

EIS Eligible.

Wheatfromchaff Ltd seeks £300k for product development and marketing



www.crowdrating.co.uk



Sector:
Financial Services

Stage:
Expansion

Location:
South West

Roles available:
Head of Research
If you're an experienced and qualified equity research analyst who'd like to lead our team of analysts and help develop our products please get in touch.

Wheatfromchaff was founded in November 2014 to develop an affordable, independent, suite of research products for investors in early stage businesses being promoted on equity crowdfunding platforms or other junior markets such as AIM, where there is a paucity of independent accessible research.

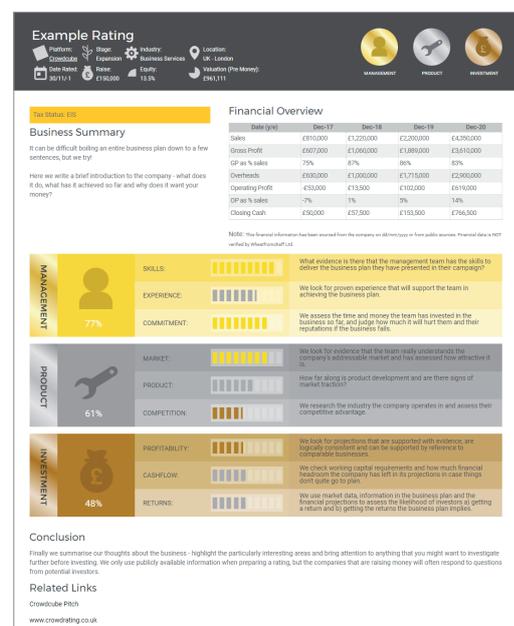
Our first service, CrowdRating, launched in September 2015. We use a proprietary Ratings Engine, based on deep research of early stage investments across nine key assessment criteria. We were fast-tracked through the FCA approval process and granted Direct Retail advice permissions in February 2017. These permissions enable us to advise retail investors and increase our competitive advantage versus all other research providers operating in the crowdfunding arena currently.

Over 1,000 ratings have been prepared and evidence from the performance of 350 companies rated more than 12 months ago suggests that Rating methodology is working well, with:

- 96% of Gold ratings showing evidence of progress and commercial traction
- Over 20% of Bronze ratings showing signs of distress or outright failure

This strong performance data has encouraged us to accelerate product development. We are seeking £300k to:

- Further develop our Premium Subscription product for active early stage investors
- Extend our service to cover other equity and debt markets
- Promote our Campaign Health-check service for entrepreneurs and their advisors



"We recently looked to CrowdRating to help us gain an objective insight to our pending crowdfunding pitch. CrowdRating's analysis of our pitch was honest, insightful and crystal clear. A great sounding board for informative, invaluable and impartial advice."

Anna Saunt, Creative Freeplay

 **For more information, please contact:**
Alex Heath on alex.heath@wheatfromchaff.co.uk or call **01749 347 577**

Investing in early stage businesses is high risk and you may lose some or all of your invested capital. Other risks include Illiquidity and lack of dividends. These investments are not suitable for all investors, they should only be made as part of a diversified portfolio and they are targeted exclusively at sophisticated investors who understand these risks. Prospective investors should read the documents provided in relation to any specific investment opportunity in their entirety and consult with their own advisers before deciding whether to invest.

The levels and basis of taxation depend on an individual's circumstances and may change in the future. In addition, the availability of tax relief depends on the company invested in maintaining its qualifying status. There is likely to be a lack of operating history upon which to evaluate performance, and investors should also be aware that past performance is not a reliable indicator or guarantee of future performance and should not be relied on when considering investment. Investors' interests are unsecured and rank subordinate to other creditors. The lack of corporate listing for any private company may make it difficult or impossible for shares to be sold and prices may also fluctuate significantly.

This Financial Promotion is approved for the purposes of the Financial Services and Markets Act 2000 by Sturgeon Ventures LLP, which is authorised and regulated by the Financial Services Authority (FRN 452811). In providing its approval of this Financial Promotion, Sturgeon Ventures LLP is not providing any verification, review of or advice on the underlying company's activities, finances or documentation or on any of its Principals or Directors.

An investment into any company described in this Financial Promotion is not covered by the Financial Services Compensation Scheme.