

octopus

A brighter way

# How to build a business worth £100 million

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**octopus**legacy

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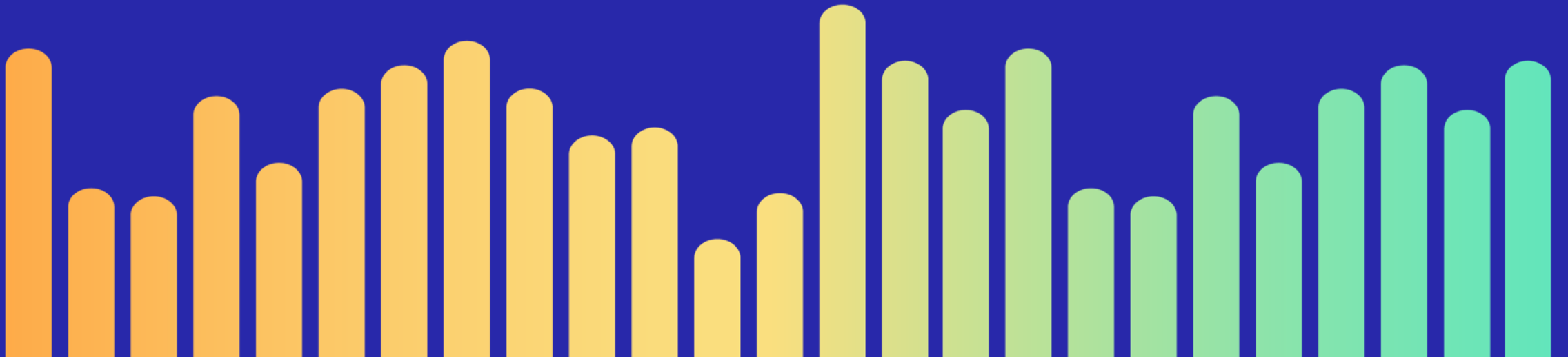
**octopus**investments  
A brighter way

**octopus**money

**Aurora**

# Lesson 1

Don't fight change



Offering of 12 million Ordinary Shares

Octopus Capital PLC

“We’ll partner with industry leaders to create and manage strategic incubator funds”

“Although the team will be”

“Octopus will offer high performance investment products, domiciled offshore, in the technology sector.”

“We expect to have £50m under management after year one, growing to £500m after year five.”

after year five.

INVESTORS. UNDER NO CIRCUMSTANCES SHALL THIS SOLICITATION OF AN OFFER TO SUBSCRIBE IN ANY JURISDICTION IN WHICH THE PERSON MAKING SUCH OFFER IS NOT AUTHORIZED OR IN WHICH THE PERSON MAKING SUCH OFFER IS NOT AUTHORIZED TO DO SO OR TO ANY PERSON TO WHOM IT IS UNLAWFUL

30 June 2000

DIRECTORS AND ADVISERS

- Directors
- Simon Rogerson (Chief Executive)
- Chris Khalil (Chief Financial Officer)
- Zahid Ali (Chief Technology Officer)
- Philip Rogerson (Chief Investment Officer)
- Secretary
- Registered Office
- Auditors
- Solicitors to the Company
- Clearing Bankers

Future Funding Requirements

It is possible that further capital may be required to fund the business of the Company.

Directors

The executive management team will consist of the following individuals, whose resumes are provided by the non-executive directors. In addition, the Company will provide advice on industry trends and technology.

- Octopus' Board includes Directors who have been:
- Wide contacts in the technology, biotechnology and financial sectors. The Octopus team enjoys a network that gives them access to promising concepts in Europe. All members of the team have proven track records and believe that they can add value to investee companies through their financial modelling skills, knowledge of technology and contacts within financial markets.
- Depth of investment experience. Members of the team are skilled in the identification and subsequent analysis of investee companies.

The Directors are outlined below:

**Chris Khalil** is a co-founder of the Company and Chief Investment Officer. He graduated in 1997 from Bristol University. He joined MEMAM in September 1994. After initially working as an equity analyst, he transferred to the Global Team in 1996 where he managed £2 billion in US equities and also had research responsibilities within the technology sector until he left the firm in March 2000.

**Simon Rogerson** is a co-founder of the Company and co-Chief Executive. He graduated in 1994 with a degree in Physiology from St Andrews University. He joined MEMAM in March 2000.

**Zahid Ali** is a co-founder of the Company and Chief Technology Officer. He graduated in 1994 with a degree in Economics from Brunel University. After joining MEMAM in March 2000, he worked as a research analyst.

- "Offering Expiration Date"
- "Offering Shares"
- "FSC Regulations"
- "Previous Offering"
- "Shareholder"
- "Share"
- "Share Option Scheme"
- "UK"

CC:000000



UBER

**“Uber won’t make it to the new year. I’m a third-generation black cabbie and I know this market as well as anyone. Londoners will show them who’s boss. Technology may be good for a few things but cabs aren’t one of them.”**


David, six months after Uber’s arrival





TESLA



A photograph of Elon Musk, CEO of Tesla, standing on a stage next to a red Tesla Model S. He is wearing a dark suit and is gesturing with his hands as if speaking. Behind him is a large red wall with the white Tesla logo. A crowd of people is visible in the background. A white speech bubble containing a quote is positioned to the right of Musk.

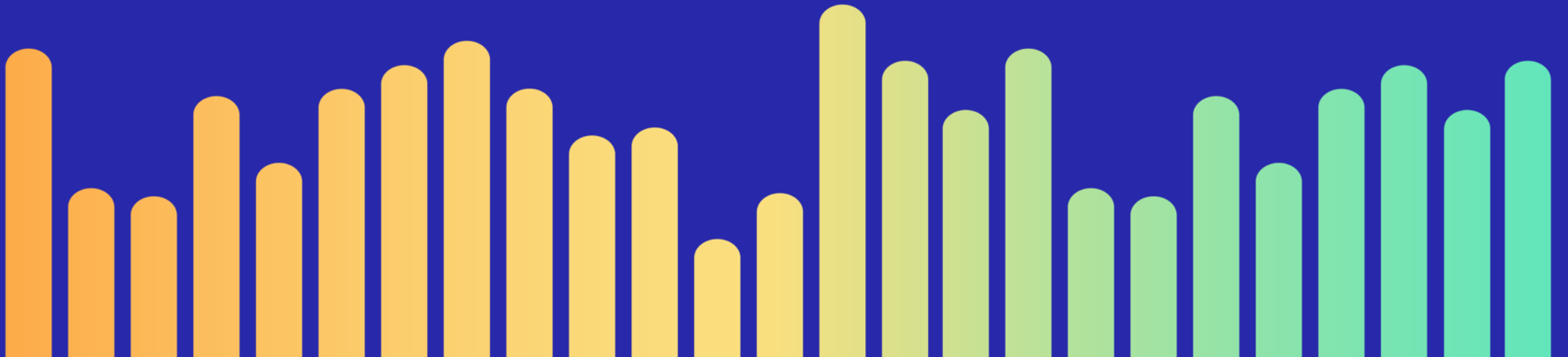
**“No. I don’t give up. I’d have to be dead. Or completely incapacitated. We will not stop until every car on the road is electric.”**

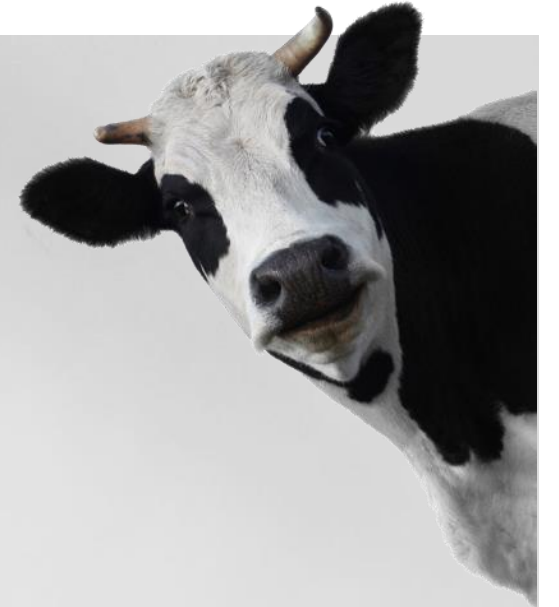
Elon Musk, Tesla CEO



# Lesson 2

We all think the same way





Competence

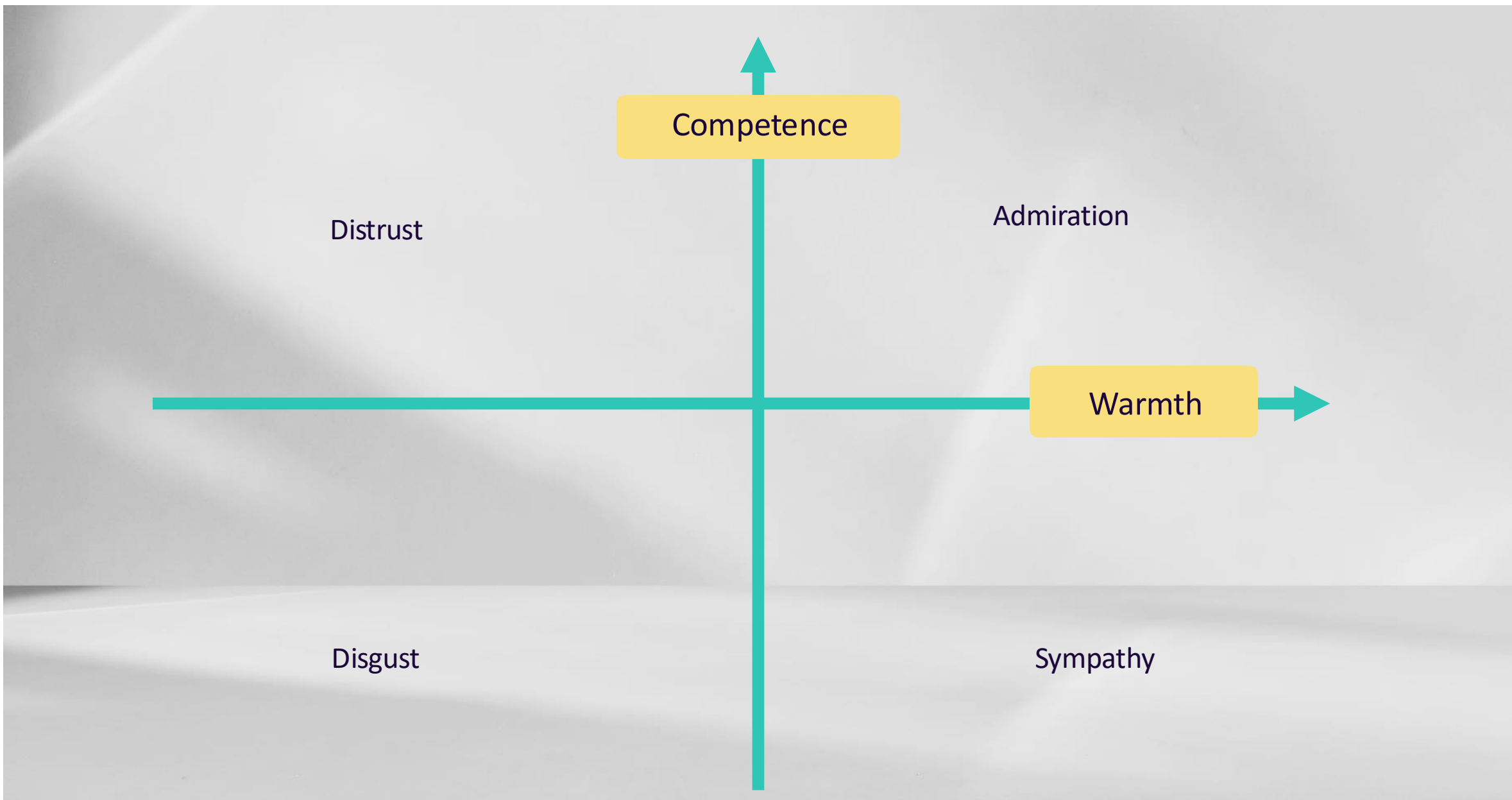
Distrust

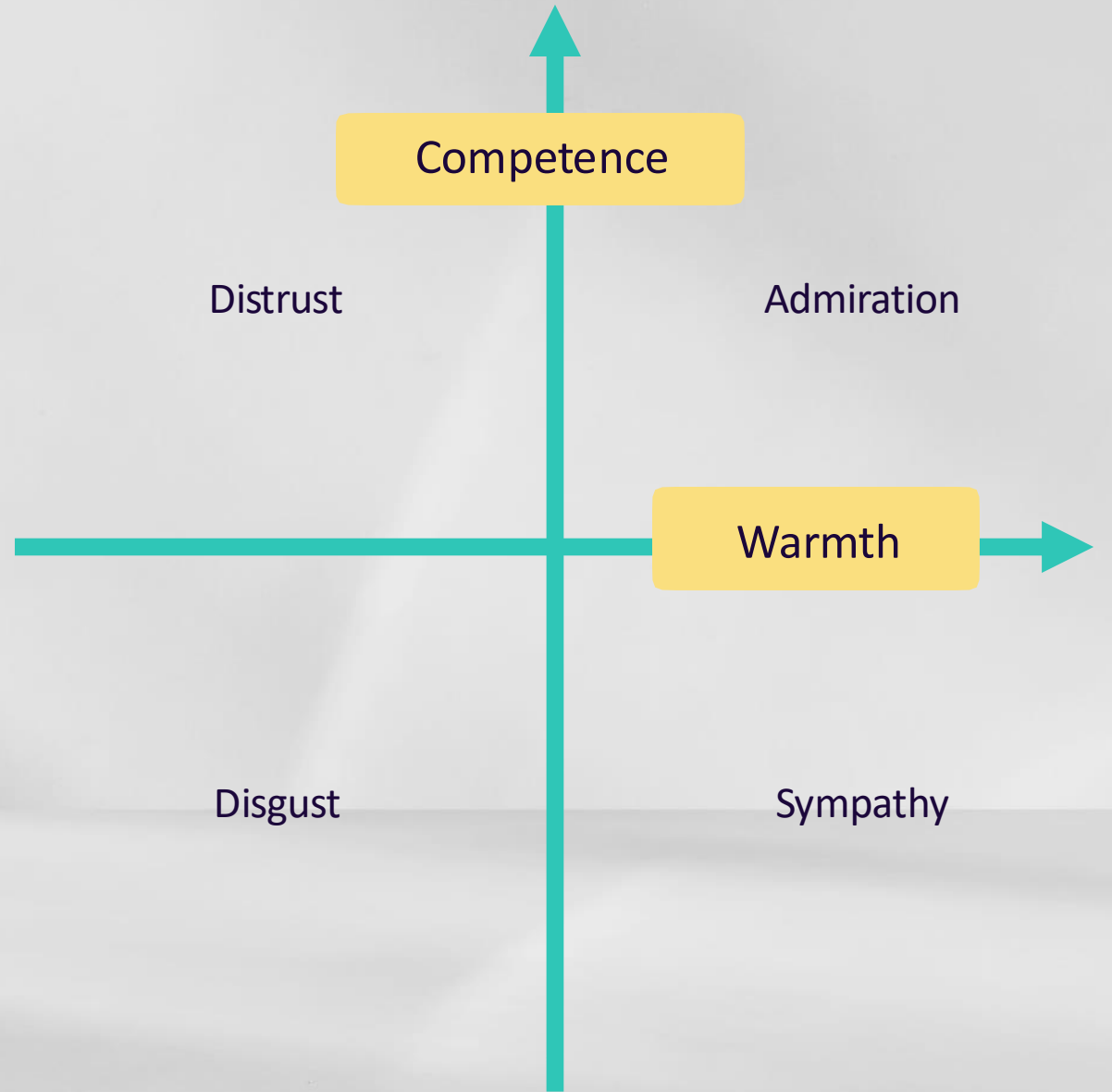
Admiration

Warmth

Disgust

Sympathy







Distrust

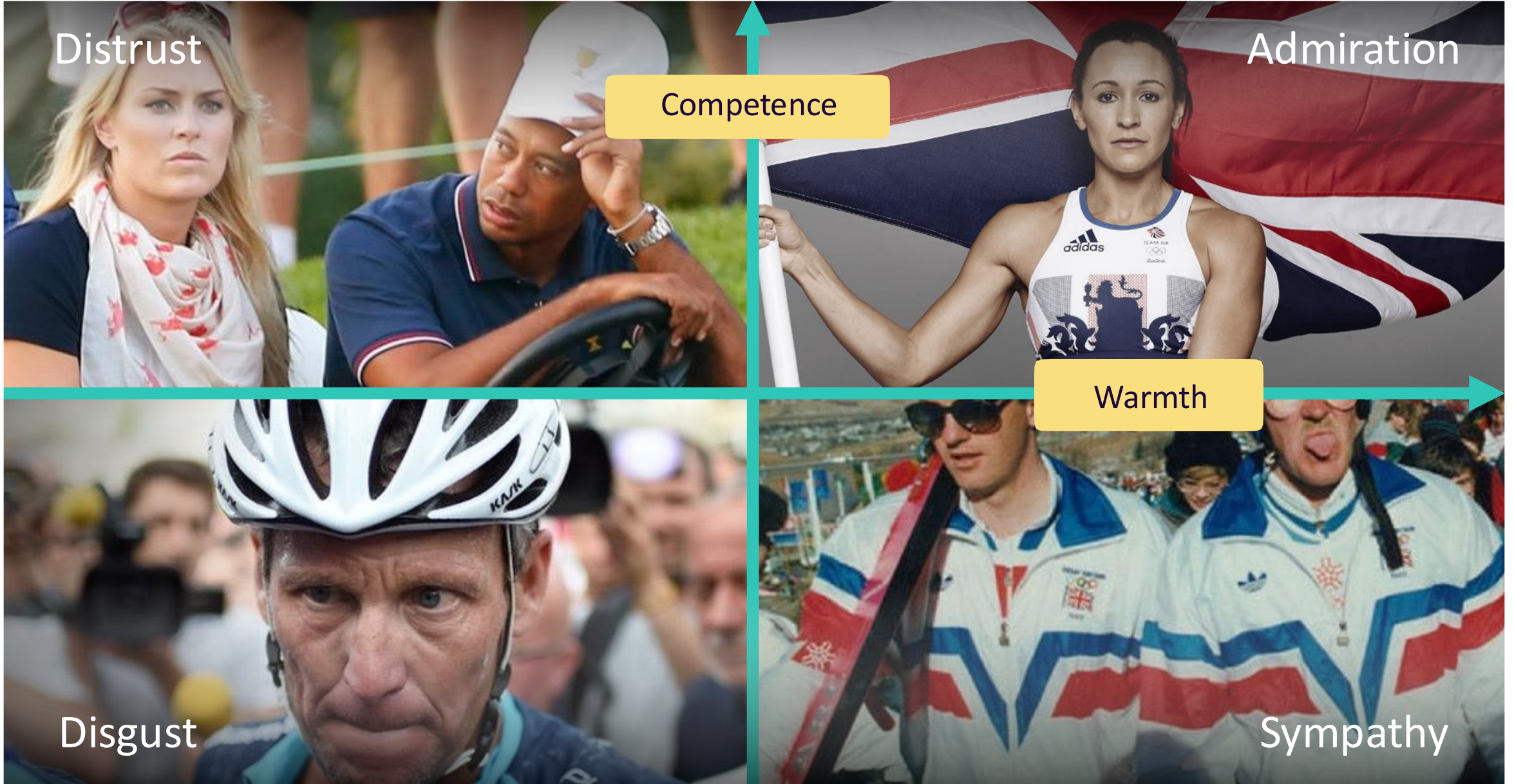
Competence

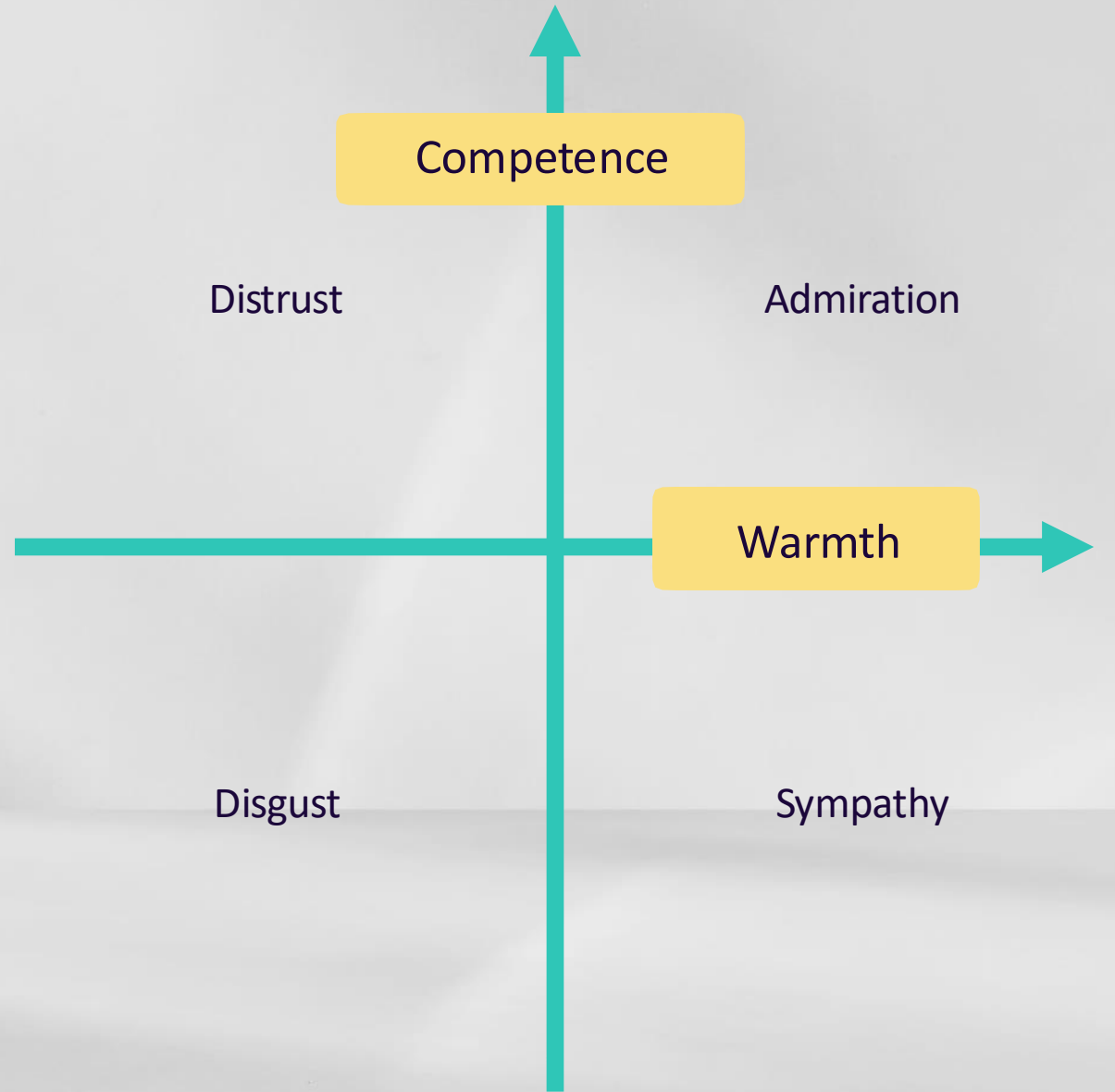
Admiration

Warmth

Disgust

Sympathy









Distrust

Competence

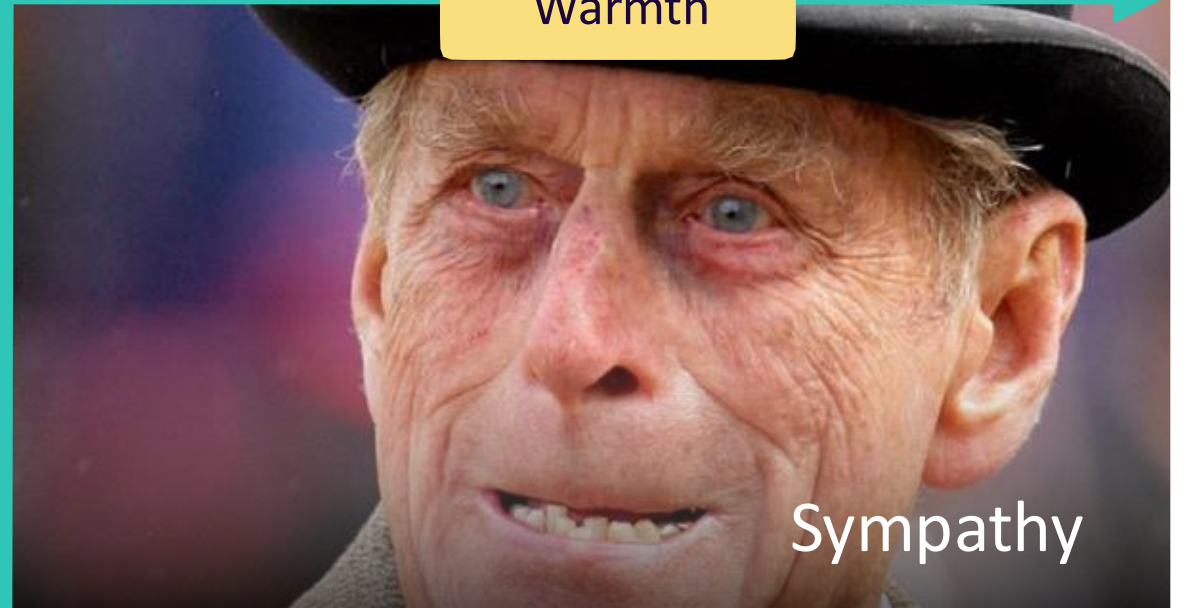


Admiration

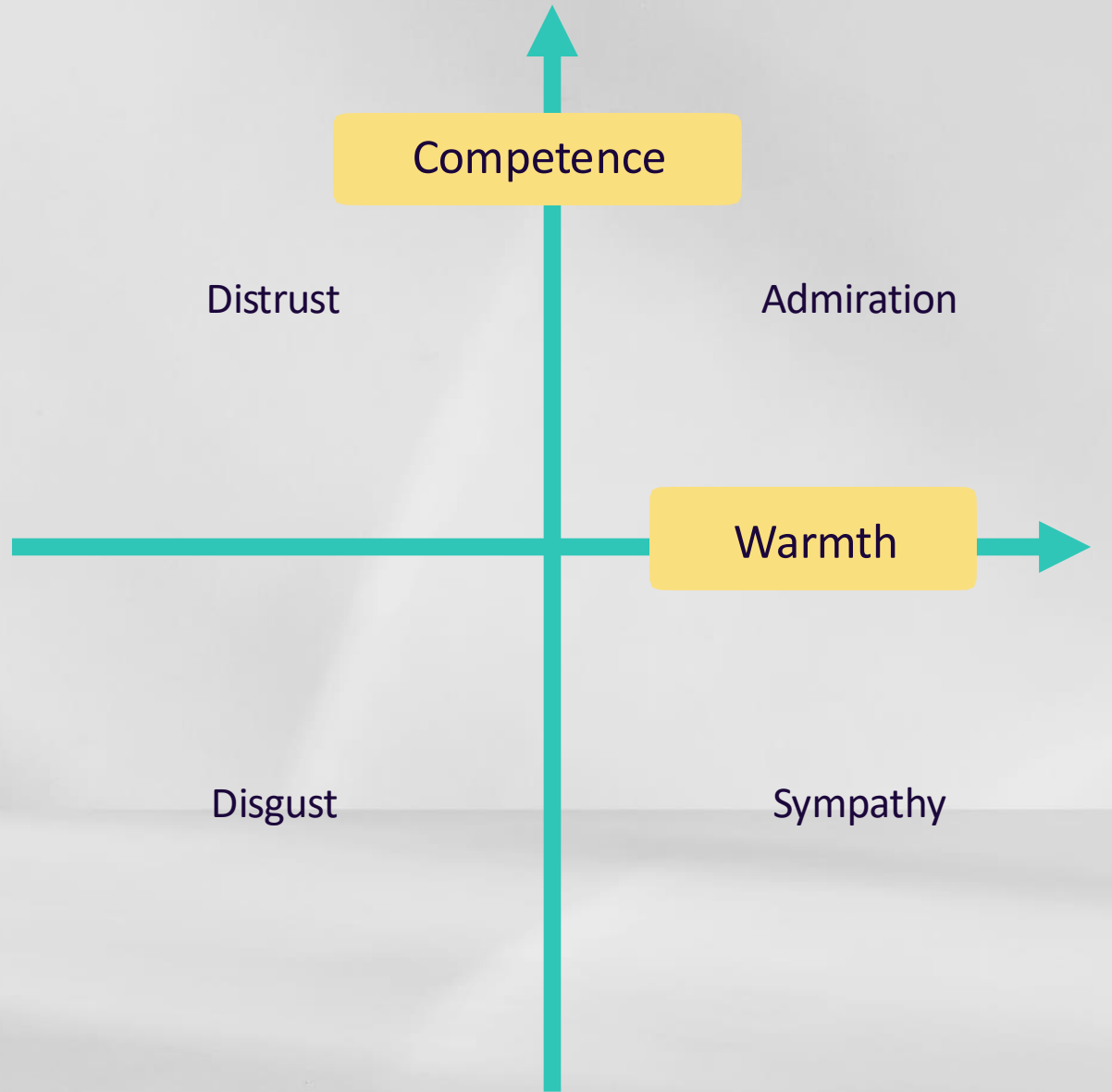
Warmth



Disgust



Sympathy





Distrust

facebook



Competence

Admiration



Warmth

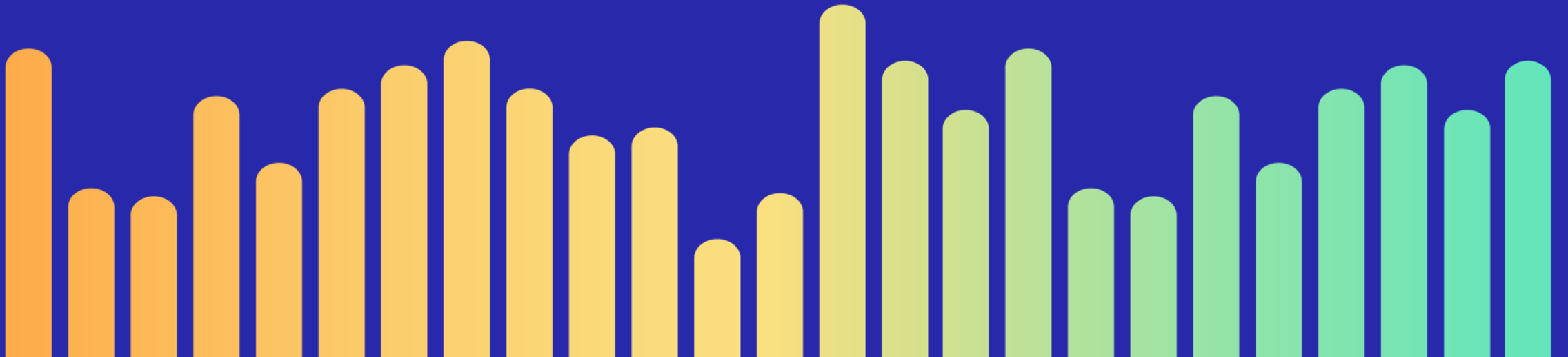
Disgust



Sympathy

# Lesson 3

The power has shifted





## What a US investment bank thinks of itself

“

...being a good corporate citizen  
and operating with integrity  
is central to how we do business...

”



## And what their customers think...

 **Anon**  
@anon1 [Follow](#)

**Does the sleaze wash off with a regular shower, or do you have to use something special like babies tears?"**

3:10 PM - 31 Jul 2016

   5

 **Anon**  
@anon2 [Follow](#)

**"I have Mortgage Fraud, Market Manipulation, Credit Card Abuse, Libor Rigging and Predatory Lending. Am I diversified?"**

3:11 PM - 31 Jul 2016

   5

 **Anon**  
@anon3 [Follow](#)

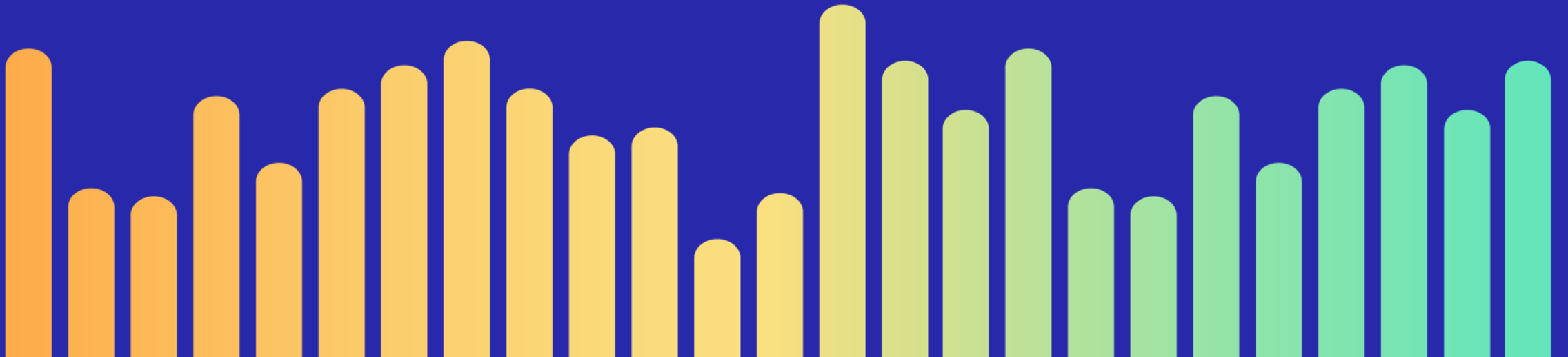
**Do you have a specific number of people's lives you need to ruin before you consider your business model a success?**

3:12 PM - 31 Jul 2016

   5

# Lesson 4

Humility is key, particularly as you scale



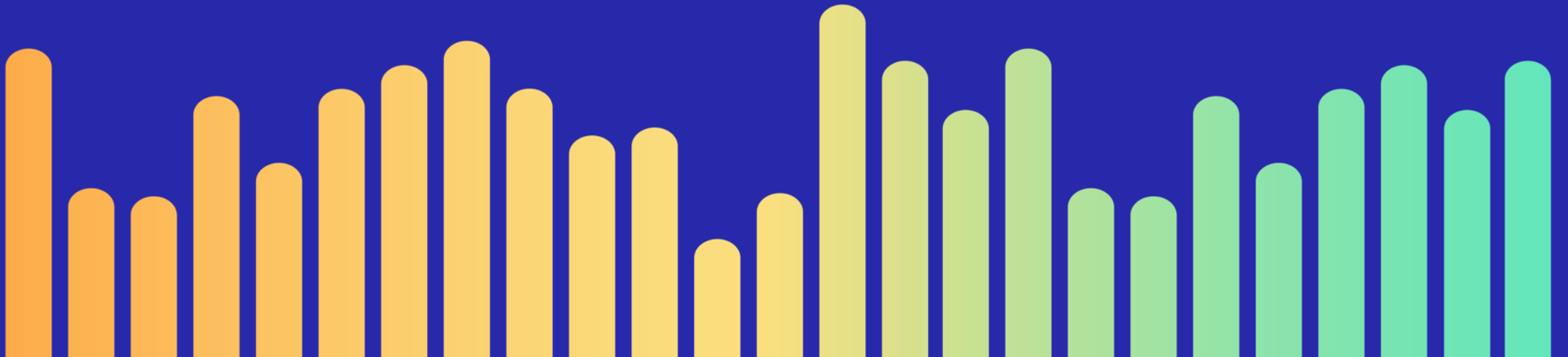
How good you think you are

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How good you really are

# Lesson 5

It's about how you make people feel





“

Business is like  
a knife fight in  
a phone box.

”



1  
**Microsoft**



2  
**Apple**



3  
**Nvidia**



4  
**Alphabet**



5  
**Amazon**



6  
**Saudi Aramco**



7  
**Meta**



8  
**Berkshire Hathaway**



9  
**Taiwan Semiconductor**



10  
**Eli Lilly**



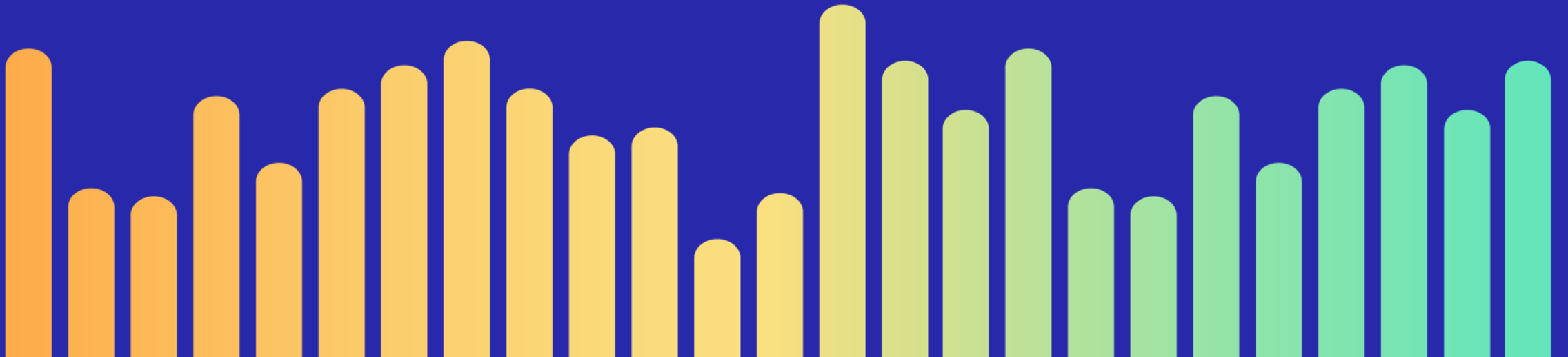


Doing all we can to  
keep you warm



# Lesson 6

Never lose your streetfighter







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*phone will be needed  
30m  
May*

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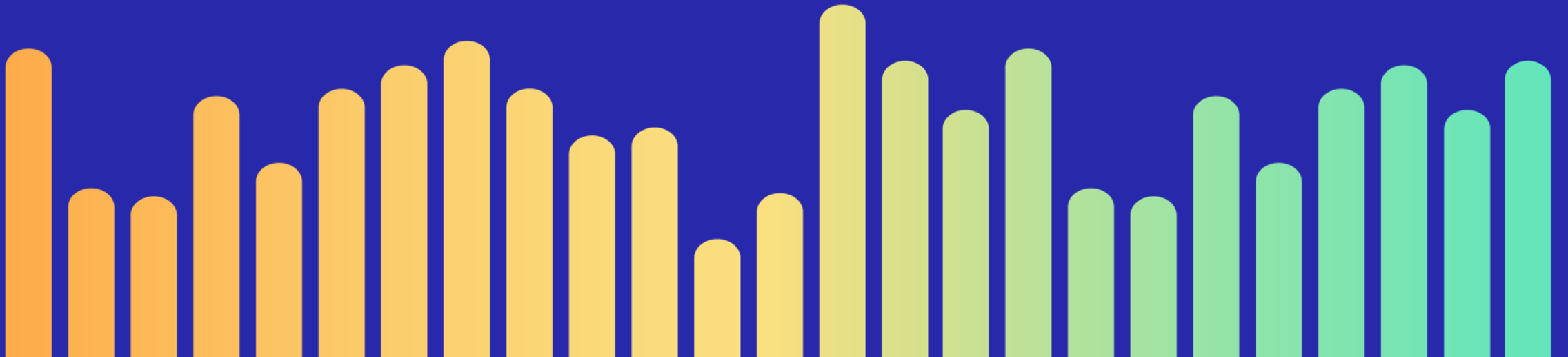
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# Lesson 7

Don't fear failure





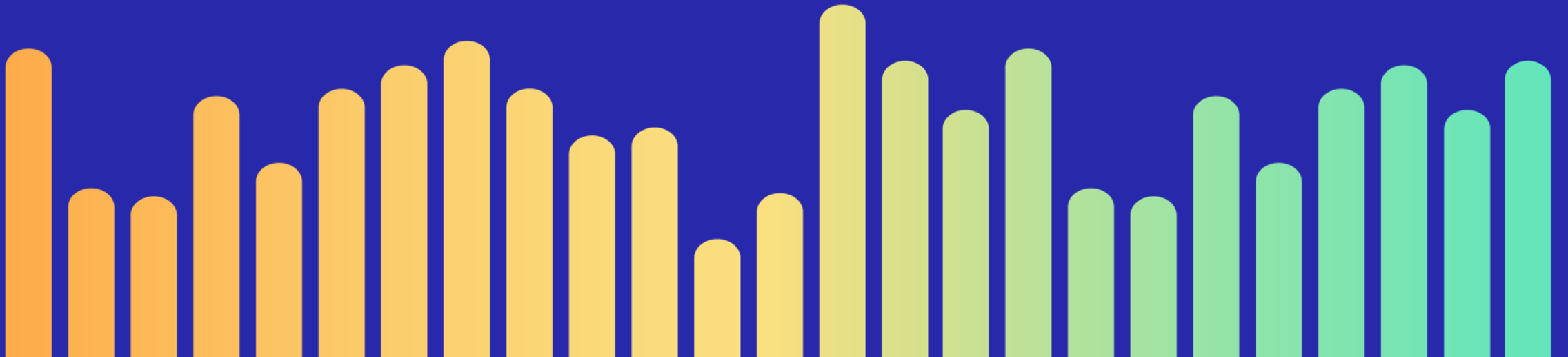






# Lesson 8

Set really ambitious goals

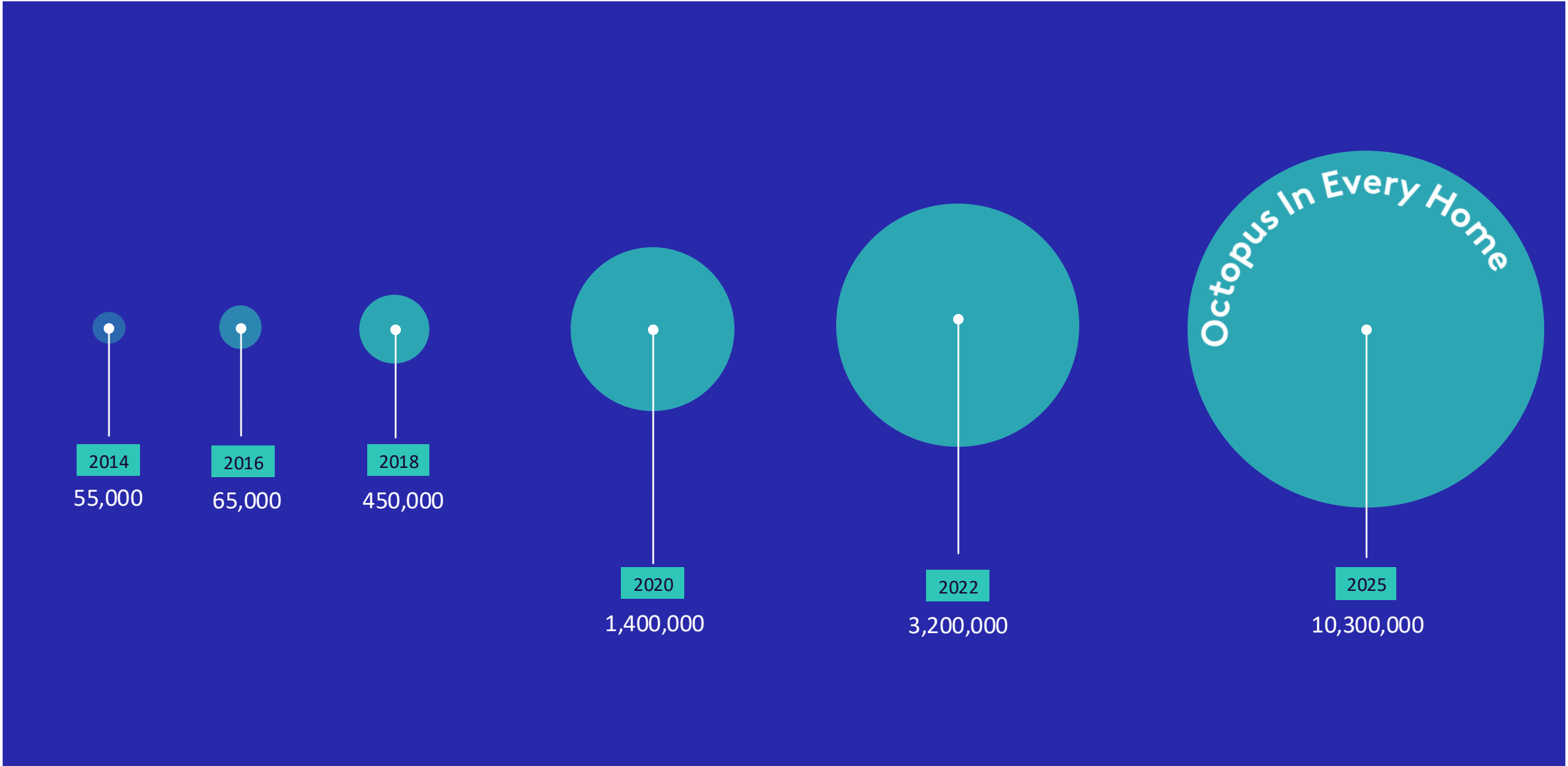


“

If you're going to  
be thinking anyway  
you may as well  
think big.

”





Source: Octopus Energy Group results press releases 2019-2024.