

The Investor Pitch – How to raise money successfully

Are you a start-up or growth company looking to raise money from private investors?

This workshop is aimed at pre-start and start-up companies or growth companies in fundraising mode. You have a business idea, have written a business plan, or are in the process of writing one, and find that you will need to raise money in order to get the business kickstarted. As an early-stage company, already generating some revenues, you might be preparing to pitch for investment to scale up the business.

Short of appearing on “Dragon’s Den”, you now need the know-how to turn your business plan into an investor presentation that will make an impact.

Before approaching private investors, such as Business Angels or Venture Capital firms, or even when applying for a loan with your local bank manager, you need to present a compelling investment case for your business.

What are private investors, such as Angels and Venture Capital firms looking for in a business? This workshop will give you an insight into the investors’ point-of-view and cover both the content of an investor presentation as well as coach participants on how to deliver an investor pitch with impact.

This interactive training course will give participants the opportunity to observe and make investment pitches, using camera as a feedback tool, and creating a realistic simulation of what it feels, sounds and looks like to pitch in front of investors. A must-do experience for entrepreneurs in fundraising mode.

About the trainer

Irene Bejenke-Walsh has been coaching entrepreneurs and management teams for investor presentations and pitches for more than a decade. Her clients include the UK’s largest Business Angels network, London Business Angels, where she has coached more than 300 entrepreneurs pitching to the network in a real life “Dragon’s Den”. She also coaches the companies entering the London Technology Fund competition and many other small and large companies. At the other end of the investment spectrum, Irene also advises large international corporations preparing to list on the London Stock Exchange and AIM on their IPO presentations and therefore covers all stages of the funding cycle. Irene has become a sought-after expert in this area and investment rates at London Business Angels have gone up by 33% during her tenure as a pitch trainer. With her background in financial journalism (The Wall Street Journal, CNBC) and corporate PR, she brings fresh angles to the investment arena.

, put your own money where your mouth is and perhaps friends and family have invested in your business). You are pre-revenue or starting to see early revenues?