

Workshop: Seeking Investors

Over two half days, delegates will gain an insight into the requirements of investors, ranging from angel groups through to venture capital funds. Many sources of finance will be discussed and assessed, both equity and debt.

Each step in the process of raising finance will be discussed and detailed, including how to make successful approaches to potential funders. Documentation and data requirements are explained and specified, with specific case studies, and an introduction to valuation methodologies. A short presentation on alternative financing, including crowdfunding, is also included.

This module will also complement the “Working with Corporates” module, which is delivered on the day after, and includes guidance and practical knowledge on corporate investment.

The EIC Academy offers multiple workshops for small companies funded by the EIC pilot - [see the calendar](#).

Comments from previous workshops...

“detailed and insightful theory, useful and challenging practice”

“very good overview of the funding options”

“the second day with practical work was very beneficial”

“very good trainers”

“excellent coaching from preparation, concrete support, empathy”

“I like the combination of theory/examples/practice”

“easy and understandable, and the audience participation was very positive”

“the content was quite different to other investor workshops where I’ve been, and surprised me with its perspective – very useful”

25-26 September, Milan

Register

Who should attend?

The workshop is aimed at companies funded by the European Innovation Council (EIC) pilot, with products/services/protectable IP ready for exploitation, with major application potential, and with good financial results ready to progress to Stage A finance (equity) or bank loans (debt). “Investment-ready” companies may also benefit. The workshop is aimed at the senior management team, financial and business development leaders.

Attendees will be members of the senior management team who are responsible for fast and sustainable growth throughout their companies, and wish to access finance in a professional and structured manner.

Bring your coach!

We highly recommend inviting your coach, to maximize the impact on your business. When business and organisational development are part of the coaching plan, your coach may attend to work with you through these topics. We will issue a separate coaching contract for that.

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What will you learn?

Delegates will be introduced to the full process of fundraising, with a focus on the best ways of finding potential investors, communicating and pitching, and understanding negotiation tactics and terms and conditions. All potential sources of finance – from local banks through to private equity – will be covered and assessed relevant to the specific needs of the delegates. The particular needs of venture capital, and the advantages and disadvantages of this type of funding, will be covered as well as a “deep dive” into a typical method of early stage company valuation. Additionally, the specific requirements for finding, approaching and informing funders will be covered, including the needs of banks for debt finance.

Topics specifically covered include:

- sources of finance and their suitability for companies at different stages
- bank funding advantages and disadvantages
- venture capital advantages and disadvantages
- overview of alternative financing including equity crowdfunding
- what needs to be in place before raising finance
- preparing and planning your fundraising
- finding and approaching funders
- what investors are looking for – past, present and future financials and market data
- dealing with investors – the offer, due diligence, and closing the deal
- key factor: is your price cheap or expensive? Basic concepts on Enterprise Value calculation
- beyond the price: deal terms

The workshop combines specifics of the fundraising process, and the suitability of different types of funding to companies in different sectors, stages of growth and market readiness.

Agenda

Day one 13:00 to 17:30

Delegates are invited to share briefly their own business funding situation, and their general and specific challenges for accessing future finance, as well as an indicator of the amount of funds they are seeking, and their initial company valuations. Based on this input, the workshop will explain the likely sources of finance, including banks, and venture capital, from small funders to large international groups. A comprehensive exploration of all the requirements, from preparation to pitching, will be provided, as well as in-depth descriptions of all the documentation and typical terms and conditions provided and required by traditional investors. Hints and tips on negotiating, achieving a mutually beneficial deal, and what to avoid will be discussed in an informal session.

Day one 19:30 to 22:00

Informal networking dinner for all delegates, the workshop presenters, coaches and local EIC pilot supporters

Day two 08:30– 12:30

An initial discussion will expand the points made the previous day, and their relevance to the delegates' own situations, now and in future. To help delegates understand the financial rationale behind valuations, a typical valuation formula will be explained. Working in teams, delegates will work on their own valuations using this model, and then discuss the results and implications. A final “Dragon’s Den” where delegates will make a brief pitch to an “investor” and a “banker” provides a lively completion to the workshop.

MORE INFORMATION

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After the event

Delegates will receive a full copy of all the presentation materials, plus the following support materials, specifically developed to complement this Academy training module:

- Example Information Memorandum
- Seeking Investors Guide
- European Crowdfunding Network crowdfunding guide

About the trainer

The sessions are led by Jose Martinez, who is currently CEO of R&D Consulting Boutique, with a track record as CEO in Strategic Consulting, MD in a global British company and an International Sales Director. He is recognised as an expert in the commercialization of innovation and high value products across different industries, particularly in Technology and Finance & Insurance. Jose is a Business Angel and co-founder of a small VC. He is a EIC SME Instrument Business Coach, working with more than 20 awarded SMEs.

Logistics

The workshop will be delivered to an audience of 10-15 companies (with coaches ≈ 20 attendees), over a two-day midday-to-midday period.

Date: 25–26 September 2018

***Location:** Finlombarda S.p.A., Servizi per la Competitività, Via Fabio Filzi, 25/A, 20124 Milano, Italy

Hotels: Near the location, there are many hotels nearby, at all price levels

* This address may change. In that case you will be promptly notified.

Registration

Attendance is restricted to small companies funded by the EIC pilot. EASME reserves the right to restrict participation. There is no cost for attendance, but places will be limited to one per SME, and we expect that only senior employees of the company will be proposed as attendees. To register, please use the [SME dashboard](#), where you will find an application form. Should this session be fully booked, we will inform you about future repetitions.

Additional information

Please contact the EIC Academy (contact@phase3-services.eu) if you have any queries on this workshop, or on other events presented by the EIC Business Acceleration Services

Workshop: Seeking Investors, by the EIC Academy,
Jose Martinez, CEO of R&D Consulting Boutique.

Register

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