

# Startup Masterminds: Traction

Achieving traction to access  
equity investment



## Does getting traction for your startup feel like being on a roller coaster?

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

It can be immense fun but there are also times of uncertainty and challenge. When it comes to raising investment, this situation is only magnified.

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.

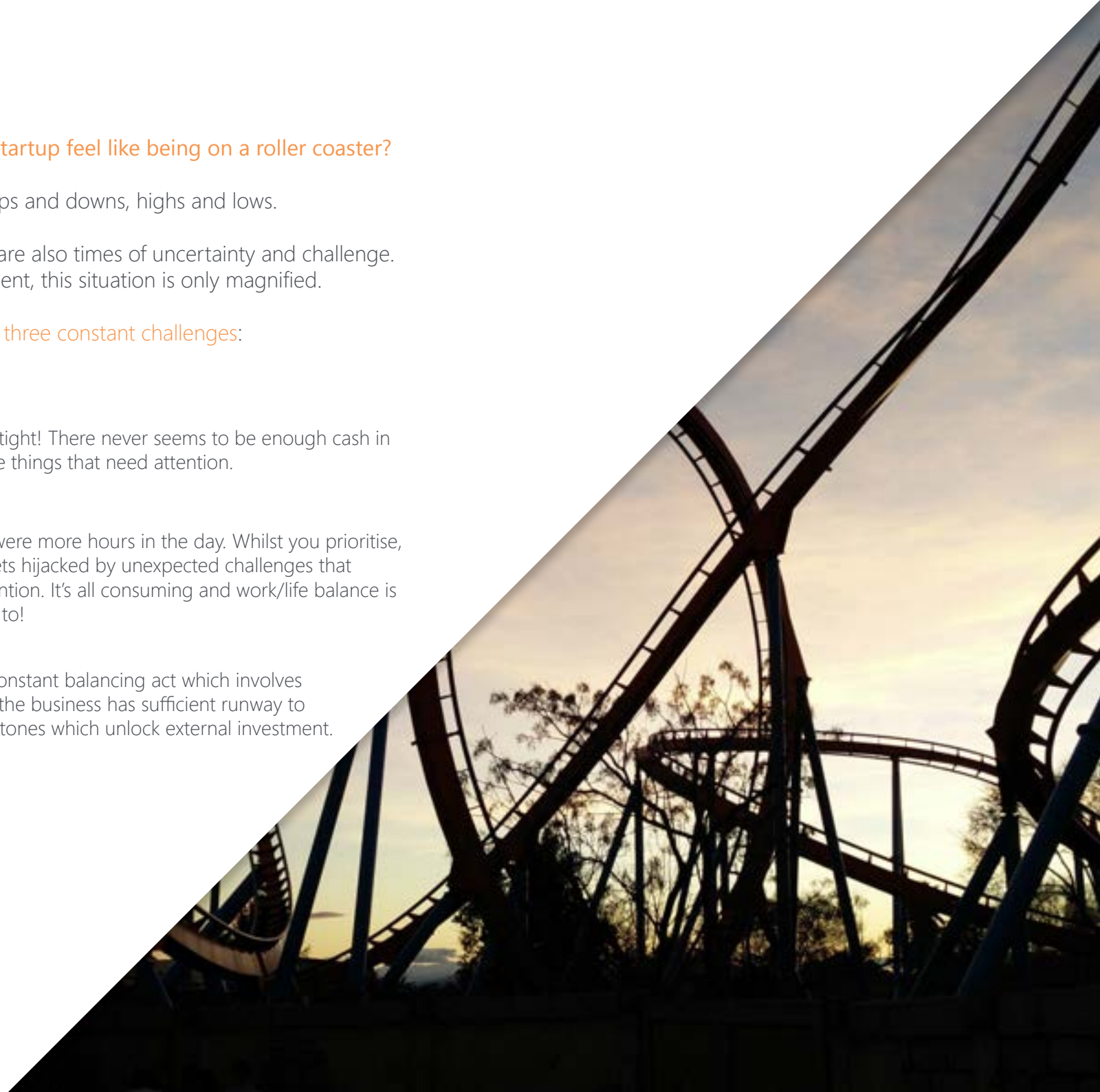
2

**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 those critical milestones which unlock external investment.

Does this sound familiar?



## Traction unlocks investment

Investors know that backing a startup is risky and they look to minimise that risk by backing businesses with traction. They don't want their investment being used to make expensive mistakes. They look for businesses that have built evidence of what makes their business grow. Businesses that are poised to scale and grow.

Traction is an equation:



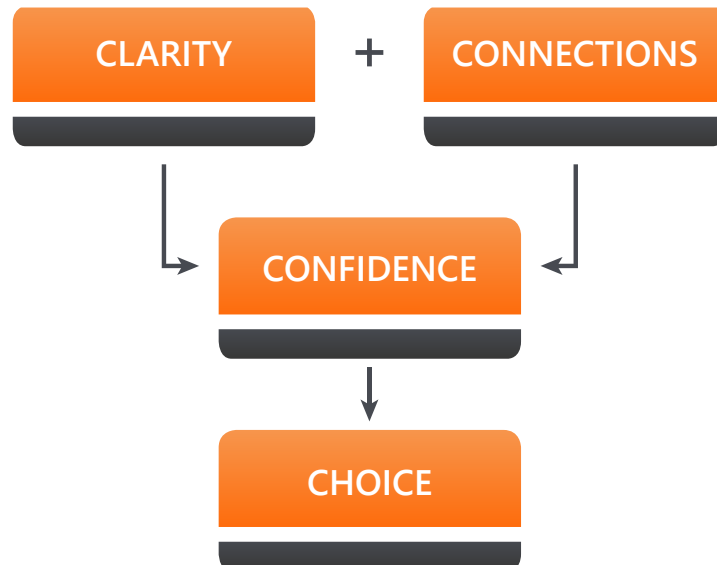
When investors ask “what traction do you have?” they are really asking for evidence. Hard facts that prove you know what makes your business tick and demonstrates it is poised for growth.

Achieving traction isn't something that happens overnight. It takes focus, persistence and a series of “test and tweak” experiments.



## The Focused For Business Methodology

Focused for Business' programmes are designed to help you prioritise and focus on the key elements that unlock equity investment using the 4Cs methodology:



We give you **CLARITY** on the information that investors will expect from you in order to back your business. We focus on “traction” and how you evidence it.

We make **CONNECTIONS** – introducing you to investors, for sure! But also to founders on a similar journey, bringing you together to share what works – and what doesn’t – so that you gain insights which speed up the process of getting to traction.

By bringing you together with other founders, in environments where you can explore, develop and test how you build traction in your business improves your **CONFIDENCE**. This confidence puts you in the driving seat. It allows you to experiment and choose the right approach for your business.

**CHOICE** is important because no two businesses are the same, selecting the right offer for your business, your growth ambitions, your situation is important. Being in an environment that allows you to hear what is working for others, encourages you to explore if the same will work in your business. This ensures a more informed choice than one made in isolation.

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

Startup Masterminds is an intimate group of 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 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 we explore and build understanding of an element of the traction equation. Facilitated peer coaching draws out the group’s experience and – in breakout sessions – you focus on what you will take forward from what you have learnt, committing to a specific “Test and Tweak experiment” by the next meeting.

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

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

Startup Masterminds is not networking nor is it a talking shop. Everyone is focused on building traction in order to unlock equity investment. You may have only just launched your MVP or you may be focused on perfecting your marketing machine, it doesn’t matter. As a community we all speak the language of traction to unlock 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 when it comes to raising investment.

## Who is Startup Masterminds for?

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

- 1 - Attracting first users and paying customers.
- 2 - Building traction through marketing campaigns.
- 3 - Collating evidence to demonstrate the business is ready for equity investment.

Startup Masterminds: Traction is facilitated by Hatty Fawcett.

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!

What's included in your Startup Masterminds membership?



## About Hatty Fawcett

Hatty has been raising funding for businesses since she was eight. Following a 15 year career in marketing, Hatty did an MBA at Imperial College, London and entered a business plan competition as part of this programme. She didn't win, but the process re-kindled her entrepreneurial spirit and reminded her how much she loves to create value-enhancing businesses and see them grow. She has worked in three startups, been involved in growing businesses from zero to £3 million in sales (in two years) and raised £250,000 for her own startup (an online marketplace). Hatty also managed some of the investments Kelly Hoppen made when Kelly was a "Dragon" on the TV show "Dragons Den".



Hatty has a unique perspective on funding - having raised investment herself as a founder, but also understanding what angel investors look for when they back a business. Hatty is committed to make it quicker and easier for founders to raise early-stage investment, and works with the main funding organisations. Her vision is to see a level playing field for everyone raising investment.

In the last 12 months, Hatty has raised over £1 million for her clients, with individuals raising between £10K and £350K. In December 2020 Hatty was voted one of Britain's Top 50 Business Advisers by Enterprise Nation.



## What people say about Startup Masterminds and working with Hatty

"Startup Masterminds is a well-structured hour where learning, discussion and support are all found. As the weeks have gone on I have increasingly valued and am enjoying building relationships with the other members. It feels increasingly like a team, where we all want each other to succeed. Hatty always manages to transform gathered information into actionable tasks, which with the accountability of meeting regularly, does help keep up momentum through sticky patches."

Jo Spolton, Founder 2Hand

"Hatty is a breath of fresh air on a Tuesday morning. She is full of ideas that she enhances with her wealth of knowledge from her experience in business. Being able to learn about specific subjects relating to traction, but also finding solutions to these problems alongside other businesses, allows me to think of new and fresh ideas, tapping into others with different perspectives, who work in different markets."

Dominic Chandler, Eves Group

"I have made useful and supportive contacts, which makes me feel more like I am in a 'team' – it can be very isolating running your own start up! I've learned a lot of useful information and gained a lot of really helpful tips about marketing my start up. It gives me confidence and positivity to keep battling away towards my goals!"

Liz Titchmarsh, Founder Saporista

"Hatty makes the Startup Mastermind both insightful and an enjoyable fortnightly event. The takeaways and to dos held me to account and helped me make incremental progress."

Adrian Land, Founder ConsiderableInfluence.com







### Want to join Startup Masterminds?

Membership of Startup Masterminds: Traction is by invitation only.

Members pay a monthly membership subscription which is collected by direct debit on the 1st day of each month.

To discuss your eligibility to join,  
call or email **Hatty Fawcett**:

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