



Member Profile

Elias Moubayed

A visit to Venturefest in February to hear the speakers and look at new business opportunities resulted in Elias Moubayed joining YABA as a business angel.



Elias Moubayed

Coming across the YABA stand, he decided that membership of an angel network could be just what he needed to gain access to start-up and early-stage technology companies looking for investment and expertise.

Moving to North Yorkshire three years ago after spending ten years in London and many years in Toronto, Elias is aiming to build his local network of business contacts. As a self-employed business consultant specialising in early-stage technology companies, he has expertise in e-commerce, social networking, search marketing and online advertising. Although his move to Yorkshire did not restrict his ability to work with companies across the country, Elias aims to put his skills and experience to good use a little closer to home: "I can see so many opportunities for Yorkshire based businesses to find wider markets, and I really enjoy helping them to exploit their full potential", he says. "There's even more than I expected going on in the region, with a good skill base and great universities, and this bodes well for any future investments."

Elias is hopeful that YABA membership will be a good way to keep up to date with new investment opportunities in the Yorkshire area and has been impressed at the breadth of ideas being presented. Ideally, he would like to invest as part of a syndicate in the first instance in an early-stage company operating within his specialism of internet-based technology. Aiming to offer time and expertise as well as funding, Elias believes the right chemistry is vital to the success of the investment: "A good working relationship means quicker progress to get the product to the right people and to the right markets."

His move to North Yorkshire has led to a change in lifestyle as well as business focus for Elias and his family. Living in a small community and being surrounded by beautiful countryside, he's taking full advantage of the outdoor space to fish, forage for fungi and of course to gain a full knowledge of the local beers. Elias has made a personal investment in the area and aims to be here for the foreseeable future. "I'm looking forward to seeing new business opportunities and making contacts through my YABA membership. After making the most of my investments in hi-tech companies in the US, I'd now really like to make my first investments in Yorkshire and help an early stage company become successful."

It's a Wrap



Simon Deacon, founder of Maths Wrap, certainly views business angels as being sent from heaven.

Having previously met YABA member Richard Hall of Pd-m International at other business events, it was Simon's conversation with Richard at the DreamStart event in June which has led to Maths Wrap being produced in time for Christmas.

Maths Wrap presented at a YABA investment forum in July hoping to attract enough financial backing to fund production of his prototype product, a hand-held educational tool designed to encourage children to learn multiplication tables. Having spent five years as an after-school maths and English tutor, Simon spotted a gap in the market for a product to make learning maths facts portable and fun. The website,

www.mathswrap.co.uk, also has puzzles, competitions and facts about the relevance of maths to everyday life – hopefully opening the subject up further to a young audience.

Richard Hall saw potential in the product. "Simon's difficulty in getting the product to market was to do with the cost of manufacture. My company is a design and manufacture consultancy and we offered to provide support in getting the product made, in return for a royalty arrangement," he says. "We've also provided Simon with some mentoring, so whilst we haven't made a cash investment as such, we are

providing him with assistance so that he can begin selling Maths Wrap."

Simon has now formed a company called Fact Wrap which will incorporate Maths Wrap and hopefully extend the concept to other areas of the National Curriculum such as History and Geography. In the meantime, he is concentrating on getting Maths Wrap ready for its launch in Leeds in mid-November by finalising the packaging and developing the website. Initially, Maths Wrap will be sold online and, with a solid end-user business in place, should be available on the High Street by Christmas 2009.

"I believe there's a lot of potential in Simon's existing product and his ideas," says Richard Hall. "He's selling Maths Wrap

at the right price point and, having children of my own, I can clearly see its appeal. Also, I can identify with children losing interest in maths at school – I did – so something that makes it fun is extremely worthwhile."

Meanwhile, of his experience of YABA, Simon speaks highly. "Although I was already a confident speaker, the help and advice I received from YABA before the forum meant that I could tailor my presentation for this audience which has had immediate benefits for my company and taken Maths Wrap from prototype to production."



Maths Wrap founder Simon Deacon and below his prototype

