

Funding Accelerator

Making it quicker and easier to unlock equity investment



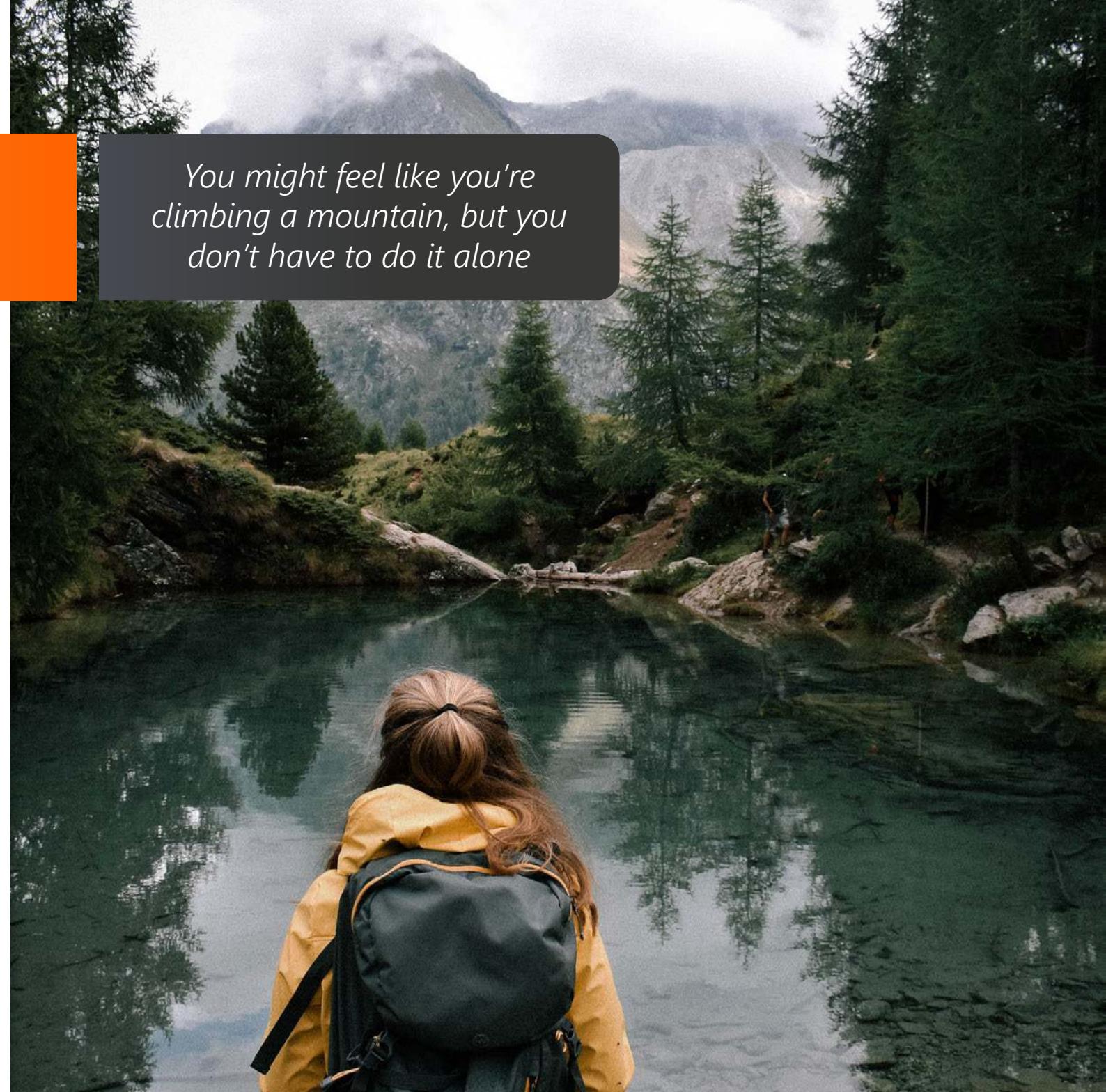
Getting you investor-ready

We're here to help you prepare for investment and secure the funds you need to grow your business.

Combining our knowledge and expertise with our passion for seeing new businesses get off the ground, we're on a mission to make it quicker and easier to raise equity investment.

Our focus is on helping you prepare everything you'll ever need to feel investor-ready, so you can spend less time worrying about where to start and more time enjoying the journey.

You might feel like you're climbing a mountain, but you don't have to do it alone





With you every step of the way

*Raising investment is a journey
and it's more fun in the
company of others*

Raising investment is a journey and it's more fun in the company of others. We'll work with you to make sure you have the tools and techniques you need to encourage investors to back your business.

While raising investment can be complicated we don't think it has to be. We believe everyone should have access to the information they need to boost their business, so we're determined to demystify the investment process, break down barriers and create a level playing field for all.

Whether your business is well established or you're just getting started, we're here to support you. Our tried and tested process will give you:

Clarity on the information that investors need to make a decision

Connections with the people that matter, including other like-minded entrepreneurs, expert mentors and potential investors

Confidence in yourself and the process

Choice in where you get investment from. We help you attract more investment offers which means you can choose the right investors for you



Funding Accelerator

Our exclusive Funding Accelerator programme takes you through every step of the fundraising process.

On average, most businesses take over a year* to get funding - Funding Accelerator condenses this to three months.

Surrounded by over 20 expert mentors and a strong community of business owners, you'll learn everything from how to position your business to how to reach out to the right investors.

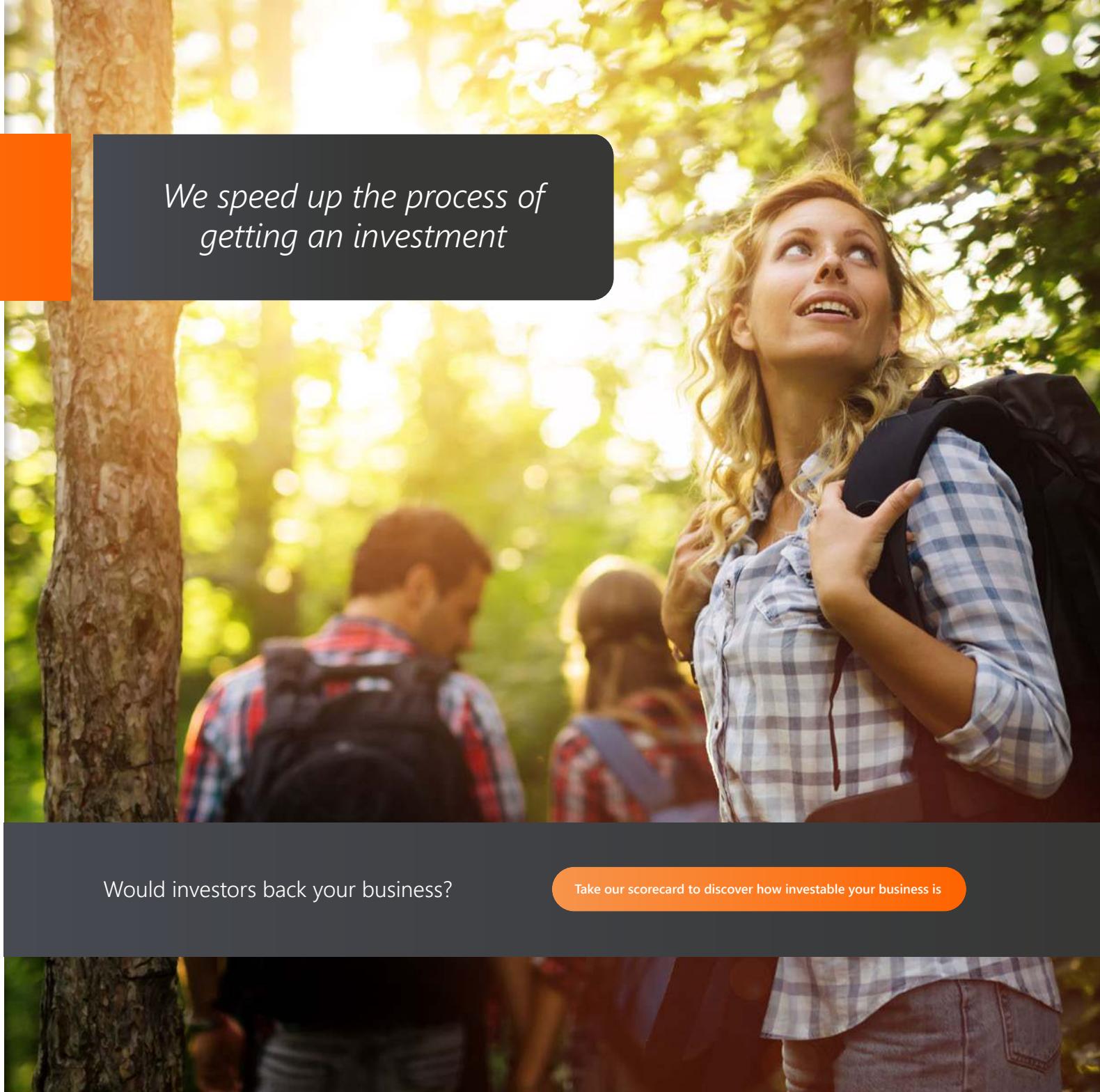
As well as **weekly assignments** to keep you accountable you'll receive a **selection of tools** to make the journey to investment as seamless as possible including **valuation models**, **independent reports** and a **forecasting template** worth over £1,000. We've taken hundreds of people through the programme who have all gone from feeling overwhelmed and confused about how to get their business funded to feeling confident about the future with a clear roadmap of how to get there.

*source Beauhurst

We speed up the process of getting an investment

Would investors back your business?

[Take our scorecard to discover how investable your business is](#)



How it works



Our proven methodology has raised £4 million in the last 12 months alone

The programme is broken down into three sprints and, together, we'll work out where you should start:



The first four weeks of the programme are focussed on developing the investment documents you need to successfully raise investment. We'll also help you achieve Seed Enterprise Investment Scheme (SEIS)/Enterprise Investment Scheme (EIS) advance assurance, which will make your business much more attractive to potential investors.



In the next phase of the programme we'll start putting everything into action, working together to identify the right investors for you, reaching out to them with our proven process and collating investment offers.



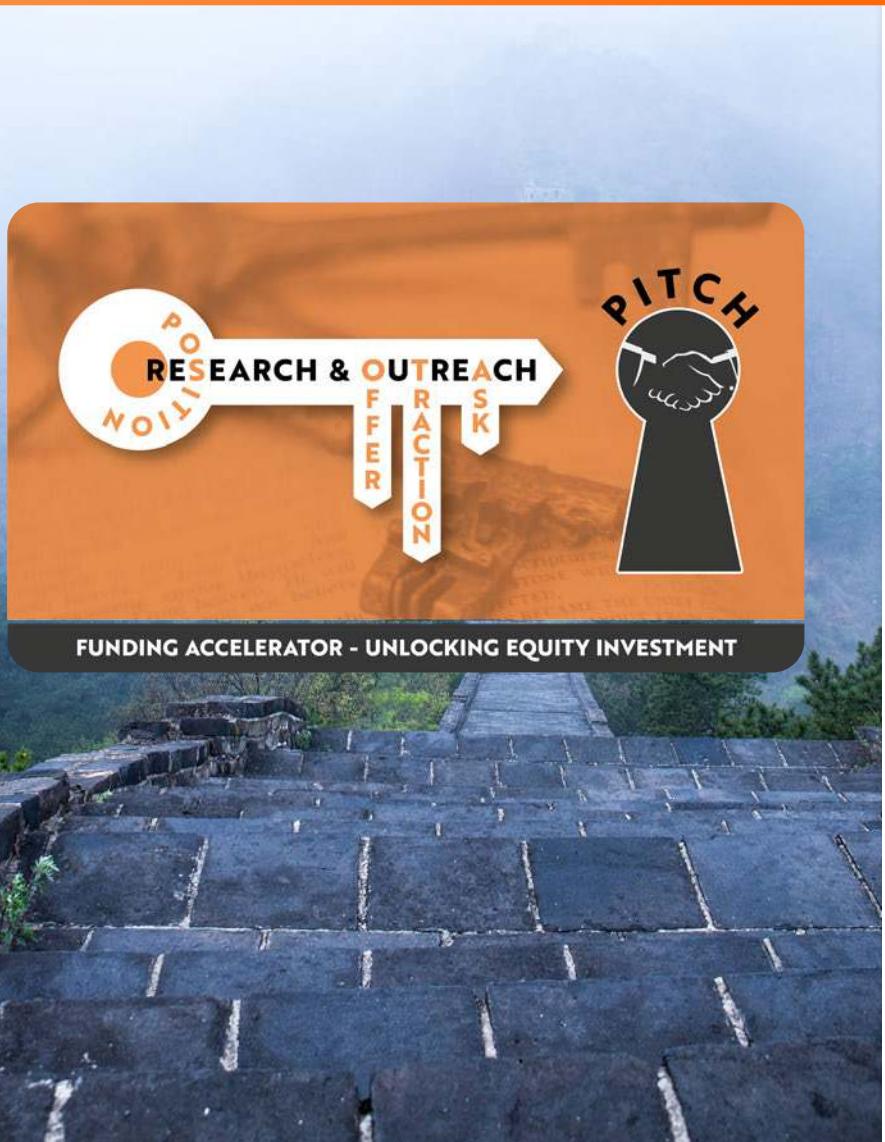
This phase is all about choosing the right deal for you, agreeing the terms and getting the money into the bank! By the end of the programme you'll also have an actionable toolkit and the confidence to conduct future funding rounds too.

Sprint One (4 Weeks)

Sprint Two (4 Weeks)

Sprint Three (4 Weeks)

The key to unlocking investment



Our proven methodology consists of seven elements and has helped businesses raise £4 million in the last 12 months alone.

Position

Investors don't invest in businesses they don't see value in. So we'll work together to position your offer, focusing on the investors you're trying to reach and what they'll be motivated by.

Traction

Ideas don't convince investors - evidence does. So we'll focus on bringing insights and proof points together that prove your business plan is both viable and commercially attractive.

Ask

Raising investment takes time and we don't want you to waste it. We'll carefully scrutinise the numbers so you know how much you need to raise and don't have to go through the process of raising investment more than you need to.

Offer

It can be difficult to define what your business is worth but it's a crucial step in getting the right offers and securing the best deal. We'll help you reach a valuation that motivates investors and fairly represents the value you've built.

Pitch Documents

As well as taking you through a pitch day we'll also help you gather all of the information you need to create compelling documents that unlock investment.

Investor Research

Identifying the right type of investor is critical to raising funds. Using our network and experience we'll help you find the people you need to target to grow your business.

Investor Outreach

You'll have all of the insights you need to start meaningful conversations and a process that is proven to accelerate the time it takes to get investors backing your business.



Everything you need all in one place

Funding Accelerator gives you all of the tools and techniques you need to pitch your business in just eight weeks.



Key Documents

From your elevator pitch and executive summary to your forecast and valuation, you'll have all of the documents you need to put in front of investors.



Mentor Support

You'll make connections with mentors who will support you on your journey and get the chance to have one-to-one conversations on important fundamentals like how to build financial forecasts and how to build a strong team.



Accountability

You'll be fully supported by our friendly community during weekly workshops. You'll also have regular check-ins, peer reviews, assignments and playbooks to help you stay on track.



Investor Profiles

You'll build a target investor profile (TIP) and create a tailored list of investors who already back businesses like yours. And you'll get access to our proven process on how to reach out to them and build strong relationships, with exclusive email templates, data room and due diligence pack.



Pitch Practise

During the programme you'll have the opportunity to pitch your business to our community of investors, mentors and business owners so you can get valuable feedback to hone your offer.

Meet the mentors

Raising investment can feel lonely but during the programme you'll be surrounded by like-minded people and guided by a team of experts who will be with you every step of the way.

Hatty has a strong track record in raising funding for businesses and having seen investment from both sides of the fence (as a founder and knowing what investors expect), she knows how overwhelming getting investment can be. Following a 15-year career in marketing, Hatty completed an MBA at Imperial College and went on to work in three startups, including her own business where she raised over £250,000. She has grown businesses from zero to £3 million in sales in less than two years and has worked with former Dragon's Den star, Kelly Hoppen, managing a number of Kelly's investments before she founded Funding Accelerator.

Hatty's unique perspective on funding has resulted in her being recognised as a Top 50 Business Adviser by Enterprise Nation and means she knows what angel investors look for in a business and what it takes to get investment-ready.



Alison Pettitt

CFO Consulting



Kate Davies

FOX-VPS



Aristos Peters

Early Investment Specialist



Emma Heathcote

Mario Magno





Ginny Radmall
The Ivy Way



Alex Moscow
9mm PR



Harveen Gill
HGA Group



Tim Deeson
Early stage startup advisor



Gary Davidson
Tech Nation



David Burland
Newcomen Partners



Mike Moulin-Ramsden
Veolia Nuclear Solutions



Christopher Booth
Findrs



Nigel Wright
Nigel Wright Corporate Finance/Beer & Young



What our community says



Our graduates have successfully attracted top talent onto their Board as part of the funding round

Funding Accelerator has been running for over two years and in that time we've seen hundreds of businesses transform from an idea into a reality.

"Completing the Funding Accelerator has given me the confidence to bet on myself more, we're now in a position where we can start investing in the business, building a team and making a profit."

Amber Probyn
PEEQUAL

"It's absolutely worth every penny. You will get a return that's beyond the time and money you invest to do the programme."

Claire Ayres
Twist Teas

25% of businesses decided they didn't need to raise investment yet so kept their equity

"Within 12 weeks we went from starting with very little investment, information and due diligence to being completely investor-ready and closing a deal."

James Trenholme
Phronesis Technologies

Funding Accelerator graduates reported feeling more confident talking to investors

"Had it not been for the programme I don't know if I'd have had the courage to keep going."

Banasa Williams
Ksoni

"The content, insights and approach on Funding Accelerator made everything so clear."

Ralf Kernchen & Lorna Parris
Accelogress

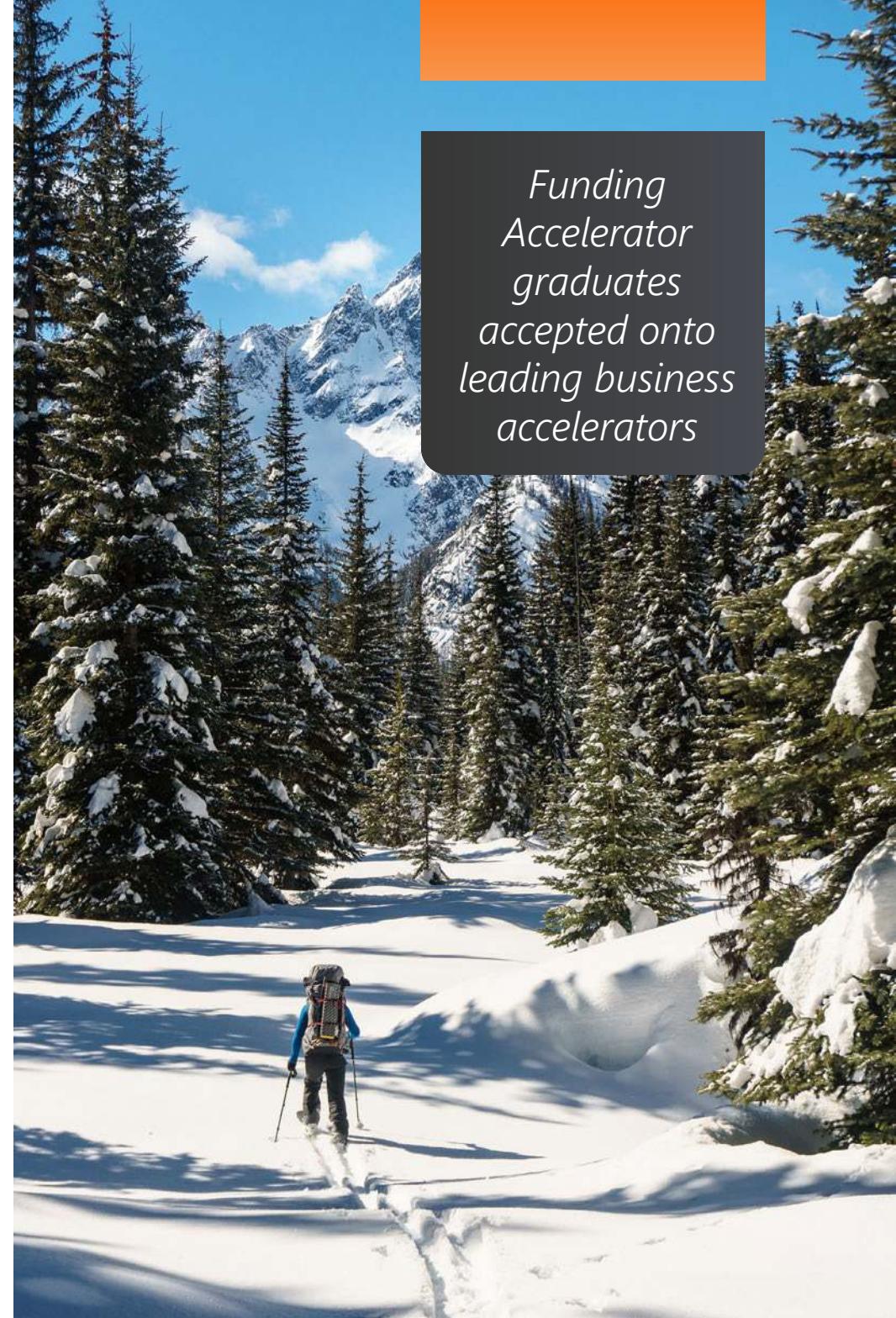
"Funding Accelerator has shown us how we can demonstrate the value, strength and growth potential of the company quickly, simply and concisely."

Martin Lewis
Evess Group

"Funding Accelerator gave me clarity about the type of investors I wanted in my business – and how to find them."

James Foo
Seesiu

Funding Accelerator graduates accepted onto leading business accelerators





Our partners

*Any expedition relies on its team
- and our diverse panel is ready
to help*

We have built strong relationships with a diverse network of investors and collaborate with a variety of trusted partners



Delivery Partners

Investors



Are you ready for investment?
Take our Startup Investment Scorecard

Our Startup Investment Scorecard gives you valuable insights about your business including how ready it is for investment. It's free, takes less than five minutes to complete and you'll get a personalised report with guidance on what to do next.

[Take our Startup Investment Scorecard](#)

