



PARADIGM
NORTON

insights

June events

Guest speaker Rod Burgess **Date** Monday 21st June, 6pm **Location** London

How a small company raises funds and sells mussels in a recession!

Following on from our first successful Client Appreciation Evening on 27th May where Vanessa Branson talked us through the setting up of her hotel business in Marrakesh, I am delighted to invite you to our second such event.



Rod Burgess*, who has been a client of the firm since 1988, will be presenting this time on his business, Isle of Shuna plc, and a business opportunity that exists to invest in it.**

Rod has built a very successful seafood business based in Scotland. Rod plans to cover:

- An introduction to the business and how they got into 'mussels'!
- The challenge of harvesting mussels
- Why he and his team created the company; who was and is involved
- The initial and subsequent fundraising
- Their acquisition plan
- The challenge of the supermarkets
- Where they are today
- What they have learned
- An overview of the opportunity to invest/participate



This event is due to take place at One Alfred Place London (just off the Tottenham Court Road) on Monday 21st June 2010, and will follow the usual format. [Click for map](#)



Champagne will be served from 6.00pm with Rod starting his presentation promptly at 6.30pm. Rod will then take questions and we will ensure that the formalities are concluded by 7.30pm at the latest.

Rod has kindly agreed to bring a selection of the mussels that his business produces, so even if you have no plans to invest in the business you will have something to accompany your champagne!



Please do put this event in your diary as it is likely to be very popular.

We will be sending out regular e-bulletins informing you of the date and timings of our other client appreciation events which are all 'By invitation only'.

We are also keen in 2010 to increase the number of clients for whom we act so we are opening up all these events to both clients and 'friends of clients'.



I look forward to seeing many of you in London on the 21st June. Please let Louise Wright know whether you plan to attend so we can cater appropriately. Louise can be contacted by phone on 01275 370680 or by e-mail at louise.wright@paradigmnorton.co.uk

With best wishes

Yours sincerely

A handwritten signature in black ink that reads "Barry".

Barry Horner
Director

*Roderick Burgess is the Founder director and Chairman of Isle of Shuna plc, Roderick Burgess qualified as a Chartered Civil Engineer before taking an MBA at London Business School. He then spent 15 years working in corporate strategy both as a consultant and in industry, including five years as Head of Strategy and Investor Relations for Iarmac plc. He now works as a self-employed strategy consultant and is an active investor in a number of small businesses. He obtained a degree in engineering science at Oxford University. *Paradigm Norton does not necessarily recommend or endorse any such investment you may choose to make and any decision would be made by you alone. We are purely acting as hosts to our clients so that you are able to enjoy the presentation and any further opportunities you may wish to take from it. Paradigm Norton Financial Planning is authorised and regulated by the Financial Services Authority. Our FSA Register number is 455083 Registered in England Reg. No 4220937 VAT Reg. No 918550904