



A Good Story ?

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We'll look at

- **Generating Sales**
- **Raising money**
- **Both about “selling”**
- **Both about developing a storyline**
- **Both about “a Pitch”**

Sales – No Sales, No Business !

- **Good - customer wants and needs**
- **How to find out / build the story?**
- **Door and door frame**
- **Build the relationship**
- **Telling the story - positive attitude, SMILE**
- **Not so good – he’s having it !**
- **Product push – not easily sustained**

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Some car dealers have a reputation for being sleazy, dishonest and unscrupulous. Actually, they're not that good!

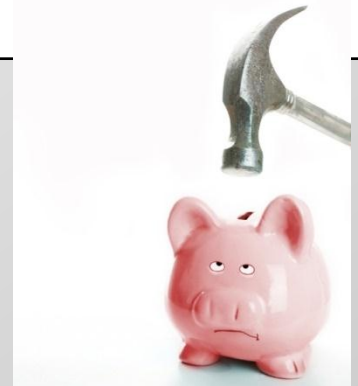
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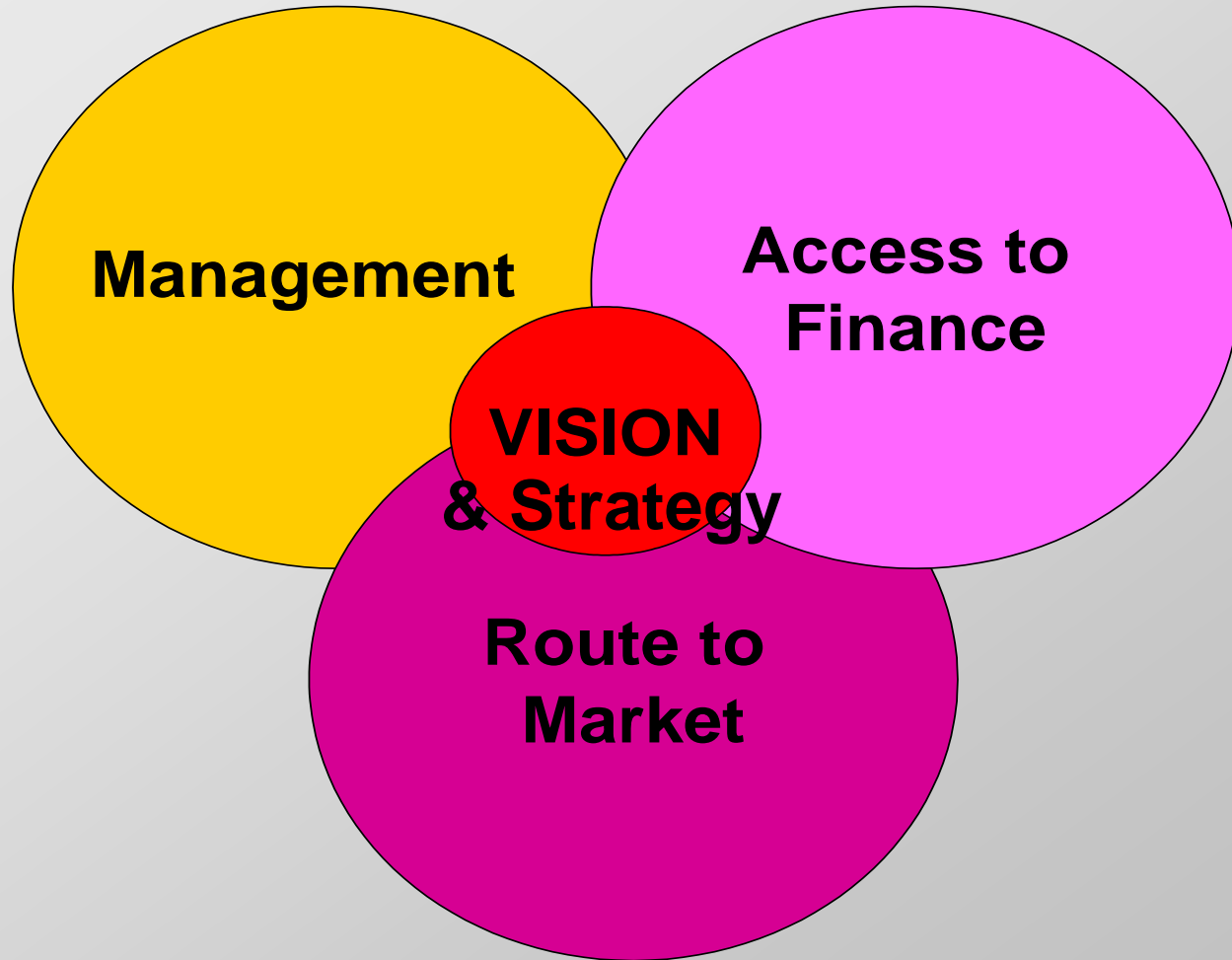
More like it, find out needs,
match stories, close the deal,
happy customer, happy dealer

Raising Money

- **Types - Grants, debt, equity**
- **Who has it - investors , funders, the crowd**
- **Who is your customer ?**
- **What do they want ?**
- **Anything else ? e.g. Tax Relief ?**
- **So what's the story ?**



Key areas for business & “investability”



Emerging High Growth Businesses

Framework for the story

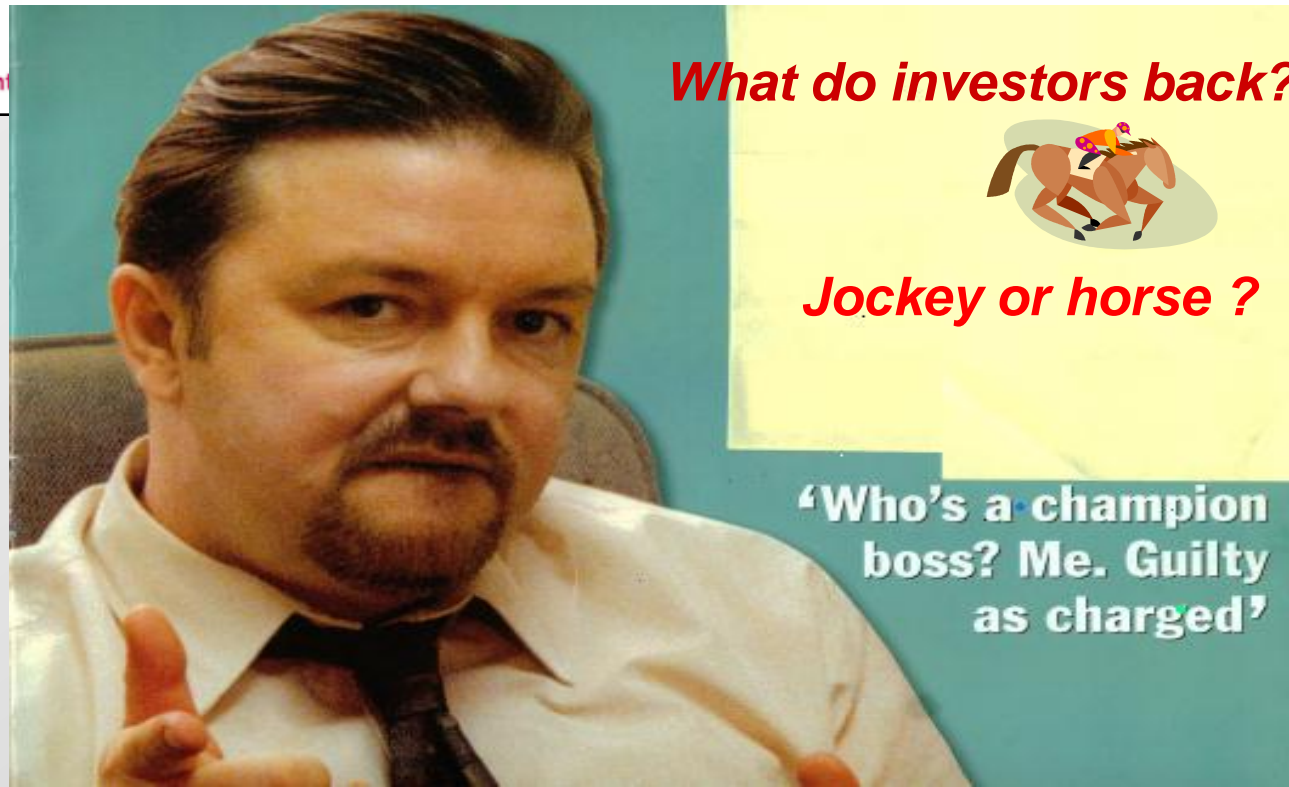
Engage the investor with:

- **(S) Current situation**
- **(C) The Problem**
- **(Q) How can we fix it & differentiate**
- **(A) The Answer**
- **The team, market, money**
- **The Pitch or Presentation**



What do investors look for ?

- ***Experienced & ambitious management team***
- **Vision, strong strategic case & plan for growth**
- **High growth prospects**
- **High market share potential**
- **IPR**
- **Sustainable competitive edge & USPs**
- **Sales already or close to market ?**
- **Shares & enough to be attractive**
- **Exit route – money out in 3-7yrs ?**



Management, Management, Management!

Why is management so important to investors & funders?

Would you back this lot ?



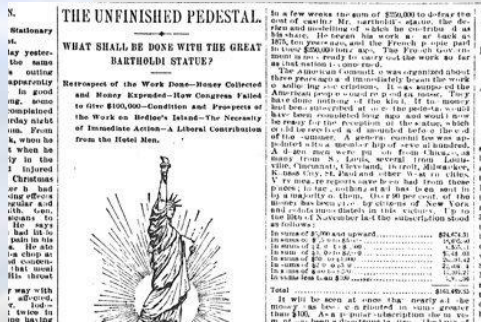
Strong Management Team ?



Crowdfunding -folks funding projects



1885, SoL, \$160K



1997, Marillion, US Tour, \$60K

Tax Man, All the time ! £££

If you get too cold, I'll tax the heat, if you take a walk, I'll tax your feet, taxman,

George Harrison, Beatles 1966]

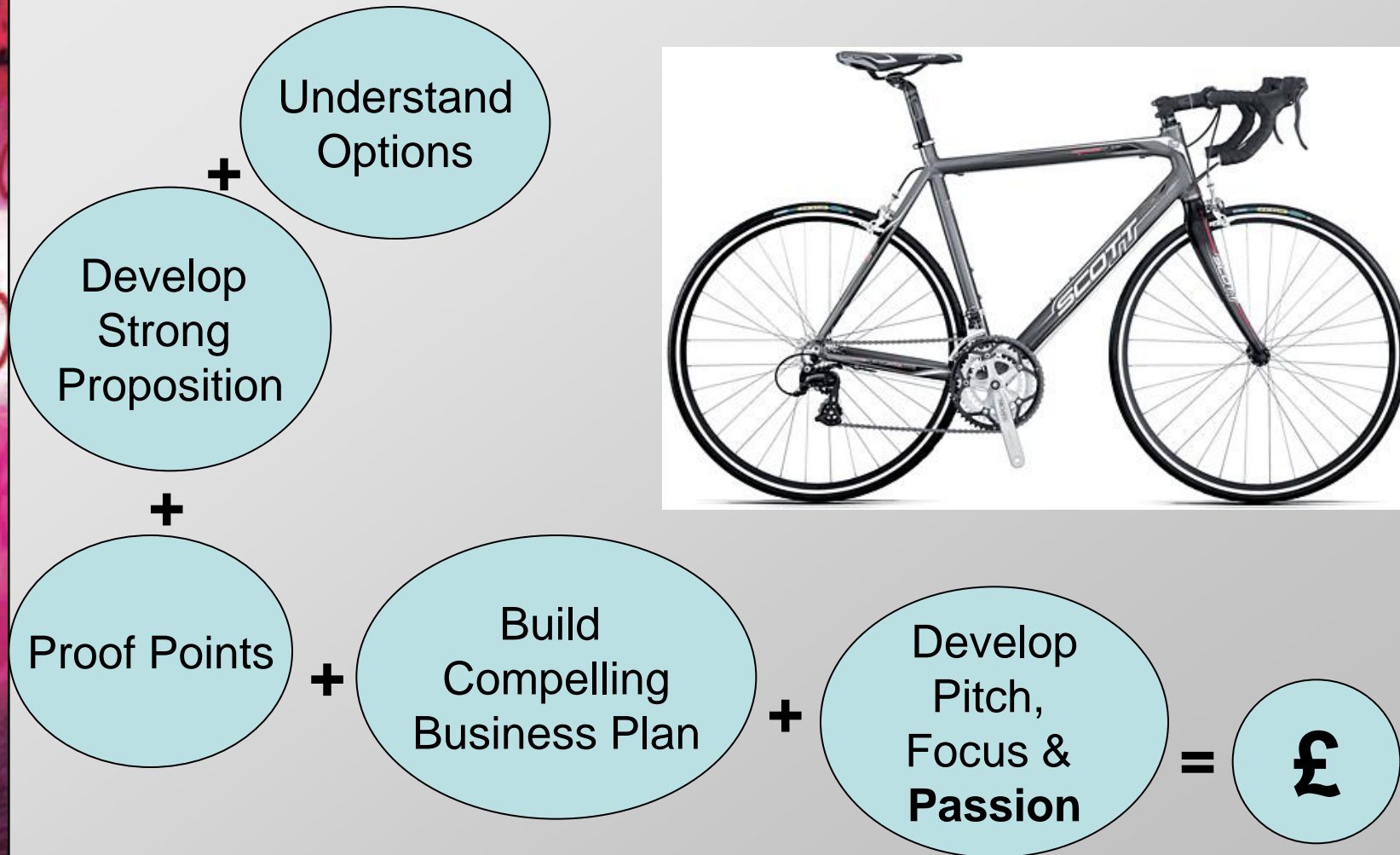


Oculus Rift VR 3D glasses, \$2.4m Kickstarter, (wanted \$250K), + \$2m VC, in 2014 bought by Facebook \$2bn



Ostrich Pillow, space for nap, \$195K on Kickstarter (wanted \$70K for prodn), 1,800 backers

Be Prepared – NPP– Get yourself ready! Build the story, tell the story



Thank You !

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Next NPP: starts 4 February - workshop,
I:1 24 or 26th Feb, Pitching 14 April