



FUNDING ACCELERATOR

Secure Startup Investment
in 90 Days



Making Fundraising Faster and Fairer for All

We believe startup investment should be available to everyone. And the process shouldn't be over complicated or overly time consuming.

When it comes to raising funds there are so many obstacles; investor jargon and lack of experience can leave some founders confused and at risk of being taken advantage of.

Gender, ethnicity and geographical location can also be barriers, with studies showing that less funding goes to female founders, ethnically diverse founders and startups based outside of London.

We want to change that. Funding Accelerator is designed to level the playing field and make it faster and fairer for founders to raise investment.



Inspiring entrepreneurs. Delivering growth.





What is Funding Accelerator?

Supporting You on Your Startup Journey

Funding Accelerator is a tailor-made, three-month programme that will guide you on your journey to securing investment, giving you all of the tools and techniques you need to succeed.

Unlock Investment in 90 Days

We're focused on speeding up the funding journey, and we'll support you every step of the way.

- 5X faster than the average length of a funding round*
- Raised over £10 million for startups (and £5 million in 2022)
- 50% of our graduates raise investment (10% higher than the average industry standard†)
- Many graduates are accepted onto scale-up accelerators run by SetSquared, Antler and others

**On average, it takes 15 months to raise your first or second round of funding.
Beahurst*

*†"Top Accelerator Programmes for UK Businesses and Entrepreneurs",
August 2022, Beahurst <https://www.beahurst.com/blog/top-accelerator-programmes-uk/>*



Who is it For?

We've worked with businesses of all shapes and sizes and we're confident we can help you take the next step on your funding journey. So, how do you know if the programme is for you?

- It's your first or second time raising investment
- You have a growth mindset and want your business to make an impact
- You're focused and resilient; you're ready to make your product/service a success
- You're prioritising funding because you know it will take your business to the next level
- You have a proven product, clear go-to market strategy and have gained some traction
- You're already trading or you're conducting a pilot (paid or unpaid) with customers
- You want to raise £100,000 - £1 million

"Funding Accelerator really helped to unlock some of the conversations we were already having with investors."

Amber Probyn, PEEQUAL





Everything You Need in One Place

When you join Funding Accelerator you'll have everything you need to raise investment:

-  Weekly 90-minute workshops with startup experts and mentors
-  Assignments to keep you accountable and motivate you to progress
-  Dedicated feedback on how to make improvements
-  Free resources to help you deepen specialist knowledge
-  Playbooks providing a step-by-step approach
-  Templates, tools and techniques to speed up the progress
-  Exclusive 1:1 sessions with mentors to build confidence
-  Pitch day practise and feedback
-  Our proven step-by-step methodology and support
-  A community of like-minded founders so you can learn from each other and share experiences



Making Equity Investment Simple

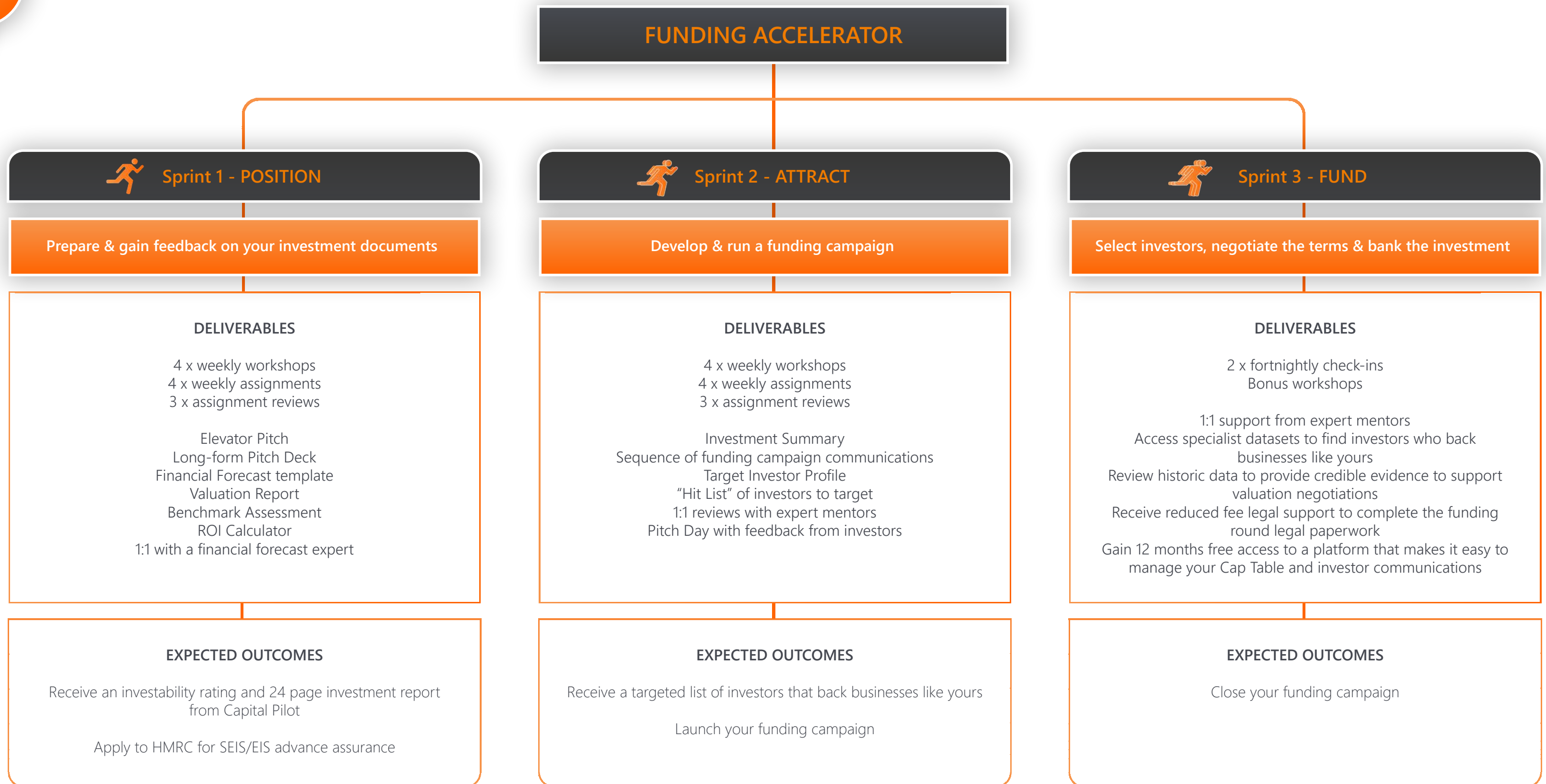
Our tried and tested approach gives you:

- Clarity on the information you need to present to investors
- Connections with investors and a community of like-minded entrepreneurs who are generous in sharing their experience and insights
- Confidence in your business and your ability to present the investment opportunity
- Choice in selecting the right investors to back your business



How Funding Accelerator Works

The programme is split into three sprints, each one lasting a month. You can choose to do each sprint separately or do them all together - whatever works best for you.



Meet the Experts

Funding Accelerator is facilitated by people who know the startup and funding journey inside out. Combining our knowledge and expertise with our passion for seeing new businesses get off the ground, we're on a mission to make it faster and fairer for founders to raise equity investment.

Hattie Willis

Hattie leads Sprint One of the programme. She is a venture builder, startup coach, experienced accelerator facilitator, and the founder of Guessworks, an innovation consultancy equipping entrepreneurs with the skills to generate, test, and scale early stage ideas. Hattie is passionate about supporting underrepresented founders through her new startup, IfWeRaise. She has trained thousands of entrepreneurs through university sessions, Amazon's Sustainability Accelerator programme, and her podcast - Not My First Guess.



Hatty Fawcett

Hatty leads Sprint Two and Three of the programme. She has more than 10 years of experience in getting startups funded and has seen investment from both sides of the fence, so is uniquely placed to understand the founder journey and what early-stage investors look for. Hatty has previously raised £10m for startups (£5m in the last 12 months) and has worked with former Dragons' Den star, Kelly Hoppen, managing a number of her investments. She is Enterprise Nation Adviser of the Year 22/23 for Finance and Funding and is passionate about using her experience to level the investment playing field.



Meet the Mentors

When you join Funding Accelerator you'll gain access to a host of mentors who have all had experience of working in or with startups. Specialising in a range of areas, each mentor is expertly placed to help you hone your investment documents and prepare you to face investors' questions.



How We've Helped Other Founders

Claire Ayres, Twist Teas



Funding Accelerator highlights:

Support network
Business valuation
Learning investor terminology

Amount raised:
£485,000

"We've raised almost half a million pounds since I did Funding Accelerator. It was like a boot camp helping me get ready for fundraising and it works, it just works – it's brilliant"

Kim Page, isosconnect



Funding Accelerator highlights:

Community
Accountability
Database

Amount raised:
£1 million

"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."

Jeroo Doodhmal, Pip & Henry

"The mentors were really generous with their time, expertise and knowledge. There's been a lot of support both during and after the programme."

Funding Accelerator highlights:

Financial forecasting
Paperwork and legal documents
Confidence gained

Amount raised:
£205,000



"One investor told us the forecast we developed on Funding Accelerator was the most detailed and thought-through forecast they had ever seen. They became our biggest investor."

Amber Probyn & Hazel McShane, PEEQUAL

Funding Accelerator highlights:

Community
Programme structure
Forecasting template

Amount raised:
£250,000



Lucero Tagle, Pitch Ninjas



Funding Accelerator highlights:

Financial advice
Financial spreadsheet
Connections with mentors

Amount raised:
£100,000

"Neither myself or my co-founder come from a financial background, so putting a P&L together was quite new and daunting. The Funding Accelerator forecasting template was really helpful."

Barry Klipp, Interlnkd



Funding Accelerator highlights:

Community connections
Confidence and knowledge
Financial forecasting

Amount raised:
£250,000

"The programme fast tracked everything – we raised £250,000 in just four months, which is £50,000 more than we expected."

[READ OUR CASE STUDIES](#)

Our Trusted Partners

We work with a number of organisations who can offer specialist support throughout every part of the funding journey – from legal and debt finance to cap tables and grant applications. Whatever you need, we've got you covered.

Capital Pilot



Receive a Capital Pilot Rating and Assessment, providing an in-depth analysis of business investability and designed to enhance your chances of fundraising success. Your first assessment is included free within your Funding Accelerator fee.

FounderCatalyst



Quickly and professionally create all of the legal paperwork needed to complete a funding round, including HMRC SEIS/EIS Advance Assurance. Funding Accelerator participants receive an exclusive 33% discount.

Vestd



Manage your cap table, prepare data rooms, execute funding rounds and communicate with shareholders via the UK's most advanced equity management platform with full Companies House integration. 50% off Vestd Lite for 12 months for Funding Accelerator participants.

Mark to Market



Build credible valuations, investor outreach plans and exit strategies based on actual benchmark data. Funding Accelerator participants receive free access whilst on the programme.





What you Need to Know

Funding Accelerator runs monthly, with Sprint One usually starting on the first Tuesday or Wednesday of the month, and continuing weekly with a lunchtime workshop from 1-2.30pm. The weekly workshop is accessed (live) via Zoom.

Check our website to confirm the next Funding Accelerator start date.



[Find the Next Start Date](#)

How Much Does the Programme Cost?

Funding Accelerator costs £3,000 (plus VAT) for all three sprints or £1,500 + £1,500 + £1,000 (+ VAT) if booked as separate sprints.



Ready to Join the Programme?

Funding Accelerator is an exclusive programme for startup founders who have built traction and are ready to attract funding. How do you know if it's the right time to join Funding Accelerator?

Step one: Benchmark Assessment

Take our Benchmark Assessment to determine if you are ready to join Funding Accelerator.

Our Benchmark Assessment is designed to help you:

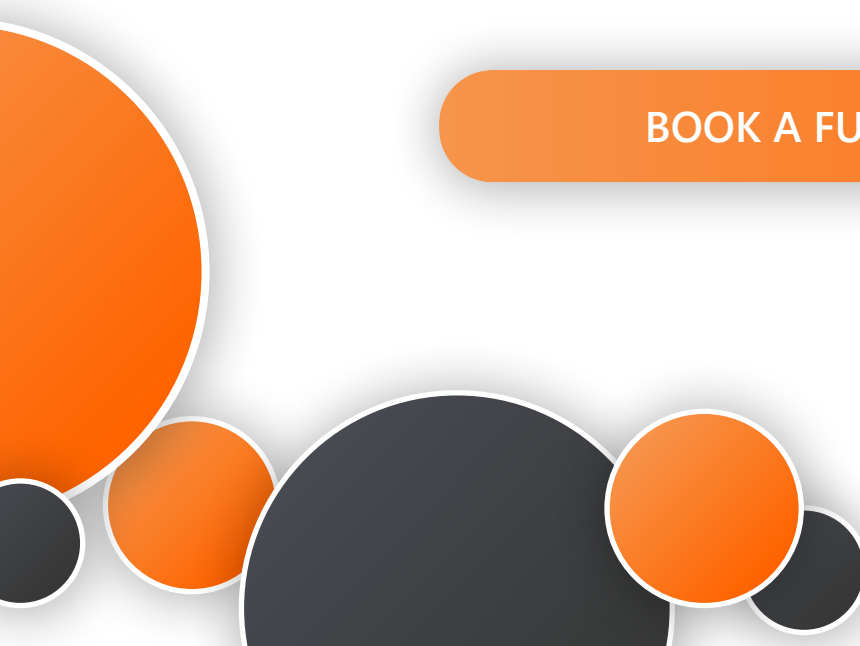
- Recognise how an investor assesses the progress you've made in validating and growing your business.
- Compare the progress you've made in your business against that of similar businesses to understand your relative 'deal appeal'.
- Benchmark your proposed business valuation to see if it is on a par with other businesses and investors' expectations.
- Understand what action is required to de-risk your investment opportunity to make sure you attract the investors you want.

[TAKE THE ASSESSMENT](#)

Step two: Funding Review call

Book a Funding Review call with Funding Accelerator's founder, Hatty Fawcett, to review your Benchmarking Assessment and to discuss where your focus needs to be to secure funding with the support of Funding Accelerator.

[BOOK A FUNDING REVIEW CALL](#)





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Claire Ayres, Twist Teas



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Company: Twist Teas
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