



Regulated by the FSA



Investment	Dynamic Change Limited
Sector	Performance Management Software
Location	Keele
Round of Financing	Second round
Midven Role	Lead investor
Investment Manager	Nicholas Moate
Date of Initial AGF Investment	7 August 2003
Midven Funds Committed	£100,000

BUSINESS DESCRIPTION

The Company was formed in March 2000 to develop and market Performance Accelerator, a performance management software tool delivered via the web on a pay as you go basis. Transport for London, which runs the capital's transport infrastructure is among its customers.

MIDVEN ADDED VALUE

Dynamic Change Limited was provided with an investment of £100,000 from the Advantage Growth Fund, sponsored by Advantage West Midlands and managed by Midven. Nicholas Moate, Investment Manager for Midven, said "We have agreed this second round funding in order to enable the Company to step up its marketing efforts now satisfactory reference sites have been established."

RECENT DEVELOPMENTS

Since the investment was completed the Company has gained new contracts with several NHS Trusts, Stoke on Trent City Council and two other private sector customers.



Nicholas Moate

Comments that "We are delighted that Dynamic Change has used our investment to win significant new business by increasing its marketing efforts."

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