

# Investment Readiness Programme 2014

**1st and 8<sup>th</sup> June 2015**

**9:30 – 16:30 Includes Lunch**

**Thornton Science Park, University Of Chester, Poole Lane, Ince, Cheshire. CH2 4NU**

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 the seminar will take you through the investment journey with the following 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 required including the Information Memorandum, Business Plan, 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 programme concludes with a pitch to three real Angel investors.**

**For more information about the course objectives and to reserve your place please contact Jo Vernon on 07917 535020, [jovernon@chester.ac.uk](mailto:jovernon@chester.ac.uk)**

