

Virgin #voom Finalists 16

www.gateway2enterprise.co.uk

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HOT TIPS TO PITCH TO NAIL THAT INVESTMENT BY A DRAGON

- Hosted by www.g-casa.com the global stage for tech innovation - **STEVE WOZNIAK, APPLE, CO-FOUNDER** Head line Speaker
- On behalf of ourselves www.gateway2enterprise.co.uk and www.gateway2digital.com , Majestic (one of our Digital Partners)
- Alternative Finance Solutions for Business to start/Grow
- Karen Melonie Gould – Founder/CEO
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+ What type of business and how long have you been trading?

- You have to be registered with Companies House in the UK

* It is broken down into: Pre start up – Start Up up to 18 months and a SME up to 3 years.

- Some Crowd Funding Platforms and Investors have industry sector preferences
- Are you Prepared? 'Fundmybusiness' Cloud Platform
- Have you considered your Options?
- Where to source?



+ What do we do

- Gateway2enterprise Provides a FREE Platform to source finance/investment SME's (Small to medium sized business)

We offer a range of other supportive services:

- Business Finance Solutions and B2B Services Support free platform which is without obligation and only takes less than 8 secs to go to www.gateway2enterprise.co.uk. Subscribe to our Newsletter that goes out every Thursday or upgrade to our Pro or Premier Membership
- Fundmybusiness tool – Finance Finder Team – Premier Membership – Finance Solutions Team

Pro Membership – If you wish to promote your Business Lead generation Majestic/Social Media – or generate Investment to our 60000 members – the secret is in cross marketing www.gateway2digital.com

- Business Advisors Specialists – multi lingual





Be Prepared for CHANGE!

- In late 2015 due to new FCA regulations – Money Laundering and Data Protection we had to change to secure Investment and to continue with our platform with our new model to launch May 2016.
- By 2016 we had 25000 members on g2e and then we launched our new digital marketing platform with our SA partners Majestic to have an audience of 60000.
- Join us as a member to support your journey from start up to sustainable and Growth. 99% of SME's make up of the Private Sector in the UK.
- We work on average 50 new members applying for finance per week with our Finance Finder Team which has grown from 2-8. Using our new cloud tool 'fundmybusiness'



+ What are Alternative Finance Solutions in the UK

- What is Alternative Finance? Not working with the high street retail banks. Though 4 April Santander working with Kabbage opened up Loans for SME's from 500-100000 online within a day and it is a credit facility
- In 2014 there were 2 in the UK and now there over 250 with around 500 different types of finance available and growing
- This industry is now valued at £5b and the projections are that it will treble in 2016.
- Use www.nesta.org to research
- In the UK 29% of those working for an SME wish to start their own business for the future.



+ Brief Summary of Top Alternatives

■ PEER TO PEER LENDING

This type of finance matches Investors or Savers through an online platform with capital or savings to borrows in the form of loans. We work with P2P Business Lending with a range of partners including the likes of Funding Circle and Money & Co



+ Brief Summary of Top Alternatives

■ EQUITY CROWD FUNDING

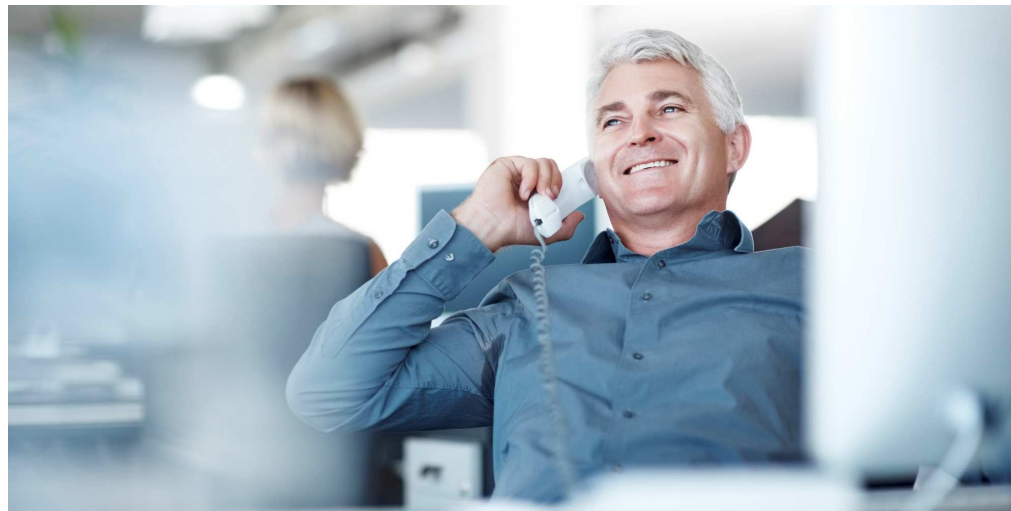
This is a platform to raise money through equity – donations or rewards base. We have seen this type of Crowd Funding become more popular since 2014 and a great fit for early stage businesses. Investors on this platform invest in businesses that they feel passionate about in exchange for shares within your business. The strength of your Pitch here lies with your **video pitch** and the wealth of experience in your team.



+ Brief Summary of Top Alternatives

■ PENSION LED FUNDING

You are able to use a Directors' Pension to raise finance/capital for your business without having to use a Personal Guarantee, which acts as security and protection for the business assets held within the business. This is a loan made over to the business over a period of time at a fixed commercial rate.



+ Brief Summary of Top Alternatives

■ INVOICE TRADING

This is online debt factoring. It is very fast and easy to arrange and now can be sourced and prepared **within 7 hours**. You raise working capital for wages or to purchase goods to sell online to a group of investors who buy the unpaid invoices. These Investors will give you upfront up to 90 - 100% of the Invoice value for a fee. It is your responsibility to repay the Investors when the invoice is paid. If the Investors do not receive their funds on the determined date then the invoice payment falls over to you.



+ Tech Investors Only - Brief

Beacon Capital – 22 London Boroughs – hang out Innovation Hub Saas Pitch Deck to reflect Sales Revenue

Fintech Bridges – Hub launched 2016 BIZ/UKTI

IW Capital – scale up SME's – debt/equity

Seedrs, Crowdcube and SyndicateRoom – all industry investment/loan 100k 5m Crowdfunder – 1st pitch 21 April 50 Angel Investors

Ignite 3 month Program 17000 Grant

GP Bullhound NW – Investors Equity



+ Angel Investment

■ ANGEL INVESTMENT

Angel investing is equity finance. An Angel investor invests a portion of their personal disposable finance and makes a decision about making the investment. Angel investors normally take shares in your business and provide equity finance. In so doing, they normally seek to not only provide your business with money to grow, but also bring their experience and knowledge to help your company achieve success.



Note: There are several of these organisations and you need to be aware of their terms of what they offer and when it will happen.

+ Pitch Deck



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SLIDES OF A PITCH DECK

1. INTRODUCTION

Who are you and why you're here?
Keep it short and sweet.

2. TEAM

Show the people behind the idea
and briefly describe their role.

3. PROBLEM

What problem are you trying to solve?
Is it really a problem?

4. ADVANTAGES

What makes your solution special?
How are you different from
others?

5. SOLUTION

Describe how are you planning
to solve the problem.

6. PRODUCT

How does your product or service
actually work? Show some examples.

7. TRACTION

Traction means having a measurable
set of customers that serves to prove
a potential.

12. CONTACT

Leave your contact details and let people
know how to reach you quickly.

11. INVESTING

What is your planned budget? What
kind of money are you looking for?

10. BUSINESS MODEL

How are you planning to make
money? Show a schedule when
you expect revenues to pour in.

9. COMPETITION

What are the alternative solutions to
the problem you are trying to solve?

8. MARKET

Know, or at least attempt to predict,
the size of your target market.





HOT TIPS FOR PITCHING FOR INVESTMENT 2016



- 1. Know your Dragons
- 2. Know your numbers turnover – gross net sales traction
- 3. Be realistic on your profit turnover etc honesty
- 4. Sell yourself and your Team's skills
- 5. Practice makes perfect
- 6. Problem Solution – make it practical and clear
- 7. Your successes to date
- After Pitching follow up – want to you want?

+ Virgin #voom 2016 500000 180 –
40 finalists How?



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