



INVESTMENT READY PROGRAMME

The purpose of this development programme, is to aid and prepare 'entrepreneurs' and businesses raise finance.

Many businesses face challenges in raising funds from banks, investors and business angels. This is often as a result of a business/ proposition not being 'Investment Ready':

- Lack of awareness of investment programmes
- Not understanding expectations of investors/ banks
- Business model not presented effectively
- Financial forecasts not demonstrating robustness
- Not pitching confidently to investors and presenting a good business case

This programme is aimed at Entrepreneurs, Business Owners and Directors, members of Senior Management teams who may get involved in the investment seeking process or who will add clarity and depth to the business proposition.

The programme has been designed in a modular format, so that each module can be taken as it seen as required, or not required. Each module is priced separately. However, it is advised that Module 1 is always taken as a pre-requisite, because this sets up some terms and understanding for later modules. Each module is a half day in length.

The modules are a mixture of small amounts of delivered educational content and facilitated working on your actual business model using a coaching and mentoring approach. The facilitated working is flexible and can and will be adapted based on the delegates prior understanding and knowledge. As a result of the programme, you will have material that can be incorporated directly into your Business Plan.

Module 1 is designed to be delivered at the businesses premises for up to 6 people in a face to face manner. It is possible to be delivered on-line or by Skype but not recommended.

Modules 2 to 6 can be delivered at the business premises or online by meeting conference facilities.

MODULE 1 – INTRODUCTION TO INVESTMENT

- Fundamentals
- What Investors are looking for
- Business Strategy
- Business Plans

- Facilitated exploration of the businesses own Business Model including
 - The offering
 - Business Diagnostics
 - Vision, Mission, Purpose
 - The Business Plan

MODULE 2 – FINANCIAL PLANNING

- Fundamentals of financial planning
- What investors are looking for
- Facilitated exploration of your financial business model.
- Building the financial forecasts
- Due Diligence and what to expect

This module will always be delivered by experienced Accountants or Finance Professionals who have experience of working with Investors or carrying out Due Diligence. Depending on the experience of the Delegates, this module could be extended to a further half day session, to aid further with the financial model exploration.

MODULE 3 – THE MANAGEMENT TEAM

- Fundamentals and what investors are looking for
- Organisational structure
- Facilitated exploration of strengths and weaknesses of your Management Team
- Stakeholder Analysis
- Business Culture
- Exit Planning

MODULE 4 – SALES & MARKETING

- Fundamentals and what investors are looking for
- Facilitated exploration of business product/ service offering
- Revenue Models
 - Volume
 - Pricing
 - Product/ Service Mix
- Sales and Marketing Strategies for your business
- Route to Market

MODULE 5 – THE BUSINESS PLAN

- Fundamentals and what investors are looking for
- Pulling it all together

Depending on how many of the modules have been taken, and the material collected so far, the pulling together of the Business Plan will be either facilitated at a high level and the delegates can take notes for work on later, or the Business Plan can be planned in detail and previously recorded material used.

MODULE 6 – PITCHING

- How to Pitch
- Communication strategies
- Questions to expect and how to be prepared for them
- What to expect from the Investment process

