

## **Investment Readiness Programme 2015**

**DATE: Monday 1<sup>st</sup> and Monday 8<sup>th</sup> June**

An invitation to entrepreneurs:

The purpose of this two day event is to help you prepare to get investment from Business Angels, Venture Capitalists and Banks.

Remember – Even if you're not looking for investment now this will be just as valuable, as an investment ready business is a much stronger business than one that is not investment ready!

Getting funds from Angels and Venture Capitalists is a sales process and these seminars will make sure you are well equipped to clearly present your proposition and to demonstrate that you have a credible plan to deliver the results that Investors are looking for.

Learning outcomes:

- Understand what an investment is in the eyes of an investor
- What investors are and what they are looking for
- How to get to investors and how they operate
- Preparing the resources that seeking investment requires including the Flyer, the Information Memorandum, Data Room, Business Plan, Elevator Pitch and Full Pitch
- The stages of the process including research, the approach, and the pitch through to due diligence, the contact and post investment investor management
- The legal and contractual pitfalls and how to avoid them
- Preparing for and managing the Due Diligence process
- Practise and perfect their investment pitch in front of seminar members and visiting investors.

The two day programme will include presentations from a number of external contributors including investors and nationally recognised experts in their fields.

The event will cover:

### **Day 1:**

#### **Morning:**

##### **The Investor and Investment Process**

Understand what investors are, what they are looking for AND WHAT THEY ARE NOT LOOKING FOR. How to find them, research them and approach them.

The Elevator Pitch; develop it and how to use it. The full Pitch, develop it and how to use it. The Business Plan, Information Memorandum and Investment Flyer; what are they and how do we use them.

The Investor's perspective. An investor explains what they look for, what they see and the common mistakes that companies make.

#### **Afternoon:**

##### **The Pitch**

Practice and develop your investment pitch in front of other delegates and external contributors who have recent experience of successfully raising investment.

Example Pitch. A successful entrepreneur will make the pitch that won them the investment they were looking for.

## **Day 2:**

### **Morning: What Next?**

Having delivered the pitch to an investor, what are the next steps? Understand how to make an operational pitch or demonstration. The negotiation phase and how to reach a fair deal. What happens if the deal isn't a good one? The Due Diligence process and how to make it as painless as possible. Preparing for Due Diligence. A practitioner explains how to create a Data Room to simplify the process and increase the chance of closing the investment.

### **Afternoon: Legal Matters and Pitching to the experts**

Gain and understanding of the legal process surrounding investment including the rules under Section 21 of the Financial Services and Markets Act 2000.

Pitch to a panel of real investors and get their valuable feedback.

### **External Speakers:**

#### **Peter lilley – iGeolise Ltd**

Entrepreneur who has recently raised funding and will deliver an example of a successful pitch

#### **Guy Van Zwanenberg – The investor perspective and Due Diligence**

Angel investor

Qualified with Grant Thornton

Chartered Director

As former MD took Inmac from start up to £130m p.a. and exit.

Currently FD Powder Byrne Plc - FD Scepter Leisure Plc - FD Milestone Group Plc

#### **Mark Glenister – Legal matters**

Angel investor

Former Partner – Thomas Cooper Law

Former Partner – Arbis LLP

Director of Whinnett Consulting Ltd.

### **Panel (TBC):**

#### **Guy Van Zwanenberg**

**(See above)**

#### **Howard Sarna**

Angel Investor

Founded Client Logic in 1990s – employed 68,000 staff worldwide when he exited

Former MD – Dunn & Bradstreet

Founded Oceans Connect – 2008 – Exit late 2011 (c. £30m)

#### **Denys Bennett**

Angel investor

Former CEO BT North America

Former Director of PSTN – BT

Founder shareholder Top Table