

Connect Midlands InvoRed Programme - Amber Workshop

Wednesday 5th and Thursday 6th December 2007

Sunley Management Centre, Park Campus, Boughton Green Road, Northampton, NN2 7AL

Wednesday 26 th September		
0830	Registration and Introduction	
0900 - 0930	You and your Business	
0930 - 1230 To include 15 minute morning break	Introduction to Investment	Investment options available to young companies and the investor perspective. Raising finance, types and sources. What constitutes a quality proposition? Valuation, business planning, understanding investor's strategy.
1230 – 1330	Lunch	
1330 - 1500	Financial Plan and understanding the Figures	Finance and understanding the figures (defending, valuation, diagnosing, planning) Developing financial projections to shape the business offer.
1500 – 1520	Afternoon Break	
1520 – 1700	Marketing, Sales and Routes to Market	Marketing and Sales Plan. Routes to market and market analysis. Strategy and tactics, market research, market size, USP's, competition, barriers, customers and resources.
1700 – 1710	Question and Answers	
Thursday 27 th September		
0900 – 1100	Legal Considerations	IPR, legals regarding fund raising. Understanding, defending and maximising IPR.
1100 – 1120	Morning Break	
1120 – 1300	Management and the Team	The importance of management to start-ups and investors, identifying gaps and building the team. Vital for many VC's.
1300 – 1400	Lunch	
1400 – 1700 To include 15 minute afternoon break	How to Pitch to Investors	The Pitch and the perfect pitch. How to develop an elevator pitch and a pitch for finance.
1700 – 1710	Questions and Answers	

To apply for your free place call 01509 228702 or e-mail: invoredeast@connectmidlands.org