



University of Essex
School of Entrepreneurship and Business
Venture Academy Series 2

Investment Readiness Day

Wednesday 21 November 2007, 9.00am-5.30pm

University of Essex, Southend Campus
Elmer Approach, Southend-on-Sea, SS1 1LW



Are you looking to attract investment finance for your business? Do you need the inside track on how investors work and where to find them? Would you like help to present the best possible case to investors?

If you would like answers to these – and many other questions – why not join our experts at the second Venture Academy series Investment Readiness Coaching Day?

Following the first highly successful Venture Academy series, places are now on offer to 20 Essex businesses with the opportunity to present their business ideas to our invited panel of industry specialists.



The Investment Readiness Day is part of a three day Venture Academy programme. It will give you bespoke advice on how you can make your business more attractive to investors, providing key information on what investors really look for in a business to help you attract the right investment finance. Some businesses will then be invited to a further Deal Day at which participants can meet a team of investors.

Businesses not selected for the Deal Day will also benefit as they will be introduced to the wide range of business support schemes and events offered by the School of Entrepreneurship and Business. Many of these have been specifically created to help small and growing enterprises acquire the skills and knowledge they need to grow, including bespoke courses on venture finance.

Costs for participating are:

Investment Readiness Day £99

Deal Day £99

Special Package for £349 comprising the Investment Readiness Day, Deal Day and a free Training Day at one of the School's management/continuing development courses or a day's consultation with a business expert. (£50 to be refunded for businesses not selected for the Deal Day.)

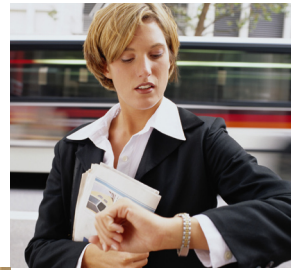
Delegates will be able to buy a copy of the School of Entrepreneurship and Business Venture Academy Manual for £25.99. This covers all the fundamentals of finding finance and provides a comprehensive resource guide for onward reference.



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Programme

- 8.30am Registration
- 9.00am Welcome and introduction to the Venture Academy series at SEB by Professor Jay Mitra
- 9.10am Introduction to 'Investment Readiness' by Professor Alan Barrell
- 9.20am Venture Academy from an Investor Perspective by Peter Phillips
- 9.40am Elevator pitches (Entrepreneurs present a one minute pre-prepared elevator pitch to generate interest in their business)
- 10.30am Coffee
- 11.00am Presentation session (In smaller groups, each entrepreneur makes an eight minute presentation to introduce the company and fundraising objectives. Fellow entrepreneurs and coaches provide feedback on strengths and weaknesses)
- 1.00pm Buffet lunch
- 2.00pm Individual coaching sessions (Preparation and revision of the presentations with coaches' help)
- 3.00pm Tea
- 3.15pm Presentation session (Each entrepreneur makes a second eight minute presentation with the audience deciding whether to invest or not)
- 4.30pm What happens next? by Professor Jay Mitra and Professor Alan Barrell
- 5.00pm Voting for best presentation and best business idea awards



The panel of coaches will be selected from:

Professor Alan Barrell, Cambridge Business Angel and Professor of Entrepreneurship

Professor Jay Mitra, Head of the School of Entrepreneurship and Business, University of Essex

Peter Phillips, Venture Capitalist

Ian Hawthorn, HSBC

Howard Lack, Glenhouse Capital

David Wright, Essex Business Link

Bob Westrip, FYX Limited

To book your place, please complete and return the attached registration form.

All enquiries about the Venture Academy to Crosland Communications

on 01638 662188 or email info@croslandcomms.co.uk

Further information on SEB visit www.essex.ac.uk/entrepreneurship or contact

Ms Sujun Zhang by emailing zhangs@essex.ac.uk



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