



Press Release – 22nd August 2008

Addidi Entrepreneurs Competition in conjunction with House magazine (Soho House) launches a new creative solutions club for female Business Angels
www.addidi.com

Addidi, the boutique wealth management company for women, together with **Soho House**'s members magazine House, are delighted to announce the results of their **Entrepreneurs Competition**, where Soho House members were invited to submit business ideas to a panel of Addidi female investors.

Bringing together five female Addidi investor members who had not previously undertaken angel investment, Addidi and its members agreed to award one new business venture with a £25,000 investment and provided a platform for 3 businesses to pitch for equity capital.

After a special event and pitching day at Shoreditch House, the winner was decided upon and can be announced as **Mesh**, an online cultural marketplace co-founded by Kay Vasey and Jonny Emmanuel that connects the arts and business worlds.

The investors panel was made up from 5 high profile female figures (all Addidi members) from different areas of the business world:

Mary Spillane, partner at Whitehead Mann and expert in communications, business development and performance improvement.

Jacquie Harris, a private investor and business owner who has recently bought a 200 acre 16th Century Cornish farm with 5 Star accommodation and South Devon pedigree cattle business.

Sabila Din, founder of Din Consultants business and marketing consultancy

Joanna Edmunds, Commercial Director at Kuoni

Anna Sofat, Founder of Addidi

Currently less than 5% of business angels (private equity investors) are women. As women earn and control more wealth, Addidi aims to encourage an appetite among its members and female investors generally to explore private equity investment. House, the magazine for Soho House members, receives unsolicited requests from its members looking for capital in the hope that other members would be willing to invest in their new venture. House has featured an Open Pitch section from the magazine's launch, but wanted to reward an entry with some guaranteed investment. Addidi had members with funds to invest. The winning pitch was announced following the special event that took place at Shoreditch House on the 6th August, and will be followed up in a series of editorials in House Magazine.

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As a result of this collaboration, Addidi will now launch Addidi Angels, a wealth management club for the mutual benefit of its members. The first club is Addidi (Business) Angels and its key objective is to encourage Addidi members and women generally, to become business angels.

Addidi believes that women are interested in investing in private equity/venture capital but need a convenient and easy format. The Addidi initiative in conjunction with House magazine, successfully illustrates an appetite among women to invest in small business / start ups and an interest among businesses looking for equity. Addidi believes it has now identified a format that will make becoming an angel a hassle free and enjoyable process as well as being more accessible to women.

Over the next 12 months, Addidi Angels will look to recruit 100 members, each of whom will be invited to commit £2.5k per quarter (£10k pa) for 2 years. This will be pooled together to invest in companies seeking equity capital, with a collective fund of £1m each year to invest. More details will be available at the club's inaugural meeting in September.

Anna Sofat, founder of Addidi says: "The Competition has shown that women are very willing to invest in start ups business – they do however want a convenient format that fits in with their busy lives. Addidi will look to provide that format through Addidi Angels. In line with our key principles, we want angel investment to be inspiring and enjoyable for our members."

Ben Turner, Editor-in-chief, House Magazine for Soho House says: "We're very proud to have teamed up with Addidi for this competition for creatives across various industries. The concept reflects the Soho House audience perfectly, and we're pleased with the commitment from members of the Addidi portfolio. The concept of Addidi really caught our attention, and we're delighted to be working with the organisation."

About Addidi

Addidi offers a unique proposition combining financial planning and wealth management with lifestyle services for successful and wealthy women.

This boutique wealth management plus service was launched in March 2008 by **Anna Sofat**, former Managing Director of Fiona Price & Partners and a life-long champion of financial advice for women. It is a unique prospect in the private client arena, seeing wealth as a tool for happiness and inspiration, and not just a series of value-driven numbers.

Addidi was born from an intuitive understanding that for women, increasing professional success and ensuing wealth, has not necessarily translated into happier and more balanced lives. Thus, rather than a one size fits all, **Addidi** offers a service that is nothing less than the haute couture of lifestyle wealth management; solutions measured and moulded to a client's needs, lifestyle and, most importantly, desires.

Meaning 'We Inspire' in Latin, **Addidi** allows its female members to focus on their aspirations and desires but also more crucially on doing what they enjoy and do best, delegating the rest to Addidi.

About the Winner:

Mesh / Kay Vasey and Jonny Emmanuel

Mesh is a [cultural marketplace](#) connecting the arts and business worlds. It provides creative inspiration and promotes private investment in the arts to its audience of cultural investors.

Mesh offers an interactive platform that allows cultural experience providers to engage in a creative discourse with their audience that will help shape and improve their cultural offerings. Mesh's virtual concierge service provides personalised recommendations of cultural experiences by learning what its members love and also connects like-minded individuals.

www.meshminds.com

About the Investors:

Mary Spillane, partner at Whitehead Mann.

Mary is an expert in communications, business development, performance improvement as well as executive and board development, she has also helped private equity houses raise funds as well as prepare companies for sale. Mary was an entrepreneur for 20 years and is a guest lecturer at the Centre for Entrepreneurship at Judge Business School, Cambridge University, Imperial College and London University. She has written seven titles on impact and influence including, 'Branding Yourself'. Mary joined Whitehead Mann in 2006 after spending seven years running Image Works, a performance coaching consultancy. Prior to this she founded Color Me Beautiful which extended into 27 countries which she sold in 1998. Mary has an MA from Harvard University and an MSc from Simmons.

Jacquie Harris, private investor and business owner

Jacquie Harris has recently bought a 200 acre 16th Century Cornish farm Trenderway Farm (www.trenderwayfarmholidays.co.uk) providing 5 Star accommodation for its guests. The farm also breed South Devon pedigree cows and grow regional variety apples to produce traditional organic juice on the farm.

Sabila Din, founder of Din Consultants

Din Consultancy is a Business and marketing consultancy that supports clients to grow by developing propositions and bringing them to market. Key areas of focus for the business are wealth management, asset management, banking and private equity with a particular focus on socially responsible investments. Sabila's past experience includes a significant spell in the agency/marketing world - where she has helped to build and manage teams/businesses for agencies such as CDP (UK) and JWT (Hong Kong).

Joanna Edmunds, Commercial Director at Kuoni

Joanna recently joined Kuoni and heads up the commercial division, taking responsibility for product, marketing and e-business divisions. She also sits on the company board. Prior to joining Kuoni, Joanna held a number of marketing roles within the travel industry working for Accoladia, Magic Travel and Thomson International. Joanna has been an Addidi member for a number of years and is delighted that Kuoni is sponsoring her involvement as one of a number of its CSR (Corporate Social Responsibility) initiatives.

Anna Sofat, founder of Addidi

Anna was previously Managing Director of Fiona Price & Partners. Anna graduated from Hull University and has a Masters Degree from London School of Economics. She is also an Associate of the Chartered Institute of Bankers, gained her Advanced Financial Planning Certificate in 2005 and Certified Financial Planning certification in 2007. As well as advising private members on their wealth, Anna contributes to trade and national press and has regularly appeared in national press, TV and radio. She joins the investor panel as she felt it was important that she should be prepared to invest in propositions which are brought to the attention of Addidi members.

Further information:

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