

Masterclass Outline

Introduction to Investment Readiness

A webinar introducing businesses to what we mean by being 'Investment Ready', with sessions looking at how investment works in practice, what investors are looking for in companies, what funding options are out there (from grants, to loans, to equity) and the types of investors that companies may work with. This Webinar is delivered by Saffron Myhill and Sally Goodsell.

Navigating your Funding Journey

This webinar is delivered by Sally Goodsell and covers what businesses should be thinking about when planning for fund raising. The session looks at the types of investment, investors and stages of investment that businesses should plan for, including looking at valuation and cap tables.

Saffron Myhill

Saffron has worked on the Low Carbon Innovation Fund since 2012 and has played a key role in over 90 investment rounds of up to £1m and in the design and delivery of the Smaller Investments Scheme which led to the idea of an Investment Readiness Programme. Prior to joining UEA, Saffron founded and is an experienced manager of SME businesses.



Sally Goodsell

Sally has been investing in, mentoring and coaching ambitious early-stage companies for over 30 years. From 2002 to 2012 she was CEO of the FSE group, an early stage seed investor. During this period, FSE invested around £100 million into 300 early stage companies through grants, loans and equity. From 2012 to 2016, She was a director of Angels Den, a leading equity-based crowdfunding platform. She is currently a director of Anglia Capital Group, a business angel club based in East Anglia and is also the Chair of the investment advisory panel for the Low Carbon Innovation Fund.



Business Finance & Planning

This session, led by Peter Basford, Alison Beech and Daniel Own-Parr, focuses on the Fundamentals of Business Finance and creating a toolkit for business owners to have a working knowledge of their business finances. The session also provides explanations of; the sales forecast, the Profit and Loss and Balance Sheet and how to use them.

Creating a Business Cash Flow forecast

This session is hosted by Alison Beech and Daniel Owen-Parr and focuses on how to create and complete a business Cash Flow forecast using a fool proof system for beginners. In this session you will also learn how to create a “Cash Flow Summary slide” that can be used specifically within an Investment pitch deck focusing on the most relevant financial data Investors will want to see.

Peter Basford

Peter is both the founder and owner of the Business Growth Coaches Network and co-founder of the Innovation Labs Stowmarket. His background practical business and financial advice



Alison Beech

Alison is a Business Coach, Mentor and Investor with experience in growing, developing and transforming businesses including leading a £12m turnover business, setting up a new Financial Services organisation, and taking on the HR Director role for a UK plc with 7000 employees



Daniel Owen-Parr

Daniel has spent the last 25 years leading high performing teams across banking, finance and the retail sector working closely with businesses from start up to £100m annual turnover



Communication Skills

This webinar looks at a crucial topic for everyone who plans to pitch to investors, the art of effective communication. The session will explore evidence-based approaches to managing nerves and delivering effective presentations. There will also be some practical exercises for participants to try in the session and use before they present.

Business Planning and Lean Thinking

A session aimed at taking delegates through the 'need-to-haves' as well as some of the 'nice-to-haves' in a comprehensive Business Plan. The webinar will then drill-down on the topic of Lean Thinking; what it means, why it's important in business, including personal anecdotes and experiences from the speakers.

Stewart Theobald

Stewart Theobald is the founder and Director of Talking Shop Training Ltd. Since 1992 Stewart has been delivering Communication Skills Training to International Organisations, Educational bodies and individuals from the Public and Private Sector. Stewart is also an Invest East Mentor and is available for 1-1 work with Invest East Company Founders.



Martijn Muntingh and Rob Smith

This webinar is delivered by Martijn Muntingh and Rob Smith. With over 20-years of business experience each; both in terms of blue-chip multi-nationals as well as local early-stage businesses, they have produced and executed business plans at the coal-face.

Both are investors and NEDs, and thereby have an appreciation for what investors look for through due-diligence to milestone reporting against a Business Plan post-investment.



Pitching Skills

The Pitching Skills Masterclass dispels the myths around pitching for investment. Delivered live by Simon Hopkins who runs an Angel Investment syndicate, the masterclass breaks down how to structure a pitch in a manner that attracts the interest of early stage investors. Simon has a wealth of experience in both; pitching himself, and making investment decisions on the back of seeing 1000's of pitches. From that wealth of experience Simon gives insights into the "The Good, The Bad and The Ugly" or rather the bitter lessons learned and good practices when pitching.

Legals and Documentation, SEIS and EIS

A session looking at all of the things that businesses need to know and consider from a legal perspective when taking on investment. This session looks in detail at the types of documents that companies need to have in place in order to take on equity investment. This session also deals with how Seed Enterprise Investment Scheme (SEIS) and Enterprise Investment Scheme (EIS) works.

This webinar is delivered by Zickie Lim and Neil Pearson, both partners at law firm Mills and Reeve.

Simon Hopkins

Simon has worked for over twenty years in the entertainment industry and in digital media including working as the BBC's Head of Music Online, heading up the corporation's digital activity across all music genres. Simon went on to be Head of Interactive for one of the UK's leading media production companies, Somethin' Else.



Zickie Limm

Zickie heads up their Funds, Venture Capital and Investments Team. Her clients range from institutional fund managers, investment funds, business angels and angel groups, corporates and family office funds to those seeking such funding, namely entrepreneurs, start ups and spin outs and fast growing technology businesses.



Neil Pearson

Neil is a partner in Mills and Reeve's corporate tax team. Neil heads their share incentives practice, which helps businesses use shares to incentivise, reward or retain employees in the most tax efficient way. Neil also helps companies raise growth funding tax effectively, and is a leading adviser on SEIS, EIS, VCTs or Social Investment Tax Relief.



Navigating IP

A comprehensive session covering a range of Intellectual Property topics including answering the fundamental questions of; why protect, what are the different types of protection available, and the typical time-lines and costs involved?

The session is delivered in two halves; the first covering the “Fundamentals of IP”, and the second-half a more practical “Implementation” session.

Jonathan Goodacre

Jonathan’s experience covers drafting and prosecution of patent applications, EPO Opposition and Appeal proceedings and validity and freedom-to-operate opinions. Jonathan manages a number of global patent portfolios for start-ups and SME clients providing clients with strategic, value-driven advice.

