



## **Apollo Informal Investment**

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### **Apollo Launch! Funding Competition**

**December 1st, Edinburgh City Chambers, The Royal Mile**

Apollo and Business Gateway Edinburgh are excited to announce the Final of our first Launch! competition, taking place in Edinburgh's City Chambers on 1<sup>st</sup> December. The event will feature 4 startup companies. Over the last 3 months these companies have 'pitched' to our members over the past three months and have been selected as finalists. Our winner will receive £36,000 of guaranteed investment, to be awarded on the night.

The competition format is an exciting new way of funding startups, which provides a great opportunity to:

- Showcase the best of Edinburgh's local startup companies to the public, business leaders and future investors.
- Showcase the Apollo investment group, who are changing the way first round angel investments work in Scotland.
- Encourage local entrepreneurs to build their ideas into investment opportunities.

We anticipate the event will be of great interest to individuals who are starting their own company, other angel investors, members of the public who might like to join the investor community and to all who are involved in public policy around the development of new startups.

#### **About Apollo Informal Investment**

Apollo Informal Investment is an angel syndicate based in Edinburgh. Founded in 2013, our mission is to provide seed investment to new startups based in Scotland and to provide exciting investment opportunities for our members. We operate on a volunteer basis, with local business leaders giving their time to prepare companies for investment. We are also building partnerships with larger scale investment firms across the UK to enable onward funding where required. We believe our model provides a great 'light touch' model for investors wanting to try something new and a great opportunity for local entrepreneurs.