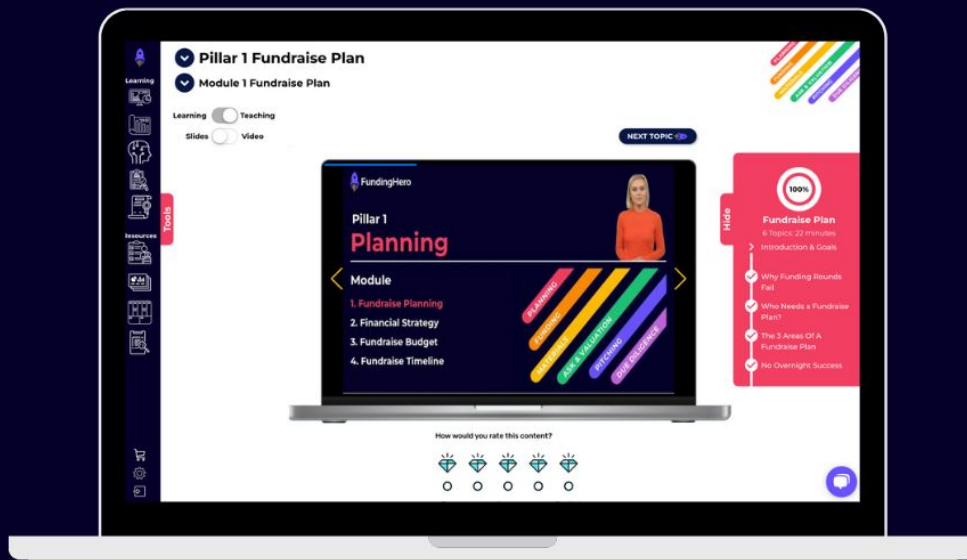




FundingHero

Enabling Incubators and Accelerators
to Create Funding Fit Founders



Powered by
BIRMINGHAM CITY
University



UNIVERSITY OF
BIRMINGHAM



British
Business
Bank

 BARCLAYS |  Eagle Labs

The Mission

**Improve the Startup to Scaleup Ratio
Getting Regional Entrepreneurs Funded**



FundingHero

Startup to Scale up Ratio

Problem

Region	Private Companies	Active High Growth	%
Edinburgh	116,318	705	0.60%
Manchester	178,851	691	0.38%
Leeds	161,379	673	0.41%
Birmingham	305,698	598	0.19%
Bristol	102,551	589	0.57%

Source: Beauhurst: The UK's Top Startup Hubs (Outside London)

The Facts

**Regional Founders Struggle to Raise
They Stall, Fail or Look to London**

Regional Goals



Have a clear
regional funding
pathway

For Idea,
Pre-Seed, Seed,
Series A and
beyond

Increase level of
investment
readiness on scale

Driving more
inward
investment

So our Startups
go further faster

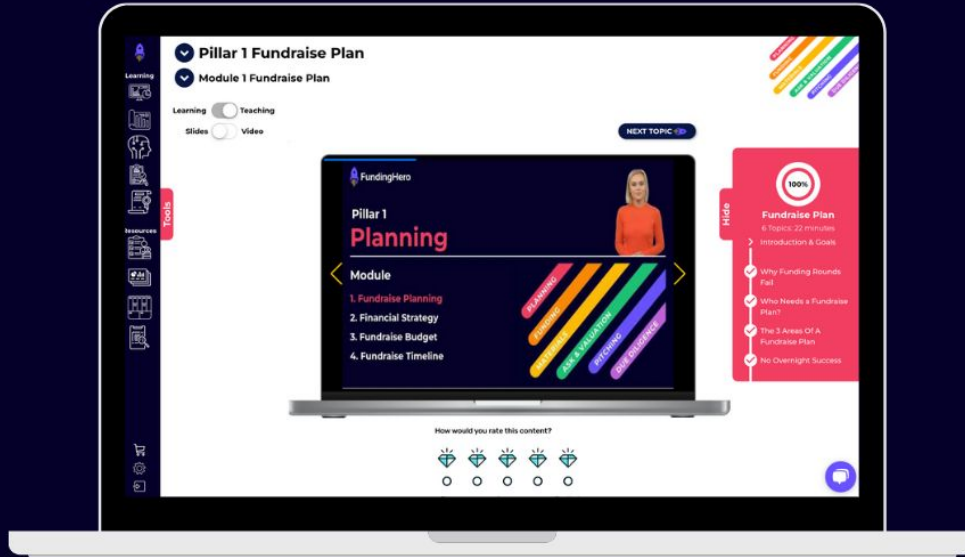
Creating more
Scaleups 

Creating Funding Fit Founders

Investment Readiness E-learning Platform



FundingHero



Business support must evolve!

For Incubators & Accelerators

Investment readiness on scale

Support hard to access communities

Leveraging AI for personalised support

More detailed than any existing programme



Learning



Resources



▼ Pillar 1 Fundraise Plan

▼ Module 1 Fundraise Plan

Finished? Take th

Video Slides

Tools

AI Demo



FundingHero Learn



Provide founders with their own licence to learn at their own pace in their own time.

- 20+ MODULES & TOOLS
- GO AT YOUR OWN PACE
- GLOSSARY OF KEY TERMS
- 6 PILLARS OF FUNDRAISING
- SIMPLE TO USE CALCULATORS
- RANGE OF PLANNING CANVASES



STEAM HOUSE

BIRMINGHAM CITY University



UNIVERSITY OF BIRMINGHAM



CATAPULT



Leicester Startups



CWLEP GrowthHub



BETADEN
Real Help for Real Tech



British Business Bank

Cohort Investment Readiness Status

See the key areas to improve the cohorts readiness status

Select ▼

Dashboard

Cohort Details

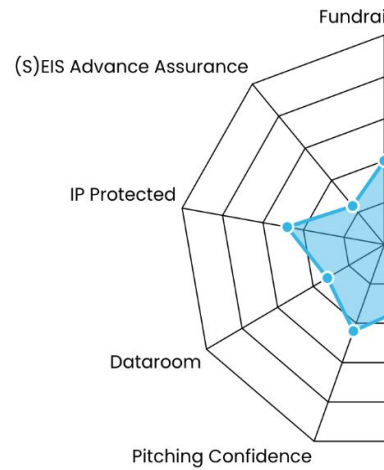
- Business Details
- Business Stage
- Funding Status
- Readiness Status

Cohort Tracking

- Cohorts Overview
- Cohort Sign Up Status
- Weekly Workshops
- 1-2-1 Notes
- Cohort Progress

Settings

- Hide Menu
- Logout



Search by name

No	User	Company	Fundraise Plan	Funding Options	Pi
1	Isha Demo	Medtech Demo Ltd	2	2	2
2	Lauren Demo	Propotech Demo Ltd	1	1	1
3	Mohammed Demo	Edtech Demo Ltd	2	3	2
4	Josh Demo	Cleantech Demo Ltd	1	1	1
5	Andy Demo	Fintech Demo	4	3	3

FundingHero Manage



The most powerful way to manage your investor readiness programme!

- CREATE COHORTS
- MANAGE ONBOARDING
- SCHEDULE YOUR SESSIONS
- FULL PROGRAMME VISIBILITY
- ASSESS THEIR READINESS LEVEL
- TRACK THEIR LEARNING PROGRESS



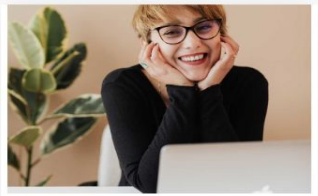


Next Module
 Section 1: Page 1
Introduction
 Learn how to create
 5 min

Section 1.
Overview

Section 2.
Commercial

Section 1. Overview Modules



Module 1:
Exec Summary
 Learn how to create a concise snapshot of key points from your business plan.

5 min

Start Module



Module 2:
Elevator Pitch
 Discover how to craft a quick and impactful summary of your business idea.

5 min

Start Module

Biz Plan

E-Learning licences



Provide founders with their own licence to learn how to create their business plan at their own pace in their own time.

- 30+ MODULES**
- LEARN KEY AREAS**
- BITE SIZE LEARNING**
- CREATE ONLINE PLAN**
- GO AT YOUR OWN PACE**
- ASSESS WHERE YOU ARE**

Designed for:



UNIVERSITY OF BIRMINGHAM



Fundraising Accelerator

**Specifically for High Growth Businesses
12 Weeks, Fundraise Strategy & Scaleup Plan**

FundingHero

2 Cohorts Completed

13 Companies
£40m Approx valuations
£1m VC Term Sheet Offers
£10m Funding needed Pre Seed to Series A
£150k First Angel Investments & Grant Funding

Dealflow to WM Co-investment fund and MEIF II

Founders come from:



Partners:

Thank you to all of our partners and speakers



Case Study

Innovative 3D Cement Printing

- Startup to Scaleup
- Needed Opex & Capex
- Scaleup Finance Strategy
- Rapid Growth Opportunity
- Raising Debt, Equity & Grant
- **Raise changed from £350k to £3m**



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CASE STUDY

Changemaker transformed their fundraising strategy from £350k to almost £3m thanks to FundingHero's Fundraising Accelerator

Natalie Wadley, Co-founder of Changemaker 3D explains why she chose FundingHero for her seed round as she prepares to really scaleup.

FOUNDER: NATALIE WADLEY
COMPANY: CHANGEMAKER 3D

Business stage: Post Revenue
Business type: Construction 3D Printing
Funding target: £350k Revised to circa £3m
Timeframe: Target close in 9 Months

PROGRAMME NEEDS

- Create a financial funding strategy
- Understand impact of debt & equity
- Create a scaleup financial model
- Help with refining pitch & pitch deck
- Understanding different investor types
- How to plan the next raise and valuation
- Grow investor network
- Gain support from other founders

BENEFITS

- Transformed her scaleup plan, with her raise amount now almost 9x from £350k raise to circa £3m
- Now preparing for her round with a target close by the end of 2023
- Crafted a compelling equity story for VCs and high network angels
- Elevated her and CM3D's regional profile significantly and attracting interest from leading VCs and Angels

FundingHero.co.uk/fundraising-accelerator



AT A GLANCE HIGHLIGHTS

- "I've grown so much during this past few months. I feel informed, confident and proud to be a female founder on a mission to go further 🚀"
- "I now feel truly ready to raise significant money and scaleup."
- "I've met fellow founders who will be friends for life. Our bond throughout this journey has helped us all to feel less alone on the dark days, supported on the awesome days 🙌"



NATALIE WADLEY
Founder: Changemaker 3D

"It's an investment readiness programme unlike any other. Working over 12 weeks to deep dive into every aspect of the business to create a best in class pitch, forecast and access to investors."

Midlands High Growth Roadshow



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HIGH GROWTH ROADSHOW

**INVESTMENT
READY
WORKSHOPS**

MIDLANDS BASED BUSINESSES



- Worcester 7th Oct
- Derby 9th Oct
- Leicester 15th Oct
- Northampton 22nd Oct
- Staffordshire TBC Dec



FundingHero



Striving to Support our Accelerator & Incubators!

- 1) Refer incubators & accelerators to utilise the FundingHero platform**
- 2) Refer high growth potential founders to our Accelerator**
- 3) Host a workshop or bootcamp for your cohort**

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