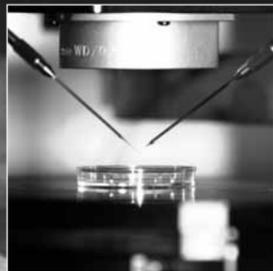


For science parks & incubators



La Playa Science & Technology Insurance with Intelligence



La Playa Science & Technology:
Insurance with Intelligence

Do you offer support to start-up, early stage and SME science & technology businesses?

Perhaps you're responsible for commercialising university R&D or managing knowledge transfer partnerships and spin-out activity?

La Playa Science & Technology works with a broad range of people and organisations involved in new technology start-ups, complementing their business support programmes with insurance and risk management modules tailored to need. We offer:

- Free onsite tutorials, seminars and 'lunch & learn' style sessions on insurance and risk management issues faced by early stage, disruptive tech firms
- Free & confidential one-to-one advisory clinics for tenant businesses & entrepreneurs
- Enterprise Risk Reports - we'll examine the business plan and provide a tailored insurance report - free of charge

Why not partner with us to provide a branded insurance scheme for your tenants

- Added value for tenants, with free, independent advice
- Specialist, tailored risk solutions from our panel of top flight insurers
- Expert, jargon-free support
- Innovative events
- No outlay required by you

We'll guide your tenants through:

- Property & R&D insurance
- Business Interruption
- Intellectual Property
- Public & Product Liability
- Employers' Liability
- Professional Indemnity / Technology Errors & Omissions
- Directors' & Officers' Liability
- Environmental Liability
- Crisis Management Planning
- Product Trials

How can we help you?

La Playa Science & Technology is a division of La Playa Limited, an award winning insurance broker with an enviable reputation for its dynamic approach and distinctive work in managing risk for both commercial and private clients across the UK.

Our innovative insurance-based services are designed to factor insurable risk out of investment in technology and innovation, whether you're an inventor, investor, entrepreneur, mentor or otherwise engaged in this field.

As independent advisors, we're better positioned to establish close working relationships with our clients - we understand what makes them tick. And we're in it for the long haul, supporting their businesses from start-up to end game. We retain over 95% of our clients each year.

"I feel we're in safe hands, with people who understand what we do"

Our intelligent approach combines expert risk management with tailored insurance solutions to secure highly competitive terms with insurers. We'll act as your advocate in negotiating terms, cover and claims with our panel of specialist underwriters.

Our passion for scientific and technological endeavour fuels our creative and unique approach to the management of our clients' insurable risk. But we also look beyond insurance. That's why we run our Golden Egg series of business innovation seminars, with market-leading speakers spanning the academic, entrepreneurial and investment communities - providing superior networking opportunities along the way.

We also realise that there's more to life than work, work, work. We support a variety of local community groups and events - because our commitment to social responsibility makes us stronger.

Advice you can trust from an expert who understands you:

- Specialist insurance
- Independent professional advice
- Relationship-based service
- "Can do" culture
- Your advocate during claims

Protecting your...

- Professional liabilities
- Product trials
- Income streams
- Reputation & brand
- Company value
- Key people

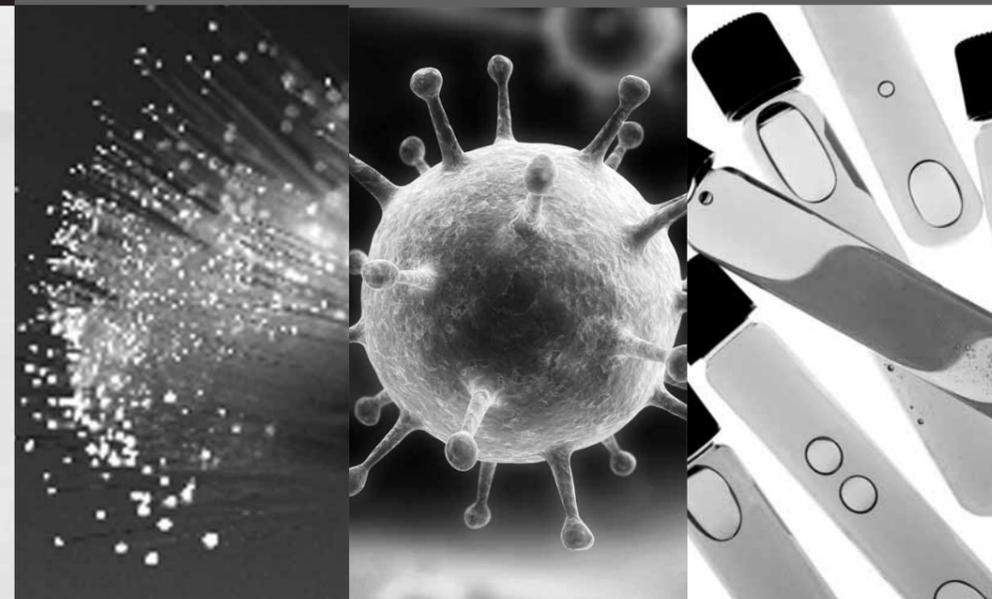
"When you get good service it's worth shouting about..."

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"Nothing in life is to be feared. It is only to be understood"
Marie Curie

"I have friends in overalls whose friendship I would not swap for the favour of the kings of the world."
Thomas Edison



Safe hands for your business

Analysis and control of risk in the new economy

Information Technology • Communications Technology
Electronics • Life Sciences • Nanotechnology • Cleantech
Mediatech • Alternative Energy

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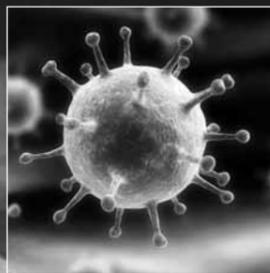
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La Playa is authorised & regulated
by the Financial Services Authority

For entrepreneurs & start-ups



Need to connect with the right advice on insurance?

We provide, independent, expert insurance and risk management advice and consultancy, helping you to protect your business and its staff against unforeseen risks that can creep up and kill an enterprise when it's most vulnerable - during start-up.

We understand the pressures you're under; we never charge fees for our advice and our insurance solutions are available with interest-free instalment plans. We provide policies that are relevant and affordable yet scalable, to keep pace with the growth of your company.

An award-winning independent broker, La Playa is one of the few specialists working in insurance and risk management for science and technology. We speak your language - and our combination of specialist policies, expert advice and first class service is a great antidote to the vast corporations and call centre mentality of much of the insurance industry today.

La Playa Enterprise Risk Reports

Helping you become investor-ready

We take the time to gain a thorough understanding of your business, then create a framework of protection - starting with those essential, mandatory classes of insurance, and building in other types of insurance specific to your business, to form a comprehensive insurance plan, incorporating investors' or lenders' requirements. We examine which insurers are most suitable for you and give opinions as to premium budgeting. We then pull all this together into a coherent report, presented in plain English. This is entirely free of charge, with no obligation.

This helps you to become investor-ready.

Our Enterprise Risk Reports include advice on:

- Asset Protection & Cover for R&D activities
- Consequential Losses
- Intellectual Property
- Environmental Liability
- Employers' Liability
- Crisis Management & Disaster Recovery
- Public & Products Liability
- Directors' & Officers' Liability
- Professional Liability
- Equipment Breakdown
- Product Contamination & Recall
- Clinical Trials

Through our association with Vantis Financial Management Ltd, we also offer advice and consultancy on a range of employee benefits, helping you attract and retain top talent. Vantis Financial Management Ltd is authorised & regulated by the Financial Services Authority.

For established businesses



- Got the right insurance in place? Need a second opinion?
- Are you with the right kind of insurer?
- Worried that your broker doesn't really understand your business?
- Worried about gaps in your cover?

If you suspect that your portfolio could benefit from a thorough health check, we should talk. Over the years, we've seen many of our early stage clients grow into truly global players - with several successful IPOs along the way.

Have you reviewed your insurance arrangements lately?

- Perhaps you've started doing business overseas - does your cover need beefing-up?
- Is your insurance portfolio still compliant with your various contractual duties?
- Do you need to review the insurance arrangements of an acquisition target or need to know how to blend them into your existing portfolio?
- Maybe your R&D phase is coming to an end and you need to plan for product launch. Where's the risk in that?
- How does your current insurance portfolio compare with that of other firms in your sector? How closely do your insurance costs, policy limits, terms and conditions relate to those of your peers? Are you buying too much, or too little insurance?

Our novel approach to Enterprise Risk Planning helps you understand the changes in your exposures as your business matures. And our experience means that you'll always enjoy the peace of mind from knowing that we've done it all before.

Planning a merger.....or heading for the exit?

You may be plotting an acquisition, merger, trade sale or even an IPO - all of these events represent a major mark of success. But they're also moments of great vulnerability. Let us explain the pitfalls and how you can ring-fence your M&A exposures - or mitigate your vendor warranties - with insurance.

For investors



You've bought into the vision.
You like the team.
And you love their business plan.

Now, wouldn't it clinch the deal to know that your investment can be comprehensively protected?

For venture capitalists and business angels, we provide a valuable insurance due diligence service protecting your investment, while controlling costs to create competitive advantage.

La Playa's Golden Egg investor services will protect your investment and save you time and money through a comprehensive range of risk management measures:

Considering an investment.....?

- 60% of businesses in the UK are inadequately insured. 70% either won't reopen or will fail within 3 years of a serious fire. How safe is your investment?*
- You've done your own due diligence and you've identified areas of vulnerability. Can insurance help you ring-fence some of this investment risk?
- This is hard, disruptive technology, untried and untested. There's risk in that. But how can it be managed?

* Statistics from The Office of the Deputy Prime Minister

You're confident that the right management team is in place, but before you give them the cash, do you know if they've ticked the insurance box? After all, it's your money that needs protecting.

Whether it's a one-off investment or a series of structured finance deals, our investor programmes are aimed at identifying and quantifying insurable risk. How does La Playa add value?

- We'll review the business plan and report on insurable risk exposures affecting the enterprise at each stage of growth.
- We can identify the best insurance providers for the enterprise.
- We'll negotiate competitive and flexible insurance solutions, providing the broadest available cover with the most secure providers.
- We'll provide expert claim handling services and ongoing risk management reviews, from start up to IPO.
- Selling the business, either privately or publicly, is a major mark of success - but it's also a moment of great vulnerability. La Playa will explain how you can mitigate the risks with intelligent insurance planning.

The most exciting phrase to hear in science, the one that heralds new discoveries, is not "Eureka!", but "That's funny ..."
Isaac Asimov

"It is the tension between creativity and scepticism that has produced the stunning and unexpected findings of science."
Carl Sagan

"Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty lies opportunity."
Albert Einstein