

Funding Accelerator helped Martin Lewis re-position his business from being a casualty of Corona virus to a hot investment



When Martin Lewis, Founder and MD at Graduation Attire, started thinking about raising investment. He was worried his business would be viewed as too traditional to attract investors. Not having raised investment before, Martin and his team were uncertain where to start. They were looking for someone to guide them through the process of raising investment.

New products needed funding to achieve growth targets

Graduation Attire is an established business providing academic gowns and photography services to universities and other institutions that run graduation events. The business was founded by Martin in 2013 and was achieving year on year organic growth but, when Corona virus struck the UK in March 2020, all graduation events were cancelled and Martin's sales pipeline dried up overnight.



He and the team quickly developed and introduced virtual graduations to allow their clients to continue to celebrate and mark their students' successes. It required a re-think of many of their processes and the introduction of new technology but the new services were well-received by clients.

It also became clear that there was a bigger opportunity for the business to extend these new services and reach new clients. However, funding would be required to make the most of this opportunity.

Positioning the investment opportunity so investor could quickly understand the potential

Martin joined Focused For Business' Funding Accelerator and began the process of preparing the investor assets needed to raise investment.

The weekly Funding Accelerator workshops showed Martin how he could demonstrate the value, strength and growth potential of the company quickly, simply and concisely.

With the support of Funding Accelerator, Martin developed a strong narrative that showed how the problem faced by universities and education establishments was overcome by the new virtual graduation service. Once this story was clear, Martin augmented the argument with historic and forecast financial data to provide evidence that investors found compelling. Armed with this, the process of developing a powerful pitch deck became simple.

As Martin put it

“Understanding that our virtual and physical services were not mutually exclusive, but instead, two solutions to the same problem, one de-risking the other and combining to give us an offering that differentiated us against all competitors, made our investment opportunity compelling.”

Compelling evidence got investors “on the hook”

As a result of Funding Accelerator Martin now has a clear plan for growth and can confidently pitch this to investors. He is well-equipped to answer investor’s questions and defend the financial projections and valuation having been through a rigorous process to develop these, and having had his plans reviewed by experts in forecasting and valuation. Martin is now in active conversation with investors but has also realised that he may not need to raise investment since the robustness of his digital and physical offerings is attracting clients and providing healthy organic growth.