

Raising Capital and the Perfect Pitch



Capital can help transform your business and accelerate its growth, but successfully raising it can be a challenge. These workshops, led by a founder who has raised over £30m in funding for two successful North West businesses, provides founders and management teams with invaluable insight and practical advice on how to successfully prepare to raise capital and to perfect their pitch.

Workshop 1

Strategy & Pitch 1

Business Plan Creation
Pitch Deck Creation

Investor Landscape

When to use external capital
Understanding Investors
Sources of Funding

Workshop 3

Legal, Tax & Process

Intellectual Property
Due Diligence
Deal Structure
Tax

Workshop 2

Strategy & Pitch 2

Business Plan Review
Pitch Review

Who is this course for?

The course is aimed at all businesses based in Lancashire and Cumbria, that have raised less than £1m of funding. A preference will be given to Cyber Security focused companies.

What will the course cost?

The course is funded by the Lancashire Cyber Ecosystem Support Programme that is being supported through the Department for Science, Innovation and Technology and is **free** to eligible companies.

What is covered?

Business Planning. A well thought out and clear business plan is foundational for any successful business. The key principles and then the more structured Business Canvas approach will be covered.

Pitch Deck. A great pitch deck can make the difference between raising investment and not. You only get one chance to make that critical first impression. In this section we will cover the structure and content of a great pitch.

Pitch Practice and Feedback. Following the creation of your pitch you will get chance to practice your pitch in a safe environment and get constructive feedback.

Sources of Funding. Explore various funding sources available for your business from grants, loans, venture debt and equity capital and their relative merits.

Introduction to Equity Finance and when to use it. Understand the basic principle of equity and dilution including the key concepts of control and ownership.

Understanding Investors. Learn how investors think and what motivates them.

Intellectual Property. Learn about intellectual property and its importance in protecting your business ideas.

Deal Process and Due Diligence. Once past the pitch stage there are many steps to pass through before the money is in the bank. The key stages and what they involve will be covered.

Tax breaks. Gain insights into different deal structures and tax-advantageous schemes offered by HMRC and how these will impact the ability to raise.



Jeremy Gidlow - Founder & Angel Investor

Jeremy founded two successful businesses, Netacea and Intechnica. Netacea is a machine Learning powered Cybersecurity tool that protects more than 50% of the UK from cyber-attacks. Intechnica was the UK leader in Technology Due Diligence to both Private Equity and Corporate clients. In 2023 Jeremy led Intechnica to a successful exit to the US company Crosslake.

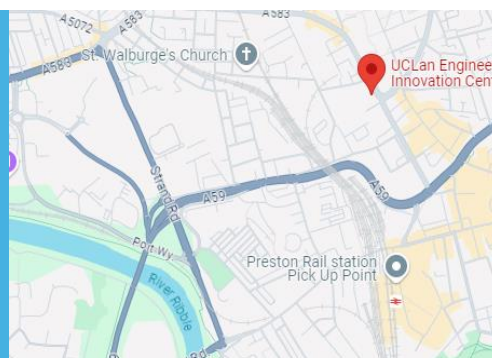
Steve Foster – Patent Attorney

Steve is a Patent attorney with 16 years post qualification experience. He has 18 years practicing at a leading multinational company and more recently, through The University of Central Lancashire, providing guidance to businesses seeking investment.

Where will the workshops be held?

The workshops can be held virtually or in person at University of Central Lancashire's impressive new Engineering Innovation Centre building in Preston.

Fylde Rd, Preston PR1 2XS



How do I apply? Simply email innovationteam@uclan.ac.uk

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