Center for Business Angel Research, China
- EBAN, European Trade Association for Business Angels and Early Stage Investors
- ESBAN, Red Espanola de Business Angels, Spain
- FNABA, Federação Nacional de Associações de Business Angels, Portugal
- France Angels, France
- IAN, Indian Angel Network, India
- IBAN, Italian Business Angels Association, Italy
- Southern Angels, Chile

October 2007, Estoril, Portugal

At the invitation of the European Commission and the Portuguese Government, AAAI Chairman, John Mactaggart, joined leaders of federations of angel groups from 5 continents to discuss the possibility of creating a connected global platform to raise awareness on the role of angel investors in supporting high growth potential early stage businesses. They agreed to work on the establishment of a new organisation to act as the voice for angel investors worldwide.

The main ambition of the new World Business Angels Association is to help foster a favourable environment for the activity of angel investors at the international level.

### Objectives of the Association

- Promote the professionalization of the angel market through the set up of angel groups and associations
- Identification and spread of best practice at international level
- Identification of global successes supported by angel investors
- Supporting entrepreneurship worldwide
- Improving knowledge about angel investor activities
- Coordination of research produced on the angel market worldwide
- Standardised terminology at international level regarding angel investing

### WBAA is

- A platform to exchange information about the development of the angel market around the world
- An entry point for investors and entrepreneurs looking for angel groups worldwide
- An educational tool to spread knowledge about the angel market to intermediaries and policy makers
- The solution for a connected environment for all parties supporting this asset class beyond borders.

### WBAA will carry out these activities for its members:

- Organisation of an annual event. The first WBAA Global Conference will be held late 2009 in Asia.
- Coordination of information at global level to facilitate advocacy work in favour of angel investor activities.
- Maintenance of a website serving as a global repository of tools, best practices, research and international/regional events.
- Providing regular information flows including newsletters regarding the latest developments on the global angel market.

### WBAA welcomes two categories of members:

**Full members:** national associations representing the angel movement in their country. There can only be one member per country as a full member of WBAA.

**Provisional members:** angel groups (possibly from the same country) that have an interest in setting up a national association in the short term and would like to get first hand expertise from full WBAA members.

WBAA also welcomes **Affiliates:** organizations that have an interest in supporting the global angel market and therefore in collaborating with WBAA.

Leaders of trade associations of angel groups feel that WBAA is a great response to the current international financial and economic crisis. Start-ups with high growth potential are in danger right now to fail due to acute challenges in accessing finance. Angel investors, investing their own funds and time for the benefits of young companies, are now one of the few investors able to invest. It is important to raise awareness of this asset class and to recruit new angels to the market at the global level.

### For more information:

WBAA Secretariat at: [info@wbaa.biz](mailto:info@wbaa.biz) [www.wbaa.biz](http://www.wbaa.biz)

## AAAI Activities Report

15-17<sup>th</sup> April, 2009, Atlanta, USA  
Angel Capital Association 2009 Summit

AAAI Chairman, John Mactaggart and Deputy Chairman, Jordan Green attended this three day frenzy of angel activity. Both John and Jordan served on panels, Jordan was also invited to facilitate a workshop.

Angel gatherings are friendly affairs where experienced angels share their hard won wisdom with their colleagues, where the latest research and data is presented, and where angels come together to address the common challenges of the times.

The AAAI directors joined with angel investors from 11 countries for an International Exchange Workshop hosted by ACA Chairman Emeritus, John May. Participants reported on angel activities in their own countries and discussed emerging trends of group syndication, VC collaboration, side-car funds, tax credits and government programs.

Significant time was given to discussing educational programs for investors and to reviewing the latest research on angel investor practices from Europe and the USA.

22<sup>nd</sup> April, 2009, Dubai, U.A.E

Formal establishment of WBAA, see article in this issue.

27-28<sup>th</sup> April, 2009, Madrid, Spain

EBAN 9<sup>th</sup> Annual Congress

AAAI Chairman, John Mactaggart attended this largest of all angel gatherings where 280 delegates from 31 countries make a truly international congress. As with last year, the coffee and dinner discussions focused on cross border investments with almost nothing regarding the current economic climate. Angels are clearly glass half full type people.

The most notable quote from Business Angel of the Year, Dr. Cornelius Boersch, "Spray and Pray" when describing his due diligence and portfolio theory for his 200+ investments.

AAAI wish to congratulate Brigitte Baumann from Switzerland on her new role as President of EBAN.

## ANGEL GROUP DIRECTORY

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**WA ANGELS**

In development, contact the editor to be referred to the founders.

[All emails and web sites clickable]

**Events****AUSTRALIA**

AAAI Summit – May 12-14 Adelaide  
 PAI Master Class (see below)  
 National Group Leaders Forum

Brisbane Angels Breakfast  
 May 5<sup>th</sup> & May 28<sup>th</sup>, Brisbane

BioAngels Meeting  
 May 13<sup>th</sup>, 5-8pm, BioSA Incubator, Adelaide

Darling Downs Angels Meeting  
 May 8<sup>th</sup> 12-2pm, Platinum International  
 Hotel, Toowoomba

Hunter Founders Forum Pitch Breakfast  
 Speaker: Defence Min, Joel Fitzgibbon  
 May 22<sup>nd</sup> 7-9AM Crowne Plaza Hotel,  
 Newcastle

Melbourne Angels Deal Meeting  
 May 6<sup>th</sup> 4:15-6:15pm, ICN, Melbourne

AAAI National Angel Conference  
 February 2010 Adelaide

**INTERNATIONAL**

[NACO National Angel Summit](#)

October 2009 Halifax, Nova Scotia, Canada

**THE POWER OF ANGEL INVESTING 14<sup>TH</sup> MAY, ADELAIDE**

*An intensive overview of the strategies and practices of angel investing*

Presented by experienced and accredited angel investors from the AAAI. A full-day professional and interactive workshop developed by angel experts with over 30 years investing as angels. Delivered in 100+ cities across the USA and in Canada, Australia and New Zealand. Rave reviews give it a ranking of 4.5 or better out of 5.0.

Hosts: South Australia Department of Trade and Economic Development & BioAngels.

**BOOK NOW:** AAAI Ruth Drinkwater, CEO [[ruth@aaai.net.au](mailto:ruth@aaai.net.au)]  
 BioAngels Corinna Steeb, CEO (0439 889 513) or [[csteeb@rubyscbs.com](mailto:csteeb@rubyscbs.com)]

**Aussie Colours - a blooming success!**

By Cameron Turner, UniQuest Manager of Innovation and Commercial Development and Chairman of Aussie Colours.

At a time when the vast majority of technology start-ups are suffering from high burn rates and limited capital raising opportunities, a recent UniQuest start-up, Aussie Colours, is expanding its staff, product portfolio and market penetration, following investment from the Brisbane Angels and teQstart.

UniQuest formed Aussie Colours in June 2007 to commercialise new native plants developed by The University of Queensland's Centre for Native Floriculture (CNF). By the time Aussie Colours received this first external investment in August 2008, it was a bonafide business. They had customers, sales, royalties, a product development program and a number of products in trials with domestic and international companies. Early "bootstrapping" of the business provided valuable operating cash for the company in its early years and - more importantly - market validation and reduced risk for the ultimate investors.

Angel investment through Brisbane Angels and teQstart came at a critical point, providing sufficient investor funds and expertise and a steady cash flow to enable continued investment in product development and market expansion. They have also been able to appoint a new full-time CEO, Lionel Sach, who replaced interim CEO Brian Ruddle. Aussie Colours is in the fortunate position of recently released its latest product, "Empress", just in time for Mothers Day.

Sales are progressing well through Bunnings and Woolworths on the eastern seaboard and the new management team is working to expand and improve the retail supply chain. Aussie Colours also hopes to start selling in WA later in the year possible the first time a native Queensland plant has been sold in WA, the home of Australian native plants.

The market might be in autumn-mode, but you can forget the gloom, buy some blooms, get your hands dirty and avagoodweekend!

Aussie Colours plant varieties were recently featured on Channel 7's Better Homes and Gardens.



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