

## Does running your startup feel like being on a roller coaster?

Let's face it, startup life is full of ups and downs, highs and lows.



Photo by Pedro Velasco

It can be immense fun but there are also times of uncertainty and challenge, and this can become overwhelming. The situation with Covid-19 has certainly exaggerated this.

*Most startup founders talk about **three constant challenges**:*

1. **Money** – budgets are tight! There never seems to be enough cash in the business to do all the things that need attention.
2. **Time** – you wish there were more hours in the day. Whilst you prioritise, your “To do” list often gets hijacked by unexpected challenges that demand immediate attention. It's all consuming and work/life balance is just something to aspire to!

3. **Runway** – there is a constant balancing act which involves managing cash burn so the business has sufficient runway to reach that critical point where it can attract external investment.

Does that sound familiar?

### Great things happen when we work together

Hatty Fawcett, founder of Focused For Business, not only recognises these challenges but has experienced them first hand.

Whilst working one-to-one with a business coach can bring you some clarity and focus, it ignores the unique context and rules that apply to raising investment. It also fails to recognise the importance of the startup community when it comes to raising investment.

Instead, Focused For Business uses a unique blend of coaching and peer learning to **give founders the knowledge, focus and resilience to attract investors and the confidence to choose the right investor for their startup situation**. Raising investment is not a “one size fits all” process.



## Our methodology

We **CONNECT** you with people on a similar journey, founders facing similar challenges so you hear first-hand what works – and what doesn't! By listening and sharing you gain insights that would have taken you valuable time to discover for yourself. Imagine you could increase your team *and* get the inside track into what works. That's what it feels like!

We encourage you to **SHARE** in a very structured way so that you **DISCOVER** what is working now – in real time, in today's changing world. Everything you hear is practical, tried and tested and focused on the end goal of raising investment. The insights that come from this community are like gold dust. They save you not just time but also money, reducing the likelihood of you making costly mistakes.

Facilitated peer learning and insight led coaching – a critical part of this methodology – brings you **CLARITY** and improves your **FOCUS**. It also gets you thinking creatively, which reveals opportunities you might not have otherwise spotted. It is energising – inspiring even. That's life blood for founders!

But inspiration is not enough. By harnessing that energy and committing to short experiments you take **ACTION**.

And it is action – combined with the insight that comes from our **TEST & TWEAK** experiments – is why the businesses we work with **GROW** and attract investment to continue that growth.



## Join Startup Masterminds

Startup Masterminds is Focused For Business' response to the very specific circumstances startups face as a result of Covid-19. The value of investments being made in startups has dropped by 50%. It has never been so challenging to raise investment. To succeed founders need to raise their game!

Startup Masterminds is an intimate group of 20 founders who meet fortnightly on a Tuesday morning between 9-10am (via Zoom) with webcams and mics on – this is a live and very interactive experience.

We start positively with **The “Highs” Report** where founders report on the successes and results they have achieved since the last Masterminds Meetup.

Energised, we move quickly into the Mastermind **Discovery Point**, where facilitated peer coaching draws out the group's experience and – in breakout sessions – you focus on how you will take forward what you have learnt, committing to a specific **action by the next meeting**.

We end with a quick fire round of **Acceleration Requests** – requests for introductions, feedback, advice, anything that will accelerate your startup's growth. Whatever you need, make the request and the assembled Masterminds collaborate to make it happen!

Between the fortnightly Mastermind Meetups, collaboration continues via a dedicated Facebook group (open only to members of Startup Masterminds).

## Startup Masterminds: A fast-paced, productive hour, every fortnight



Startup Masterminds is not networking or a talking shop. Everyone is focused on the end goal of raising investment – be that in the next few months or over a longer period once key milestones have been achieved. The community speaks the language of traction and investment. Joining the community raises your game and fine tunes your focus.

Being around founders who are on the same journey also builds your resilience and confidence. Both are essential in today's uncertain economic environment when it comes to raising investment.

## Who is Startup Masterminds for?

Startup Masterminds is for anyone who has built their basic product/service (their Minimum Viable Product) and is either:

- 1) Focused on attracting first users and paying customers.
- 2) Focused on achieving seed (or follow-on) funding to grow their business.

There are two Startup Masterminds groups:

**Traction Masterminds** – for founders who have developed their basic product or service (MVP) but need to get first users and paying customers before going for funding.

**Funding Masterminds** – for founders who are raising seed or follow-on investment

Both Mastermind groups are facilitated by Hatty Fawcett.

## About Hatty Fawcett



Hatty Fawcett was a senior marketing professional for many years before discovering her inner entrepreneur. She has worked in 3 startups, including founding her own startup, for which she successfully raised two rounds of investment. Hatty looked after some of the investments Kelly Hoppen made when she was a “Dragon” on the TV show “Dragon’s Den”, which gives Hatty a unique perspective on raising investment, having seen it from both sides of the fence – as a founder raising investment and looking after an investor’s interests.

In addition to running Focused For Business, Hatty is a Regional Manager for Angels Den and a Talent Spotter for SFC (formerly The Startup Funding Club). She also works closely with all the main crowdfunding platforms. Hatty has an MBA from Imperial College, London and is a Chartered Marketer.

## What people say about working with Hatty

*“Hatty has a wonderful ability to find the right balance between enthusiasm, critique and challenge. I came away knowing what I needed to do to take my business to the next stage.”* Gayle Harrison, Founder Untagged

*“Hatty has the rare ability to drill down and ask the tough questions that an investor would ask, helping clarify and shape propositions into the succinct message and format that a potential investor is looking for. She looks at things from an investor’s viewpoint and is not afraid of challenging assumptions, vital when undertaking an investment round and looking to attract the right type of investment.”* Nigel Bridges, Co-founder, Beacon

*“Hatty is fun to work with, smart and has a bounty of real-life experience that she generously shares. I have a new, more professional perspective on how to present my company and talk to investors.”* Magi Raible, President LlifeGear Design

*“Hatty knows what investors like me expect. Take heed!”* Don McQueen, Chairman, Dorset Business Angels

## What’s included in your Startup Masterminds membership?

Your monthly membership of Startup Masterminds includes:

- 2 monthly Startup Masterminds Meetups
- Membership of the Startup Masterminds dedicated Facebook group
- The knowledge, focus and resilience required to attract investors and the confidence to choose the right investor for your startup.
- The fun that comes from sharing a journey with people as committed and passionate to building a business as you are – people riding the same roller coaster!

## Want to join Startup Masterminds?

For full details of the Startup Masterminds membership subscription, and to discuss which Startup Mastermind group you would like to join call **Hatty Fawcett**:

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