

Funding Accelerator's Mentors Help Pip & Henry Develop their Growth Plan to Attract Funding



Founder	Jeroo Doodhmal
Company Name	Pip & Henry
Company overview	Sustainable children's footwear company
Investment being raised	£200,000
Investment achieved	£205,000
Time taken to raise	Three Months
Funding Accelerator Highlights	Being part of a community of startup founders Financial forecasting and business strategy Paperwork and legal documents Confidence gained



Taking More Mindful Steps Into the World

Shortly after the birth of her daughter, Jeroo Doodhmal launched Pip & Henry, a sustainable and education-led footwear company for children. The idea came to her after seeing the amount of waste that was being produced within the market: "I was shocked at just how wasteful and unsustainable products were, from toys to clothes to furniture and shoes," says Jeroo.

Pip & Henry's products are made with sustainable materials like Piñatex (a leather substitute made from the waste leaves of pineapples), with a focus on encouraging children to take more mindful steps into the world by recognising the impact their footprint can have on the planet.

Working with Expert Mentors

After launching a capsule collection in 2021 and getting feedback on the initial product, Jeroo quickly realised she needed to focus on raising funding: "I really needed a kickstart. It's quite

"Hearing other people's stories was really helpful and as an entrepreneur you realise you're not out there alone."

daunting for a first-time founder who has never raised funds before to start that process and I was a little unsure of how to do that first introductory conversation with a potential investor. Funding Accelerator helped me develop all of the tools that were needed for me to really understand

"We overfunded, raising £205,000 in three months."

the funding process - it's just such a big area and I've never done it before so having that very solid advice was desperately needed."

Over the 90 day programme Funding Accelerator helps startup founders get all of the necessary paperwork in place and also introduces a variety of mentors with different fields of expertise to fill any knowledge gaps entrepreneurs might have - something Jeroo found very useful: "The mentors were really generous with their time, expertise and knowledge. I'm still in touch with a lot of them. I spent a lot of time with the mentor who helped with my financial forecast and wholesale strategy, helping me identify which retailers I should reach out to and which documents I needed so there's been a lot of support both during and after the programme."



"It is well worth the investment of both money and time."

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).

Jeroo says this initial funding made a big difference to the company's future: "It meant we had capital that could be deployed pretty quickly. We have to pay in advance for stock and it's quite a heavy cash flow dependent business so this first investment was useful in putting plans into action."

The Next Step

Since completing Funding Accelerator, Jeroo has not only gained an initial cash injection into the business but is much more confident in her business valuation and in approaching investors. She exceeded her funding target, raising £205,000 in investment: "I've had a sort of shy mentality when it comes to asking for money, but through conversations with Hatty, the Funding Accelerator facilitator, the mentors and other founders on the course I now fully understand that I am offering something of value."

And Jeroo's advice for anyone considering Funding Accelerator? "As a founder you are always weighing up if something is worth your time or money and I think the value you get from Funding Accelerator is tremendous both in terms of helping you structure your mindset, in getting ready from a practical standpoint for fundraising and in terms of connections and introductions. It's well worth the investment. "

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Diving Deep Into the Business Plan

Although Jeroo had an idea of what she wanted to raise, she says Funding Accelerator encouraged her to take a deeper dive into her business and boosted her confidence: "I had this target of achieving a certain amount in a year but there was no concrete plan behind exactly how I would get that and what that would mean month by month including which kind of relationships I would

"Speaking with the mentors was amazing - they are really generous with their time and their expertise and knowledge."

need to build and with which kind of retailers. The programme helped me go deeper into every aspect of the business and has given me a really concrete plan."

Securing Capital Pilot as a Lead Investor

After Sprint One of Funding Accelerator, Jeroo had everything she needed to approach investors including a detailed pitch deck, financial forecast and valuation. She used the knowledge gained from Funding Accelerator to apply to Capital Pilot,