



# Funding Accelerator

Making it quicker and easier to  
unlock equity investment



Let's be honest. Raising investment is a distraction. As a startup founder, it's not what you set out to do. You'd much rather focus on growing your business. Accessing the funds to grow, is just a means to an end – part of the growth journey of your business.

Raising investment is also time consuming – and, depending how much cash you have in the bank, it can feel like time is running out.

To make matters worse, it isn't always clear what information investors require to back your business, or how you arrive at a business valuation. Raising investment can feel like a game of smoke and mirrors!

### Now here's the bad news.

The chances are you will need to raise investment for your business more than once. You've got big plans, right? If you don't want to sell all your equity upfront, the chances are you will need to tranche your funding requirement and do a series of raises. Learning what it takes to unlock investment is a useful skill to add to your armoury. It will stand you in good stead, both now and in the future.



## You don't have long to get investors on the hook

Although you may be spending a lot of time raising investment, the same isn't true of investors. Serious investors are busy people - they get offered lots of investment opportunities every week. Typically they look at an opportunity for between 2 and 5 minutes before deciding whether to explore an opportunity further or to move on to other opportunities.

That's not long! You've got to be quick to make a good first impression!

**We asked investors how long they consider an investment opportunity before moving on:**

*"2 to 5 minutes"*

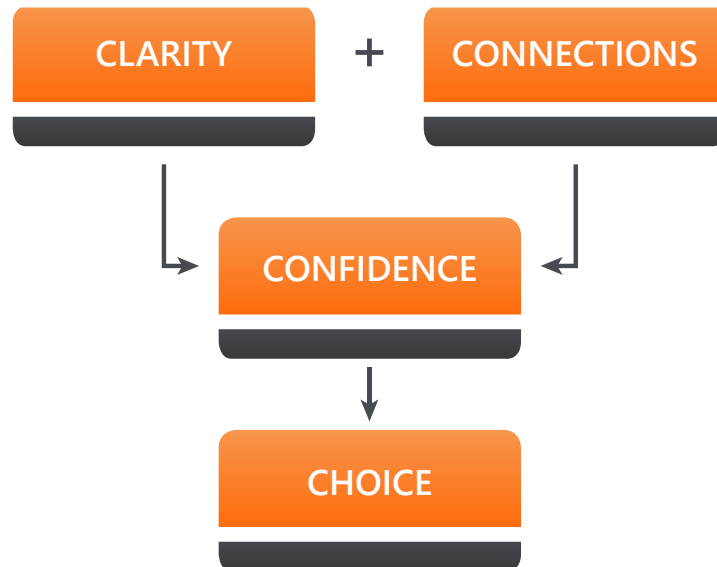
*"I will normally take no more than 1 minute skimming the Exec Summary and if that is of interest I will spend up to about 5 minutes reading it properly - no more!"*

*"On average, I'd say 5 minutes"*



## Making it quicker and easier to raise investment

At Focused For Business we make raising investment quicker and easier with a simple methodology:



We give you **CLARITY** on the information that investors need from you to make a decision to invest.

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 preparing for investment.

We build your **CONFIDENCE** so that you pitch like a pro and attract a range of investment offers.

This gives you **CHOICE** so that you can select the right offer for your situation, your growth ambitions, your business. That’s important – choosing the wrong investment at the wrong time sets up a whole raft of problems, and can impact on your ability to raise in the future.



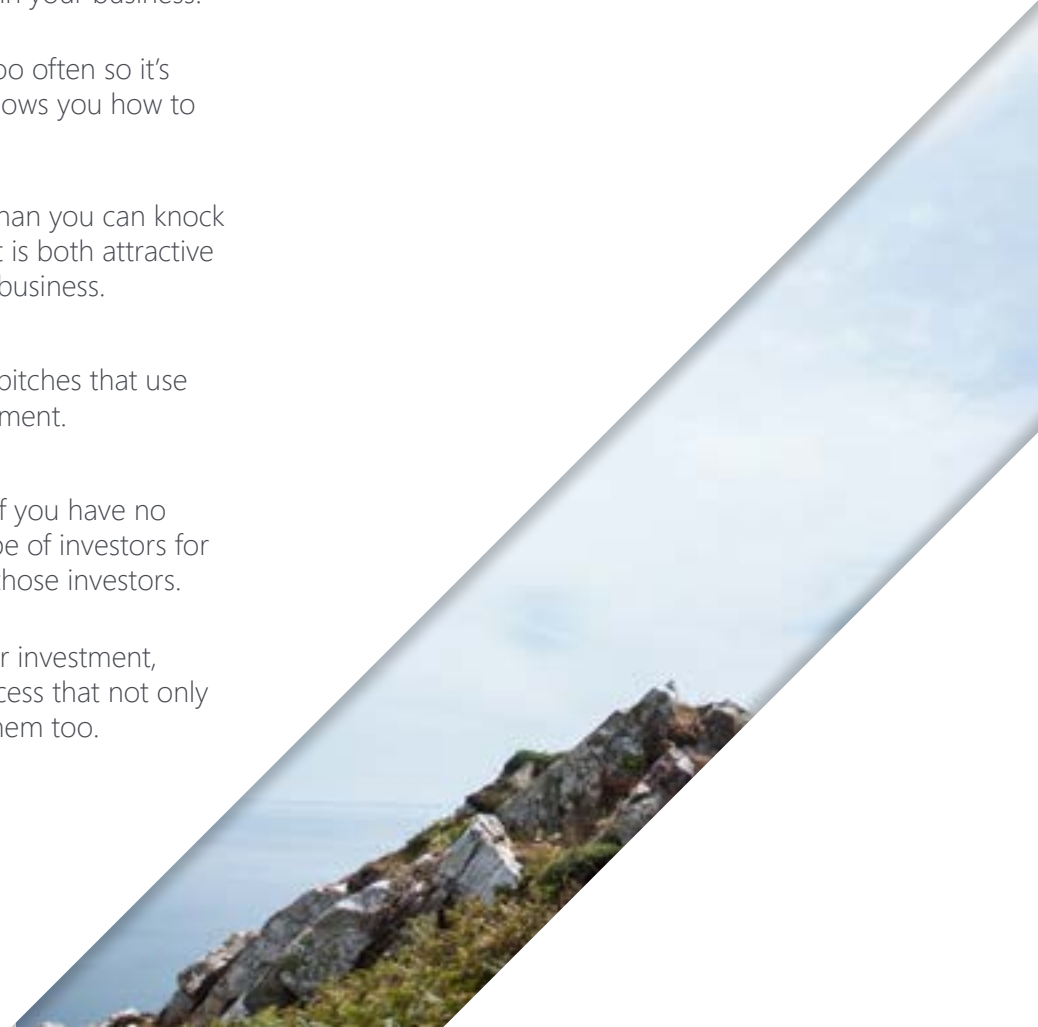
### Funding Accelerator - Getting Your Business Funded

Funding Accelerator is an eight week programme that uses weekly sprints to prepare all of the elements you need to successfully raise investment. Funding Accelerator's proven methodology is the key to unlocking equity investment.



## There are seven elements you need to master to unlock equity investment

- 1 POSITION** - It all starts with positioning your investment opportunity so that you get investors "on the hook" quickly. The 7 Essentials of a successful pitch focus your attention on what matters to investors.
- 2 TRACTION** - Investors don't throw money at a question mark. They take a calculated risk based on evidence. Funding Accelerator shows you how to bring together "proof points" that evidence the opportunity and the value you have already created in your business.
- 3 ASK** - Raising investment is time consuming. You don't want to do it too often so it's important to raise the right amount of funding. Funding Accelerator shows you how to calculate your "ask" so you have the runway to succeed.
- 4 OFFER** - A badly judged business valuation can close doors quicker than you can knock on them. Funding Accelerator shows you how to reach a valuation that is both attractive to investors, and recognises the value you have already created in the business.
- 5 PITCH** - Funding Accelerator demonstrates how to craft a number of pitches that use all of the elements above to open doors to investors and unlock investment.
- 6 INVESTOR RESEARCH** - There is no point in being "investor ready" if you have no investors to talk to. Funding Accelerator helps you identify the right type of investors for your business, and provides you with tools and techniques for finding those investors.
- 7 INVESTOR OUTREACH** - Once you know who you want to target for investment, Funding Accelerator provides you with a proven investor outreach process that not only delivers investors, but speeds up the process of closing the deal with them too.



## What's included



8 x weekly 90 minute workshops that provide the impetus for the weekly sprints.



8 x weekly assignments that have you "in action" preparing all of the documents investors will expect from you.



8 x assignment review sessions (part of the weekly workshops) where you have the opportunity to gain feedback on your assignment and improve the impact you make with investors.



2 x 1-2-1 sessions with specialist mentors whose expertise includes forecasting, valuation, crowdfunding and investor outreach.



1 x Pitch Day where you pitch to invited investors and gain their feedback.



Special introductory offer to SeedLegals who provide everything you need to complete the legal documentation relating to closing a funding round in one easy to use platform.



Templates, forecasting tools and valuation planners that speed up the creation of your investor assets and build credibility with investors



Introductions to investors who have been chosen for their match with your business.

## Making it easy to prepare all the investor assets you need to unlock investment

With each weekly sprint you will be given a topic Playbook, a recording of the session and – depending on the topic – templates, planners and forecasting tools.

You will be given a ready to use **Executive Summary template** – which investors love – to help you quickly introduce the investment opportunity to investors.

You will receive a specially developed **Business Forecast spreadsheet** that makes it easy to model your business' growth story in numbers, giving investors' confidence in your financial forecast.

We introduce three ways to **Value your business** and show you how to reach a valuation for your business that is not only attractive to investors but which also builds your credibility with investors.

A **Dilution and ROI Planning tool** helps you understand if your forecasted business growth is in line with investors' ROI expectations, and helps you model the impact of future funding rounds on your own – and investor's – shareholding.

The **Investor Hit List** template helps you identify investors and keep track of your relationship building activities.

You will develop a range of pitches – a written summary, an **Elevator Pitch** and an **Investor Deck** – so you have a range of pitches that make it easy to pitch to an investor in any circumstance, at the drop of a hat.

When you are ready, the Funding Accelerator team will make introductions to appropriate investors to help you get your funding round started.

SEEDRS

crowdcube

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Funding Accelerator Mentors - Helping you hone and perfect your investment opportunity



Alex Moscow  
9mm PR

Investor Coms & Outreach

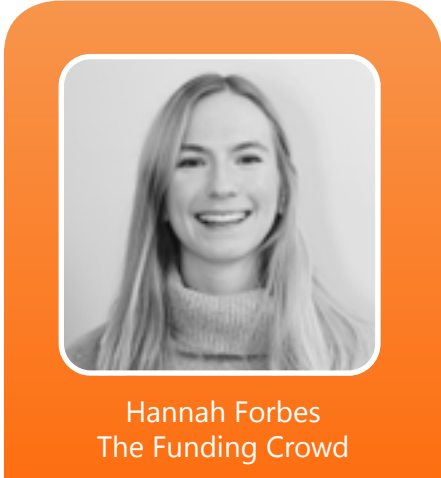


Aristos Peters  
Early Investment Specialist

Business Valuation



Emma Heathcote  
Mario Magno



Hannah Forbes  
The Funding Crowd

Crowdfunding Strategy



Christopher Booth  
Findrs

Building the Team



Alison Pettitt  
CFO Consulting

Forecasting & Business Model



Kate Davies  
FOX-VPS

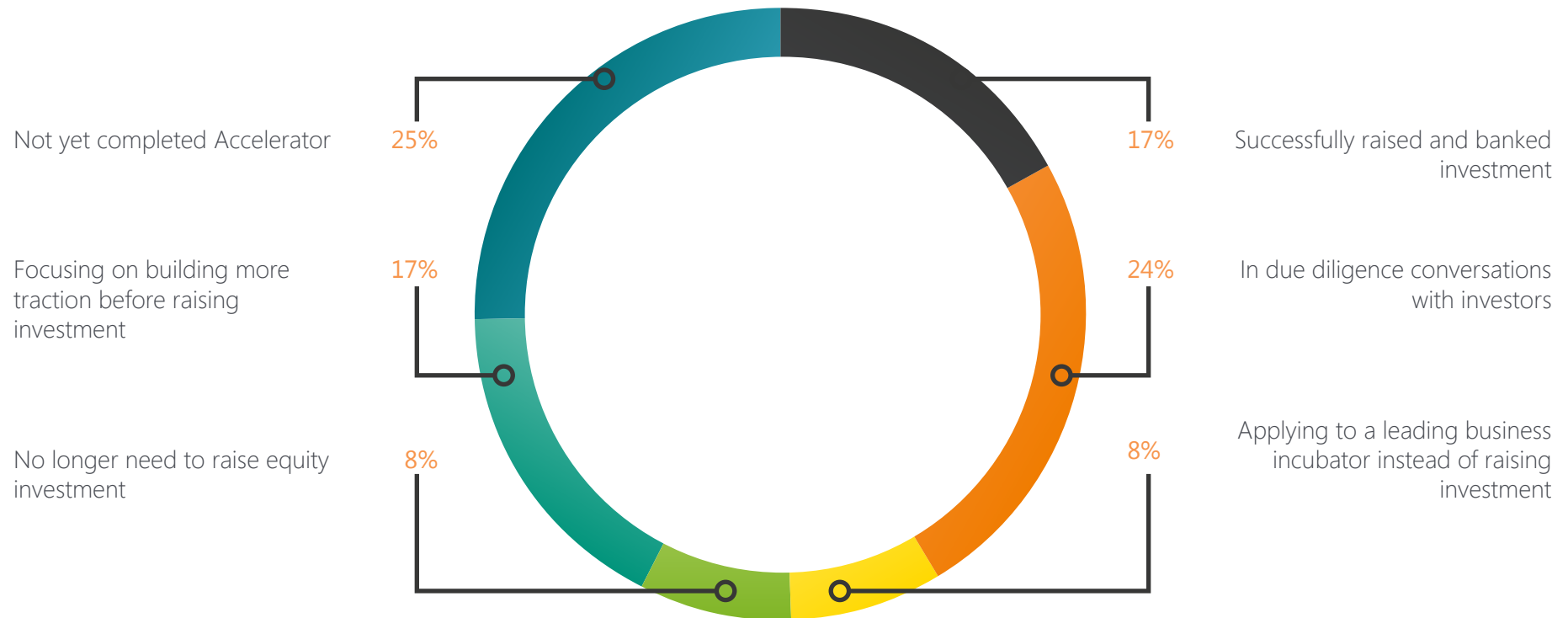


Hatty Fawcett  
Focussed for Business

Investment Strategy

## Programme results

Funding Accelerator has been running since July 2020 and has delivered the following results:



## What people say about the programme

"As a start-up already on an accelerator programme, we are surrounded by people who offer advice and tell us how we should approach raising investment, but often they haven't actually been through the process themselves. Learning from someone who has successfully raised investment, and sharing the journey with other founders as committed as we are to raising investment has been a powerful learning experience. The content, insights and approach on Funding Accelerator made everything so clear. It pulled together many strands, crystallising everything in one place. The clarity we now have is compelling."

Ralf Kernchen & Lorna Parris, Accelogress

We knew that raising investment would require hard work, but before Funding Accelerator we didn't know where to start. Funding Accelerator has shown us how we can demonstrate the value, strength and growth potential of the company quickly, simply and concisely. We now have a clear plan, I can confidently deliver a pitch, answer investor's questions and defend our financial projections and valuation. We are ready for investment!

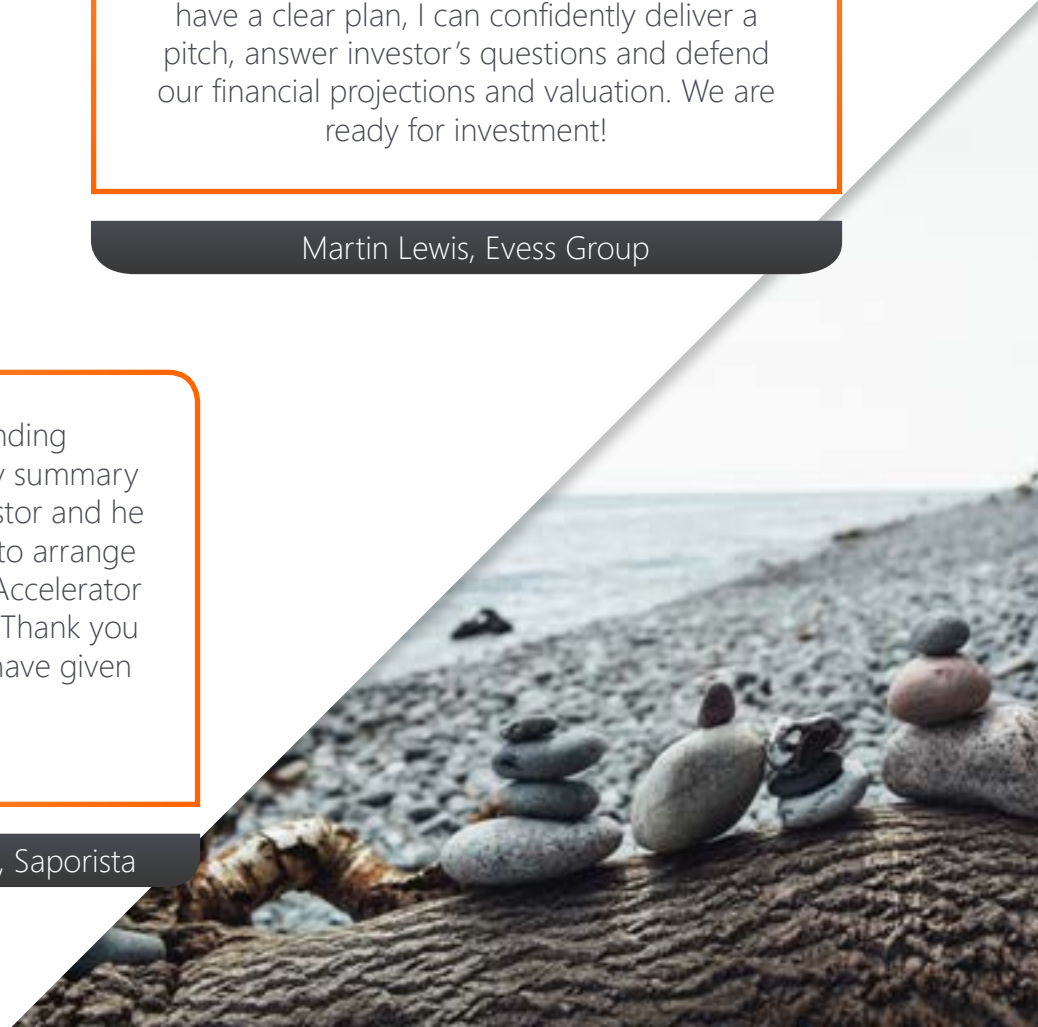
Martin Lewis, Evess Group

"An insightful, logical, guided process preparing your business for investment. Both the content and forum encourage learning through the peer group, moving all of the businesses forward faster based on each other's experiences and industry knowledge."

Tim Davies, Projekt Rising

"After doing Funding Accelerator, I sent my summary document to an investor and he replied the next day to arrange a time to meet! The Accelerator has been invaluable. Thank you for all the help you have given me so far!"

Elizabeth Titchmarsh, Saporista



## 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 on a mission to make it quicker and easier for founders to raise early-stage investment. 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 for her work in raising funding.







## How to Apply

Funding Accelerator runs five times a year. Places are limited and by invitation only.

If you would like to discuss your eligibility for a place on the next programme, you are encouraged to:

1 - Complete the online assessment "Would an investor back my business?":

<https://focusedforbusiness.com/would-an-investor-back-my-business-investor-ready/>

2 - Book a Funding Clinic with Hatty to discuss your assessment and eligibility to join the Accelerator:

<https://focusedforbusiness.com/book-a-funding-clinic/>

[www.focusedforbusiness.com](http://www.focusedforbusiness.com)

