

EIS Eligible.

Sentinel Partnership seeks £300,000 for a 10% stake in the Company

Sentinel
partnership

www.sentinelpartnership.com

Sector:
FinTech

Stage:
Expansion

Location:
London

Roles available:
Not hiring

Sentinel (www.sentinelpartnership.com) delivers state-of-the-art online portals for financial wellness.

They have been designed to mitigate the Advice Gap for the 16 million+ in the workforce who lack knowledge of or access to proper guidance on financial matters but could feel empowered to control their financial affairs if they had access to easy-to-use digital tools, educational content and best of breed solutions.

Over the next 4 years Sentinel will communicate (via UK Corporates and Affinity Groups) with a total market some 2.5 million of underserved employees/individuals. It conservatively estimates providing guidance/ transactions to 5%+ of these.

The portal has undergone extensive development and testing over the last 18 months. Two significant strategic partnerships are in process of finalization:

- 1) *You Drive (part owned by Birmingham City Council)*
- 2) *Money.Me in conjunction with WellPoint Group, the leading provider of wellness kiosks to the corporate marketplace in the UK.*

Sentinel strongly supports the UK Government's Money Advice Service (<https://www.moneyadvice.org.uk>) and is working on further enhancements to the educational content, research and calculators within the portal. Joint ventures with UK corporates are also under way.

Full implementation of the portal during 2018 will lead to projected usage by 2021 of over 118,000 active paying customers. The company is projected to move into profit by year 2 and achieve EBITDA of £2.25m by year 4.

The portal has unlimited capabilities to be white labelled and reconfigured as clients require, including incorporating the latest innovative digital product solutions.

Andrew Smith founded Sentinel in December 2012. To date c£750k has been invested, including Founder management's investment of £80k by way of loans. They retain a 53.9% share of the business. Andrew is a veteran of the asset /wealth management worlds with over 35 years' experience building businesses with American Express Global Financial Services, the Hambro Family and Goldman Sachs on their institutional fund management services.



For more information, please contact:

Dr Eric Warner on ericdw@absailpartners.com or call 0208 433 6857

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.

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