

# Facewatch seeks £1.5m for continued expansion

TECHNOLOGY

EXPANSION

LONDON

EXPERIENCED MANAGEMENT TEAM



Facewatch [www.facewatch.co.uk](http://www.facewatch.co.uk)

Seeking £1.5million expansion funding

This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depends on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

Facewatch announces a further £1.5m investment fund raise to continue expansion of its UK crime fighting platform following a successful £600k fund raise in 2014. The company is using the funds to continue building a strong base in the UK and for the launch of new mobile Apps and integration with police and facial recognition systems.

Facewatch was founded by Simon Gordon in March 2010 when he decided that he needed to do something about the problem of pickpockets stealing from customers in his family owned London business: Gordon's Wine Bar.

The Company has evolved into a *multi-functional crime reporting platform* that enables businesses, the police and the public to work together to help reduce high volume low-level acquisitive crime. The system is cloud based and enables the sharing of intelligence such as watch lists between businesses for the prevention of crime.

With the current demands on police to reduce costs and increase efficiency the timing could not be better as Facewatch provides the system free to police. Facewatch can also provide live CCTV links to police for operational use.

Investors will know that the holy grail of any internet business is to become a Platform, bringing together many partners to create a compelling and unbeatable proposition. Facewatch is perfectly placed to achieve this goal and to monetise this with products for the expanding user base of companies and individuals.

By linking with multiple technologies such as CCTV systems and facial recognition software, Facewatch has effectively created an Ecosystem through which partners can access customers and vice versa.

Revenues are generated primarily from monthly recurring fees from business users; fees for providing watch lists to power facial recognition systems; and Apps for business users such as the soon to be launched Facewatch Communicator.

Facewatch has chosen to raise part of this current funding round through Crowdcube because it felt that it would resonate with the Crowdcube community - after all, who isn't fed up with low level crime? The round launches shortly so watch this space!

Facewatch management believe that with the help of the investment community they can build Facewatch into a *global brand with a commensurate valuation*.



The value of investments can go down as well as up, so you could get back less than you invested.

**For more information, please contact:**

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