

# Funding Masterminds:

Keeping you focused on unlocking  
equity investment



## Does raising investment 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. Raising investment will ease this situation but you are keen to find the right investors. People whose ethos, objectives and timeframe are aligned with yours.

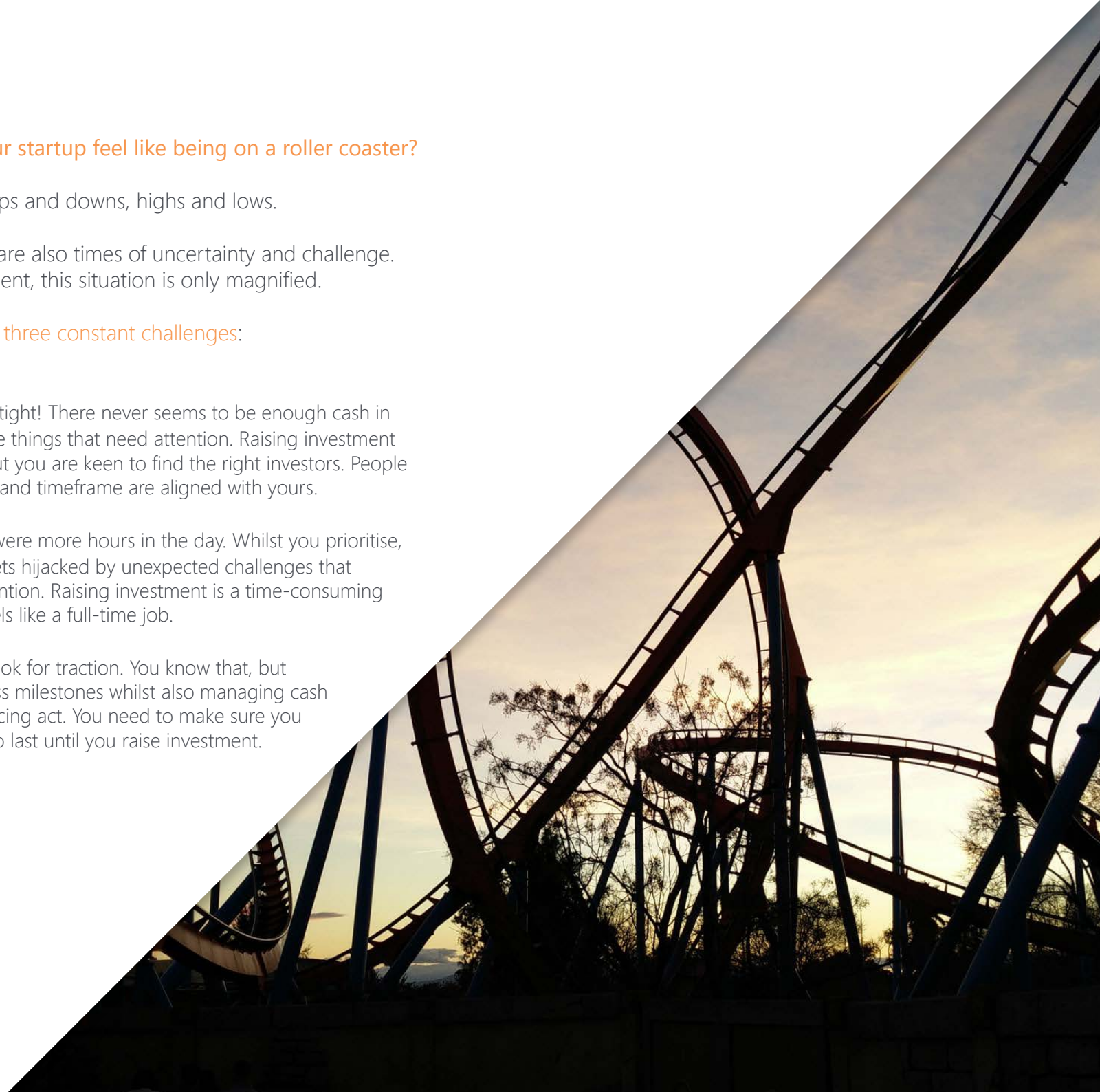
2

**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. Raising investment is a time-consuming distraction that often feels like a full-time job.

3

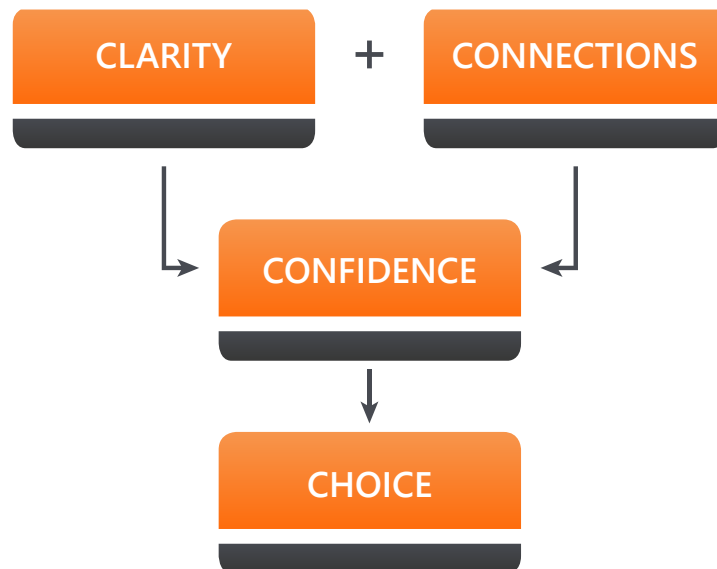
**RUNWAY** - Investors look for traction. You know that, but achieving critical business milestones whilst also managing cash burn is a constant balancing act. You need to make sure you have sufficient runway to last until you raise investment.

Does this sound familiar?



## Reducing overwhelm, giving focus

Focused for Business' methodology is designed to help you cut through overwhelm and shifting priorities.



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.

Hearing what is working for others and receiving feedback on your fundraising approach from other founders in a supportive environment builds your **CONFIDENCE**. Confidence breeds success and ensures you attract a range of investment offers.

This gives you **CHOICE**. The opportunity to choose 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 investment in the future.

## Funding Masterminds - A fast-paced, productive hour, every fortnight

Funding Masterminds is a community of founders who meet fortnightly on a Tuesday morning between 9-10am – via Zoom with webcams and mics on – to improve their fundraising campaign, learn from others on the same journey and increase their chances of success.



We start by **Celebrating Success** with founders reporting on progress and results. Together we explore what can be learnt from the actions that led to that success.

Energised, we move quickly into **Discover & Improve**. Here we explore and build understanding of a specific aspect of the funding journey. The approach varies from meeting to meeting. We might;

- Delve into the detail of an aspect of closing a funding round - finding investors, tactics for closing a round or explore the detail of a Term Sheet.
- Hear from a founder who has successfully raised investment. Learning from their experience of what went well - and what didn't!
- Invite an expert to speak on a topic key to raising investment such as value proposition, valuation or exit.
- Pitch to invited investors and gain detailed feedback on the elements of your pitch that land well and which need improvement.

We end with a quick fire round of **Practical Requests for Support**. Perhaps you need an introduction to an investor, someone to review your executive summary or benchmarking data to improve your unit metrics. Whatever you need, make the request and the assembled founders collaborate to provide support.

Between the fortnightly sessions, collaboration continues via a dedicated Slack channel, open only to members of Funding Masterminds.

## Who is Funding Masterminds for?

Funding Masterminds is for founders who are actively engaged in closing a funding round. To be eligible to join the group it is likely you will have:

- 1 - Prepared your investor documents and are actively engaged in investor conversations.
- 2 - Attracted your first investor – perhaps even your lead investor – and are focused on completing the round with commitments from other investors.
- 3 - Identified a date by which you wish to close the round and are pushing hard to align investors with this.

Funding Masterminds is facilitated by Hatty Fawcett.

### What's included in your Funding Masterminds membership?

2 monthly Funding Masterminds online meetups

Membership of The Raising Funding Community, an invitation only Slack channel  
The knowledge, focus and resilience required to attract and choose the right investors for your startup.

The sense of community that comes from sharing a journey with people as committed and passionate as you are to growing their business – people riding the same roller coaster!



## 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".

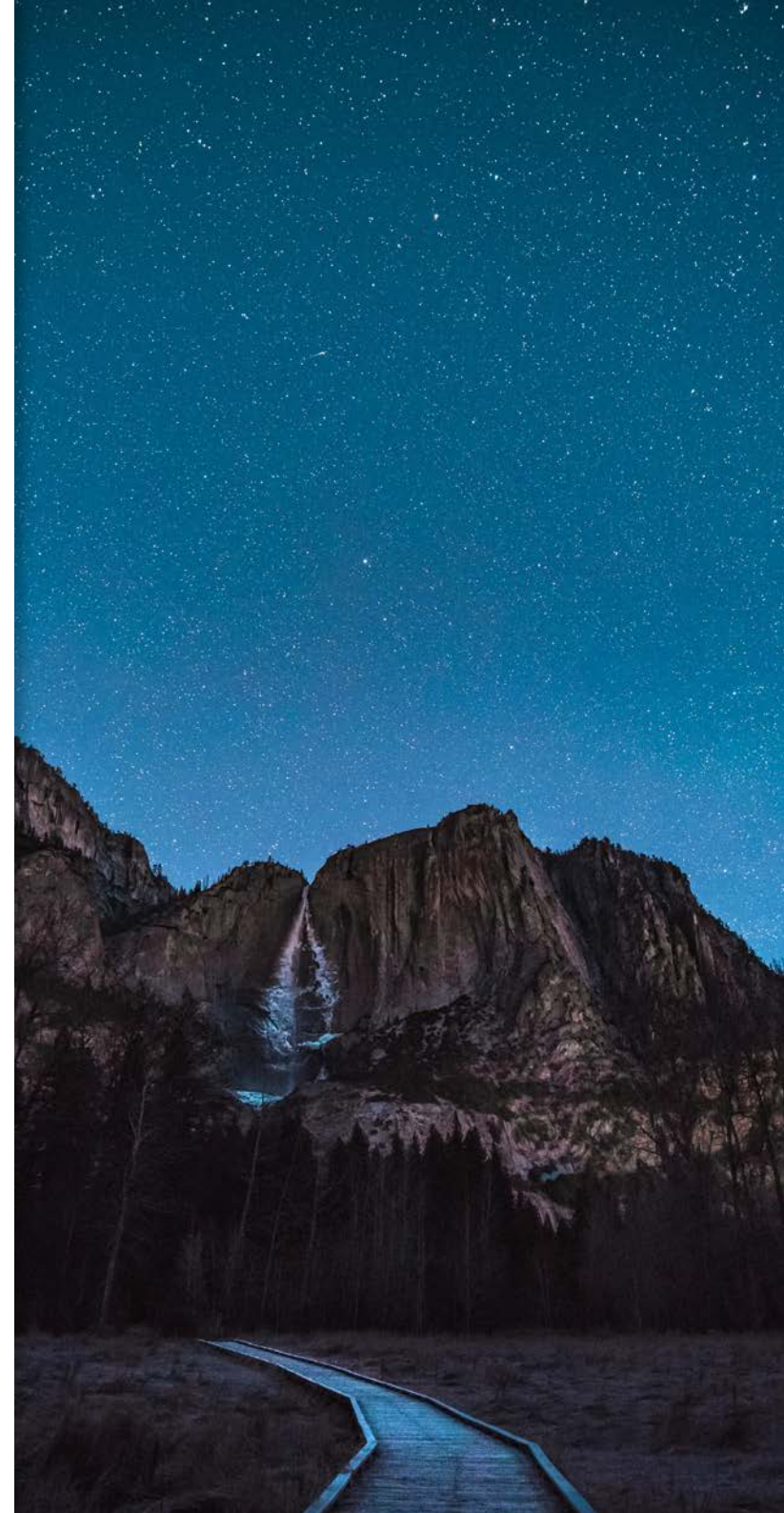


Hatty has a unique perspective on funding - having raised investment herself as a founder, but also understanding what angel investors look for when they back a business. Hatty is committed to make it quicker and easier for founders to raise early-stage investment, and works with the main funding organisations.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

In the last 12 months, Hatty has raised over £4 million for clients, with individual startups raising between £10K and £840K. Hatty has also been voted one of Britain's Top 50 Business Advisers by Enterprise Nation for her work in raising funding.



SEEDLEGALS



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

"The format of a small group who interact and support each other works particularly well. Hatty clearly knows her stuff having been an entrepreneur in the past. She provides valuable support and encouragement. I raised a significant funding round for my business - in fact we were over-subscribed by nearly 100%! I have no hesitation in recommending Hatty's services to others."

Paul McDonnell, Co-Founder SeatSpy Ltd

"Hatty has the rare ability to drill down and ask the tough questions that an investor would ask, helping clarify and shape propositions into the succinct message and format that a potential investor is looking for. She looks at things from an investor's viewpoint and is not afraid of challenging assumptions, vital when undertaking an investment round and looking to attract the right type of investment."

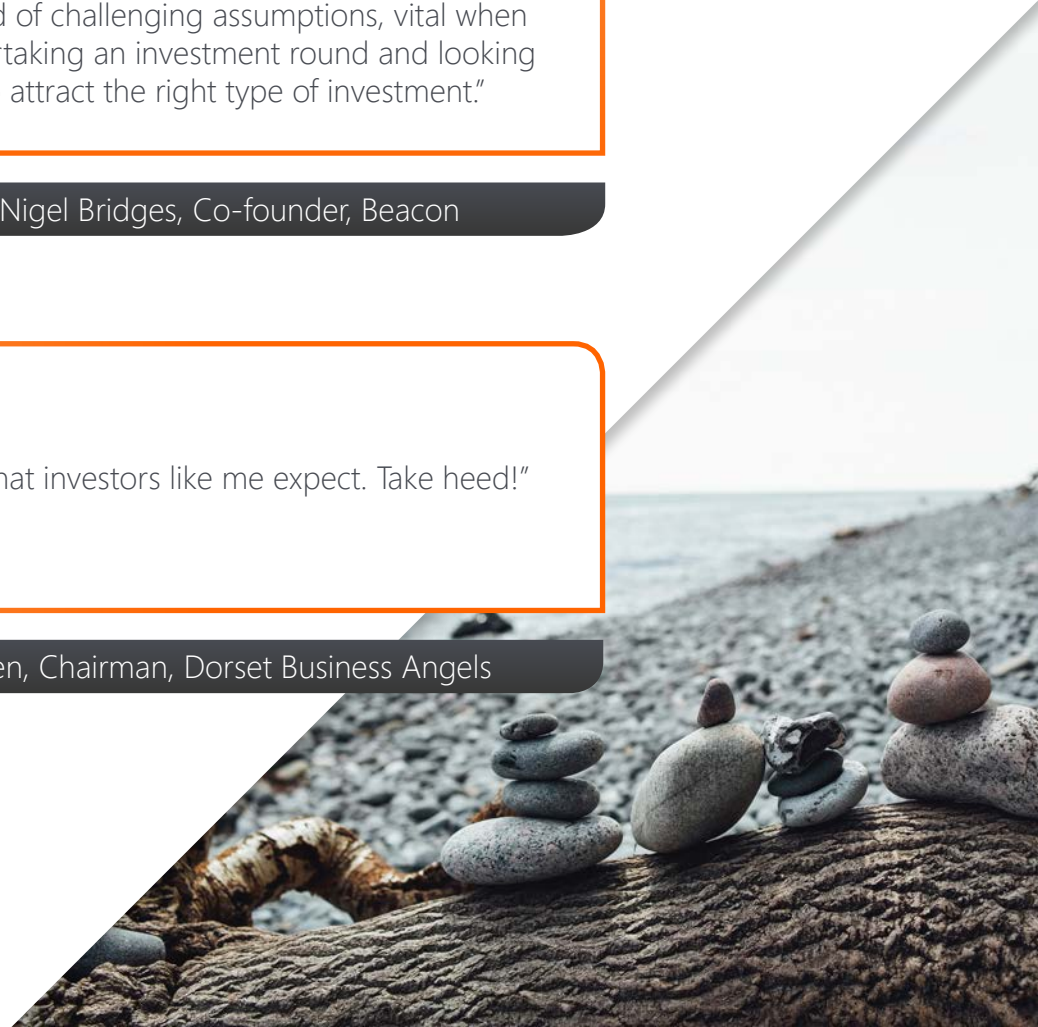
Nigel Bridges, Co-founder, Beacon

"Hatty is fun to work with, smart and has a bounty of real-life experience that she generously shares. I have a new, more professional perspective on how to present my company and talk to investors."

Magi Raible, President LifeGear Design

"Hatty knows what investors like me expect. Take heed!"

Don McQueen, Chairman, Dorset Business Angels





### Want to join Funding Masterminds?

Membership of Funding Masterminds 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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