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### **MIDVEN CREATES A SPLASH WITH INAFISHBOWL.COM**

A Birmingham-based venture capital company is creating a splash on a business reality website.

The West Midlands' leading venture capital company, Midven has joined up with inafishbowl.com to be the title sponsor of their West Midlands website.

The online venture offers business advice to small and start-up businesses. Documenting the journeys of three early stage businesses via blogs, videos and tweets, inafishbowl.com offers company bosses the chance to learn from the experiences of others without making costly mistakes themselves. Along the way, the inafishbowl.com expert panel respond to the questions and issues facing start-ups via their own blogs, making the site a library of business experience, information, guidance and support.

Roger Wood, director at Midven, who has also joined Inafishbowl.com's expert panel, said: "As well as access to funding, all early stage businesses can benefit from the experience of other entrepreneurs and we are glad to be involved with inafishbowl.com and to be able to offer guidance to such businesses within the region through this online platform."

Toby Reid, founder of Inafishbowl.com, said: "If you want to grow your business, then access to finance is critical, so we are delighted that Midven are our title sponsor for the West Midlands site.

"The team at Midven are very experienced and they work closely with entrepreneurs on their growth strategies to maximise the return for everybody involved. But because they are an owner managed business themselves, they have a fundamental understanding of the day to day issues involved with running a business. This is what makes us such big fans!"

Advice from Roger Wood can be found at [www.inafishbowl.com/wm](http://www.inafishbowl.com/wm)

**ENDS**

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**Notes to editors:**

Midven Limited is a privately owned commercial fund manager with a successful track record of investing in small and medium-sized enterprises in the Midlands. Midven manages five funds representing £61m under management. The funds have invested in a wide variety of sectors, including software, biotechnology, healthcare, engineering, manufacturing and distribution.

Further information can be found at [www.midven.co.uk](http://www.midven.co.uk)

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