



Investment Readiness

An investor led programme that offers
guidance to businesses seeking investment



Thinking of raising money? Are you investment ready?

Lancashire's Investment Readiness programme is a coherent, structured programme of investor-led input, investment readiness guidance and support activities with the objective of supporting potentially high growth, Lancashire-based businesses with demonstrably improved chances of raising third party equity investment.

The programme aims are to:-

- Make it easier for Lancashire businesses to access the most appropriate equity investment funding
- Make it easier for investors to back the right opportunities and increase the ratio of positive investment decisions to negative ones
- Grow the base of Lancashire SMEs equipped to engage with equity investors, increasing the knowledge and understanding of risk capital
- An increased number of opportunities that have undergone an objective assessment of, and been given feedback relating to, the business and its plans, so that they may be shown in their optimum light to potential funders
- A programme of education for the owners of businesses that require growth funding but have limited or no experience of raising equity finance

The programme

There are 3 main sections to the programme:-

1. Introduction to equity investment and venture capital
2. Planning your approach to raising investment
3. 1:1 and group pitch coaching and development sessions



Takeaways

Come along to our group introductory workshop where you will benefit from:-

- An overview of private and institutional investors and their investment processes
- What investors are looking for AND WHAT THEY ARE NOT LOOKING FOR
- The importance of your investment pitch
- External contributors who have recent experience of successfully raising investment

What next?

Following the introductory workshop, if you decide that equity investment is for you then sign up to the full programme.

Those that go on to complete the programme, will be given introductions to potential investors.

How much does it cost?

The programme is free to eligible Lancashire based SMEs

Where will the programme activity take place?

The programme will be delivered throughout Lancashire with delivery taking place at UCLan's Preston Campus, UCLan's Burnley Campus, Lancaster University, Blackpool, Blackburn, Accrington and Skelmersdale.

How do I get on the programme?

The Investment Readiness programme is part funded by the European Regional Development Fund (ERDF), and hosted by the University of Central Lancashire (UCLan).

If you are a Lancashire based SME and would like further information or would like to join the programme, please register at www.uclan.ac.uk/investmentreadiness or contact us using the details below:

t: 01772 89 5656

e: investmentreadiness@uclan.ac.uk