



Regulated by the FSA

SILVER LINING SOLUTIONS

ONLINE SKILLS ASSESSMENT SPECIALISTS

Investee Company	Silver Lining Solutions Limited
Sector	Computer related - software
Location	Rugby
Round of Financing	First
Midven Role	Lead Investor
Investment Manager	Nicholas Moate
Date of AGF Investment	13 December 2004
Midven Funds Committed	£250,000

BUSINESS DESCRIPTION

The Company, formed in 1999, is an online skills assessment specialist. It develops software for training needs analysis, compliance testing, and knowledge assessment. Sales are to both public and private sector and a significant sale to the O2 call centre has opened the call centre market to the Company. Its product 'Discover' automates the processes for testing operatives' skills and embedding the results into switching software. The result for the call centre is that callers are put through to the operative best able to deal with their query.

MIDVEN ADDED VALUE

Silver Lining Solutions was provided with an investment of £250,000 from the Advantage Growth Fund, sponsored by Advantage West Midlands and managed by Midven. Nicholas Moate, Investment Manager for Midven said, "We were impressed by Fiona Hudson-Kelly and her team and felt the opportunity to help call centres improve their operations would enable the Company to grow significantly."

RECENT DEVELOPMENTS

Since the AGF investment the Company has won a number of contracts including an online training website for Sector Skills Council (Lantra) and online training needs analysis to be supplied by Business Link Birmingham to local SMEs. Silver Lining has also been invited to join collaborative bids with quoted EDS and Hays Call Centre.



Nicholas Moate

Comments, "We worked for some months with Silver Lining to make sure the Company was on the right track. We are very enthusiastic about the direction this business is going and recent events have justified our enthusiasm."

**Contact Details: Nicholas Moate, Midven Limited, 37 Bennetts Hill, Birmingham, B2 5SN
Tel: 0121 710 1990, Fax: 0121 710 1999, www.midven.com, enquiries@midven.com**

