

## Funding Accelerator gave first-time founder Liz Titchmarsh the clarity and confidence to attract a lead investor for her startup



When Liz Titchmarsh, Founder of Saporista, began thinking about raising investment for her startup she was confused and intimidated by the jargon and industry-insider terminology being used. She had not raised investment before and had little knowledge of the process, or of investor expectations.

### The Minimum Viable Product was complete but was this sufficient to attract investment

Liz had spent seven months developing her startup. She had built the website, found suppliers, developed the marketing plan and bought initial stock. Funding was needed to amplify all this hard work through marketing. But Liz wasn't sure if her startup was investable, let alone how she should approach talking to investors. She felt she had more questions than answers – Where would she find investors? What financial projections would investors require? What should she include in a pitch deck? It all felt rather nerve-racking. Intimidating even and it was stopping her approaching investors.



Liz joined Funding Accelerator to learn the steps she needed to take to secure investment and to build her confidence in talking to investors. She particularly wanted support in creating a pitch deck and financial plan that would be credible to investors. Liz was also keen to be introduced to useful contacts. She wanted introductions to other founders, service providers and – of course – investors.

### Demystifying what it takes to raise investment

Funding Accelerator helped Liz get to grips with all the terms, jargons and processes involved in securing investment. She created a compelling executive summary that she felt confident sharing with people and a pitch deck she loved presenting. Liz also became clear about the elements of her business that still needed work in order to make her business even more investable. This put her on the front foot, allowing her to anticipate investors' questions and being ready to respond to them with a clear plan.

### **Building confidence by sharing with and learning from other founders**

What Liz particularly enjoyed about Funding Accelerator was the networking with other founders, getting their feedback and learning from them. This process was facilitated via the weekly assignments which are completed between the weekly workshops and then shared at the following week's session. Funding Accelerator's facilitator, Hatty Fawcett, encourages sharing and discussion around the assignment. As Liz explained

"Hatty encourages a productive discussion amongst a group of very different founders at different stages. She is able to facilitate group learning – which is really valuable. Hatty also makes you feel very welcome and comfortable in the group, and you do not feel nervous about asking any question!"

The other major benefit of the weekly assignments, as Liz commented, is they ensure you "keep on track and make progress."

### **Pitching secured Saporista's first investor**

Having completed Funding Accelerator Liz now enjoys talking to investors – and feels positive and confident doing so. She has pitched at business angel networks and attracted investors who are reviewing this investment opportunity. She has also had an offer of investment from a lead investor. She knows she will find investors to close the round and that makes her feel positive and confident in continuing to work hard on her business. She feels excited and motivated to keep developing Saporista, making it even more investable.