

Investment readiness masterclass

CLT shares practical tools, methods and feedback to help companies boost sales and accelerate their business

Why is the masterclass needed?

SMEs and spin-outs often need new skills to prepare their business for investment. It can be difficult to value a pre-revenue business, gauge investor expectations, learn the finance lingo, and ensure new innovations are protected.

New ventures benefit from proven tools and methods to help them prepare for and find the right investors and close deals.

What do participants learn?

CLT runs investment readiness masterclasses in order to provide SMEs and spin-outs with the tools and knowledge to attract the right investors and secure investment.

The sessions help new companies learn about the types and terms of different investors, value their business, assess their investment readiness, secure their IP position, and practice investor pitches.

Typical clients



Public sector Departments,
Ministries or Agencies



Business accelerators and
incubators

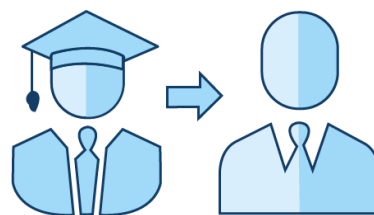


University enterprise hubs
and commercialisation units

Typical beneficiaries



Small and Medium-sized Enterprises



University spin-outs

Description

CLT runs investment readiness masterclasses for SMEs and spin-outs to provide them with tools and knowledge to attract the right investors and secure investment. The objectives of the sessions are to help SMEs understand the requirements and processes of Venture Capital investors and the challenges that are particular to clean tech fundraising. Companies learn about different types of investor, common financing terms and valuation strategies, and carry out a structured diagnostic to determine how investment-ready they are.

The masterclass typically includes six segments:

- ① **Investment and venture capital**
What types of investors are there and what do they look for? What are the stages of the investment process? What are the key terms used by investors?
- ② **Methods of valuation**
How to determine the value of a pre-revenue business? How to discuss valuation with investors?
- ③ **Experience from a serial entrepreneur**
Opportunity for discursive question and answer with a serial start-up CEO.
- ④ **Investment readiness**
How investment-ready are you? What are Technology Readiness Levels and Commercial Readiness Levels? Self-diagnostic and participant interaction.
- ⑤ **Intellectual Property strategies**
Why is IP important? How can you protect your innovation?
- ⑥ **Practice pitching**
How to structure your pitch to be persuasive? What do investors need to hear? Tools and strategies to hone your investment pitch.

When asked “How valuable to your venture has this event been?” the average score was 91%.

Testimonials

“Compliments to the CLT team on a great 4 days. Learned a lot and very enjoyable.” – Arvia

“Very good and well organised. More start-ups could benefit from this in terms of getting their heads around their proposition and model of funding.” – Evo Electric

“Well run / managed. Great team, great information.” – G-Volution

Past clients



European Union
European Regional
Development Fund

Innovate UK

