

Better “Investor-Ready” Status

Programme Introduction

Looking for new funding? Have you considered all the alternatives? Does your business proposition look sufficiently attractive to new investors? Does the business look investor ready – are the basics in place to encourage a new investor?

This programme is designed for SME businesses needing to secure new investors or new finance. The programme assists owners to make their business look ready for investment. We will help you to make your investment proposition more appealing and attractive to the eyes of a new investor.

The programme offers owners support, advice and third party perspectives to the issues of raising finance. It assists in determining the amount of investment, the financing plans, the funding strategy, the investor ready checklist and most importantly it helps with selling the opportunity.

The key objective of the programme is to support companies to gain investor ready status, so that in the eyes of new investors all the key pre-requisites for an investment are in place.

The key aims are:

1. To assess the company's funding options and requirements
2. To review the pre-requisites for attracting new investment
3. To present an appealing and robust business model
4. To develop the investor opportunity

Programme Outline

Stage 1 Strategic Options & Planning

We work with clients to evaluate, plan and optimise the funding strategy over agreed time scales

- ◆ Review rationale for funding
- ◆ Review alternative funding routes
- ◆ Review strategic options
- ◆ Review owners objectives

Stage 2 Assessing The Funding Requirements

We support clients to assess their requirements

- ◆ Evaluating the financial model
- ◆ Assessing the types of funding
- ◆ Assessing the funding stages
- ◆ Assessing the optimum funding / dilution

Stage 3 Assessing The Critical Enablers To Gain Funding

We support clients to assess their requirements

- ◆ Validating the management team profile
- ◆ Validating the value added
- ◆ Validating the market
- ◆ Validating the USP / differentiation

Stage 4 Building An Appealing Business Model

We build, evaluate, review business models to attract commercial success

- ◆ Build a robust business strategy
- ◆ Build exit business value into the model
- ◆ Create comprehensive business plan
- ◆ Evaluate and test assumptions

Stage 5 Understand The Business Valuation

We work with owners to assess the business value

- ◆ Determine base line valuation
- ◆ Develop valuation strategy to attract investor
- ◆ Evaluate total contribution of all investors
- ◆ Protect owners investment and future

Stage 6 Presenting The Investor Opportunity

We support owners to attractively present and deliver the investment opportunity

- ◆ Create high level impact presentation
- ◆ Evaluate the investment "prize"
- ◆ Prepare presentation delivery
- ◆ Create an investor prospectus