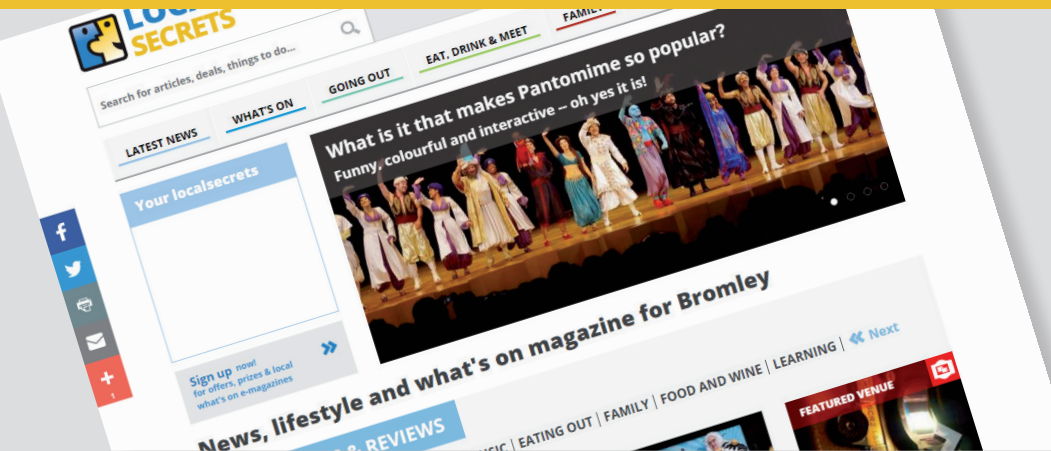


EIS Eligible.

localsecrets solutions Ltd seeks £150,000



www.localsecrets.com



Sector:
Media

Stage:
Development/expansion

Location:
Cambridge

Roles available:
Marketing, editorial and programming

localsecrets.com is an online publishing platform providing full digital media capacity, print-buying power and exposure through a joint network for local UK publishers of print/online community news who lack the resources to build up digitally or command print-price advantages.

The market has been created by the recent withdrawal of traditional media/council support for local news, leaving villages, town and urban neighbourhoods poorly served. But the mostly independent publications in the 30,000+ UK communities lack the resources to develop fully.

Working in isolation, they miss opportunities to grow audiences with the latest interactive web/mobile/email/social media and to use news/information sources such as the Press Association. They fail to leverage print costs or win regional advertising, thus not fully exploiting hyperlocal media advertising and services market estimated at £30 million+* and the local media print market at £20 million.

localsecrets creates ways for local entrepreneurs to deliver a streamlined, more profitable product. On an easy-to-use, low-cost platform, it provides all the high-tech functionality they need but cannot afford to print and publish digitally. It boosts their income with an online subscription system and by brokering shared regional/national ads. But localsecrets does not depend on their profitability. It earns income mainly from print conglomeration, achieving bulk margins of up to 25% off consumer prices. Secondary income comes from license/service fees.

The platform, built by a media-savvy team and with an investment to date of £2 million, also supports the publication's interaction with the community by providing a shared online/digital organizational locus. Thus it integrates not just publication, but the communication needs of tightly-knit communities through their local bodies and residents.

Refined in Cambridge, localsecrets has customer trials underway ahead of a 2018 national rollout. We need £150,000 under EIS in return for 10% of equity, which will be sufficient to support revenue growth going forward. The funds will support marketing, editorial and programming staff salaries.

* (NESTA/Oliver & Ohlbaum 2013).** (our estimate).



For more information, please contact:

Neal E. Robbins on neal@localsecrets.com or call 44 (0) 3300 177 880

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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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