

## Funding Accelerator Helped isosconnect Find Investors

Founder	Kim Page
Company Name	isosconnect
Company overview	Unified health platform bringing practitioners and patients together
Investment aim	£1 million
Investment achieved	£1 million
Time taken to raise	Four Months
Funding Accelerator Highlights	Community of startup founders and specialist mentors Specialist corporate finance databases to build the evidence base for valuation & exit Access to active investors



### Building a Business That Cares

With a professional career spanning 20 years across social care, telehealth and telecare services (as well as 15 years as a carer in her personal life), Kim Page has always had a passion for the health and wellbeing sector.

After becoming increasingly frustrated by the lack of communication between disconnected health professionals, Kim founded isosconnect with the goal of using technology to bring the 600,000+ independent health practitioners in the UK together.

The unified health platform is designed to help practitioners as well as the estimated four million people around the UK looking for care: "There are thousands of healthcare providers out there that are locked out from this massive demand for care that we have at the moment and I'm finding a way to bring them in so that they use their skills


*"Even though you've got these massively different businesses, you've got founders with a common perspective and I found that really reassuring and helpful."*

to help the right people," says Kim. "The ultimate goal is allowing independent health and wellbeing professionals to be truly autonomous and helping patients get from A-B on their wellbeing journey much quicker."

*"The programme equips you with the tools to find the individuals that have invested in your space, how much, when and where. That is so useful."*

### Finding a Tribe

Having already raised an impressive £1.2 million and recently having recruited their first paying customer, Kim knew her journey to Funding Accelerator was a slightly unconventional one but there were a number of things that stood out about the programme: "I have always been interested in 'bench strength' because I'm a solo founder. I can't do all this by myself. I'd never really found my tribe in the startup community so that made me dig a little deeper. When I found Hatty and Funding Accelerator it just seemed right and there was a real opportunity for advocacy because I thought Hatty would understand the female leadership aspect of what I am doing."



*I liked the accountability. There is no wriggle room - you've got to make a commitment and get it done and if you do the results unfold in front of you.*

## Staying Accountable

"When I first got in touch with Hatty, the facilitator of Funding Accelerator, I was concerned about potentially going backwards to go forwards. A lot of the documentation the course covers we had already done and I've raised a lot of money before," says Kim. "I like fast progression so it felt quite counter intuitive to be thinking about sitting with a group of people and going back to the beginning but in reality I needn't have worried. The course was fast-paced and there was just so much to be gained!"

As well as the structured approach, Kim found the community aspect of the programme really beneficial, and enjoyed the weekly check-ins to keep progress on track. The weekly assignments helped her take a step-by-step approach to getting everything ready: "I liked the accountability. There is no wriggle room - you've got to make a commitment and get it done and if you do the results unfold in front of you. You have to take that leap of faith sometimes and mine was definitely rewarded. You can see a mile away that Hatty really curates who joins Funding Accelerator - it's not just anyone. So even though you've got these massively different businesses, you've got founders with a common perspective and I found that really reassuring and helpful."

## Everything in One Place

Although having successfully raised money previously, Kim admits that the process for doing so was based on a lot of time spent on the phone or behind her keyboard trying to convince would-be investors to part with their cash.

Funding Accelerator makes the process smoother and less-time consuming, with everything needed in one place. Funding Accelerator gave Kim access to specialist corporate finance databases so she could find active investors in her sector to reach out to, see recent valuations to inform negotiations, and find out which companies were buying businesses in her sector so she could discuss exit strategies with investors. All of this was invaluable, says Kim: "There's a risk associated with talking to investors that they tie you up, take all your information and time and then they don't invest. The programme equips you with the tools to find the individuals that have invested in your space, how much, when and where. That is so useful for a founder looking for investment as you can start to analyse that data, figure out who to target and start planning in advance for your next raise. Knowing your landscape and knowing what's happening is really, really valuable."

## Boosting the Business

Following the completion of the programme, Kim applied to Capital Pilot, the Startup Investability Rating Agency, and was eligible for a £50,000 investment from the Boost Fund (70% of founders who have been through Funding Accelerator have successfully applied for the Boost Fund). Raising £50,000 immediately gave Kim the cash to build traction while speaking to other investors, which kept the story of growth moving. Kim feels confident her business is prepared for what lies ahead: "The best way to describe coming out of Funding Accelerator would be prepared. All the information I need is in one place, I know it's been done with focus and quality and that attitude and approach is something you'll get from doing this course. What I'm grateful for now is in my investor conversations there's far less of a fear factor. I've got that confidence; I want to build an impactful business that the world needs and I'm equipped to do that now."