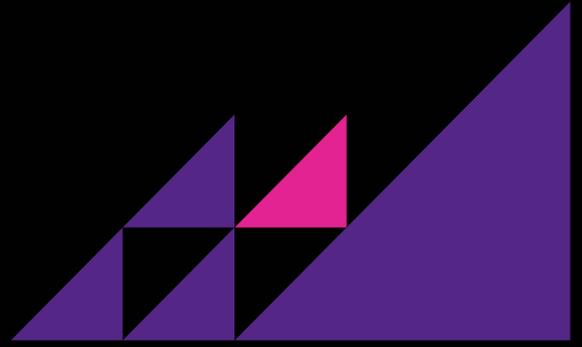


## Access to Finance



Successful businesses may sometimes find further growth hampered by a lack of funding. They may also be unaware of the full array of finance options available, from commercial loans to angel investors and everything in between.

GrowthAccelerator will show you new ways to source and pitch for investment, helping your business expand, move into new markets and explore new products and services.

### Are you finding it difficult to attract the right funding for your business? Want to know more about meeting investor requirements?

You'll work with Access to Finance because based on your barriers to growth and business issues, you and your Growth Manager have agreed that this is a priority area your business needs to address.

Support is customised for your individual needs, and you and your Growth Manager will work together to agree the coaching sessions and supporting masterclasses which are right for you.

Your coaching sessions will be led by one of our Growth Coaches, who are finance experts with backgrounds as finance directors, accountants, lenders and investors. They'll bring with them the most up-to-date knowledge of finance and investment opportunities and a deep understanding of the best ways to make your company attractive to a funder. You'll work through a full assessment of your business model, finance requirements and potential for raising finance with your Growth Coach.

The cost of your coaching sessions and your masterclasses will be covered by your one-off investment in GrowthAccelerator.

#### How will my business benefit?

- You'll find out how to improve your company's investment readiness and becoming more attractive to funders.
- You'll understand who to contact about sources of potential finance.
- You will be able to build a strong management team (key to attracting investment) by accessing up to £2,000 match funding for your senior managers to undertake leadership and management training.

#### How will the masterclasses help me?

- You'll learn from top specialists about raising finance.
- You will have access to investors and legal specialists.
- Through peer-to-peer learning you'll benefit from sharing the ideas and experiences of other delegates.
- By building knowledge and expertise in your masterclasses, you'll be able to get more from the one-to-one sessions you have with your growth coach.

## What choice of masterclasses will be available to me?

You or your management team will attend three of the following four masterclasses:

### *Understanding Finance*

This will give you a better understanding of the advantages and disadvantages of the different types of external finance.

This masterclass will include: funding basics e.g. sources of finance: debt, angel investors, venture capitalists (VCs); the state of the funding market; how financing organisations work and make decisions; investor perspectives of company propositions; investor exit options, returns, strategies, deal syndication, next round financing.

### *Preparing for Finance*

This will help you craft a strong 'pitch' and increase your success of accessing external finance.

This masterclass will include: building a strong business plan and opportunity note; preparing your pitch and materials to meet investor requirements; a mock presentation of your investor pitch to an expert panel, followed by a Q & A session and detailed feedback from the panel on your finance-readiness status.

### *Closing the Deal: legals and valuation*

You will find out how to make the most of your ability to complete a financing deal.

This masterclass will include: equity funding and finance sources; investment criteria – team, product, market, company, return; presenting the case – plan, projections, advisers; introduction to valuation and methodology; term sheets, legals and completion, tax considerations, due diligence; deal terms case study; board representation; availability of document on equity finance

### *Financing for Expansion*

This will help you to consider ways to increase your success when seeking external growth capital.

This masterclass will include: growth basics e.g. organic growth, acquisition, corporate venturing; cost of different types of capital. MBO, MBIs; asset financing, sources (brokers/banks) and criteria; invoice discounting versus factoring, R&D tax credits; cash flow and working capital management, financial modelling, ROI; second round financing and implications.

**GrowthAccelerator –  
where driven  
businesses go to  
realise their ambitions.**

To find out more about joining us,  
visit [www.growthaccelerator.com](http://www.growthaccelerator.com)

You can also call our helpline:  
0844 463 2995 (Mon-Fri, 9am-5pm)

Or get in touch by email:  
[enquiries@growthaccelerator.com](mailto:enquiries@growthaccelerator.com)

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