

The Essential Guide to Raising Capital *The missing tool for Growth potential businesses*



Have you ever asked yourself

- *If I had \$500K or \$5M invested in my business, what would I do?*
- *How do I get an investor to invest in my business?*
- *How do they calculate what my business is worth?*

If you are looking at raising external funding for your business in the next two years then you should attend this workshop.

This intensive workshop is designed for business owners who want to know more about seeking and securing external investment.

Workshop Agenda: (4 hours)

- What do investors look for in your business?
- Calculating a valuation for your business
- The process of closing the deal and what the common terms are
- How are deals structured?
- What help is out there to help you become investment ready
- Update on the investor market in NZ

Workshop cost

New Zealand Trade and Enterprise fully funds these workshops to help businesses acquire the skills they need to succeed. Your investment is your time, effort and commitment.

**To register go to www.escalator.co.nz or
www.InvestmentReadyTraining.co.nz**

Your Capital Raising Presenters are:



Mark Robotham, GM Escalator and CEO Growth Management Consulting Ltd (GMC). Marks talent and passion is shaping businesses for growth, with effective strategy, business communications and governance.

He is a founding member of the NZ Angel Association council.
www.growthmanagement.co.nz www.succinctstories.com



John Cunningham is the co-founder of Ignition Partner. He established the company in 2002 to advise companies on strategies for growth from innovation, with an emphasis on Technology, IP, Structure and Capital Planning.

John spent several years in company development, operations management and senior executive roles in listed corporates. He is a director of several unlisted companies. John lectures in technology management at Waikato University and is on the Board of Massey nanotechnology. John is an approved broker for the Escalator service.

About Escalator

The Escalator Service is a specialist capital raising support service funded by New Zealand Trade and Enterprise (NZTE). Escalator utilizes a national network of approved advisor-brokers to provide training, advice and deal broking services for aspiring companies who are planning to complete significant capital raising, strategic alliances, licensing or JV deals.

Escalator provides professional services on a 100% no risk basis. No money raised - no fee charged. Over 100 businesses have already benefited from the over \$80M raised.