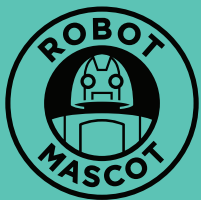
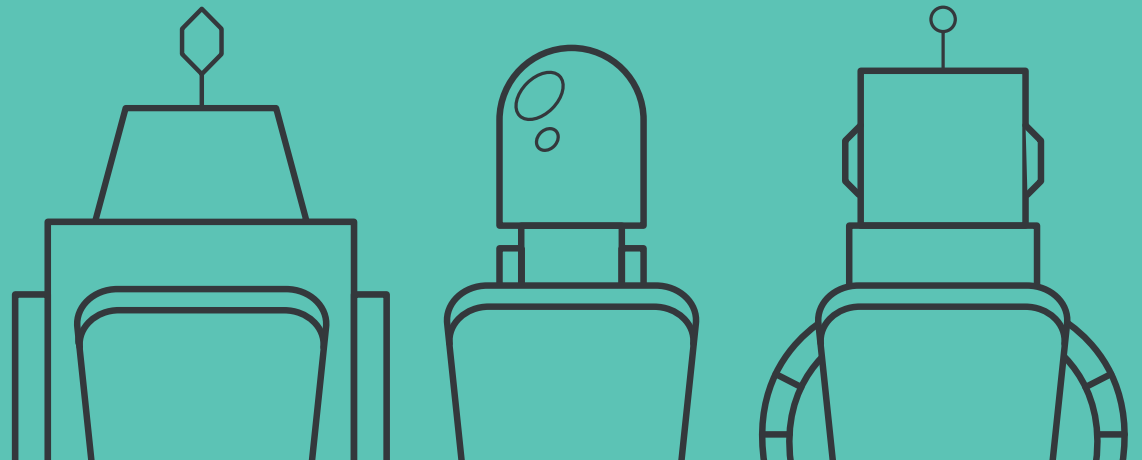
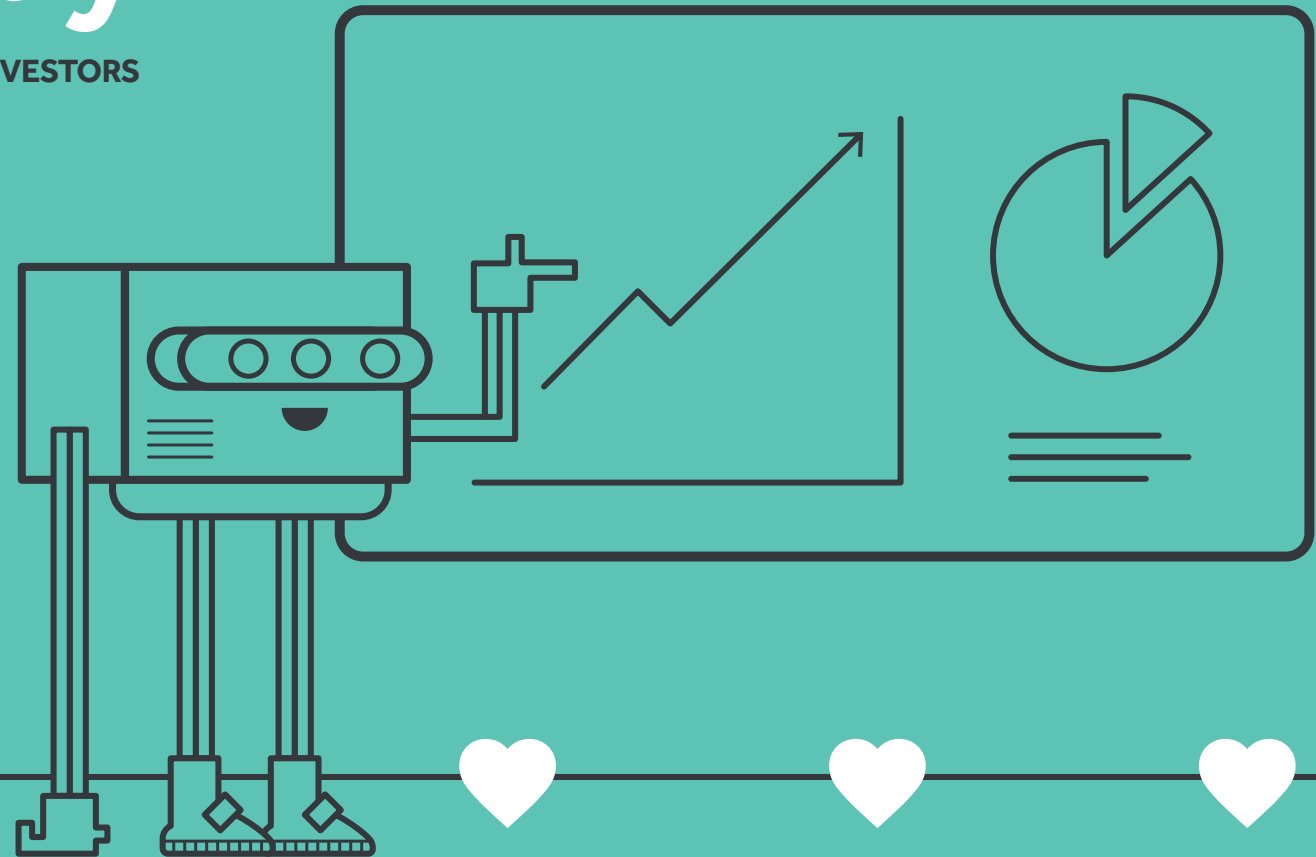
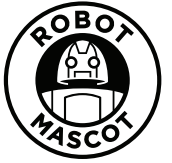


# PitchReady

FUNDRAISING ASSETS THAT CONVINCe INVESTORS



# INTRODUCTION

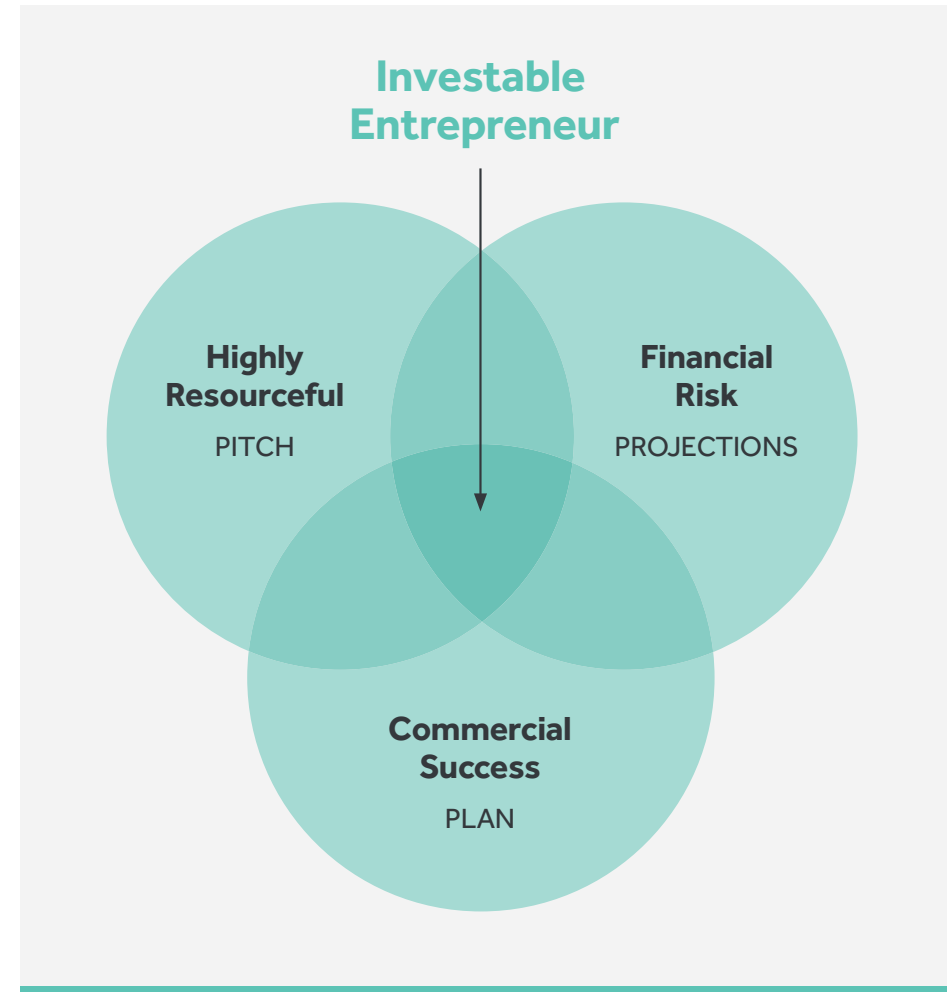


## Our PitchReady package delivers the critical fundraising assets you need to convince investors your business is the one to back.

We specialise in helping you perfect your business plan, financial projections and investment pitch for Pre-Seed, Seed and Series A rounds, so you're in a much stronger, more confident and more credible position to secure the vital funds you'll need to grow.

To succeed, founders must demonstrate three things to investors: that they are highly resourceful and able to get people to buy into their vision, that they understand the financial risks and rewards of investment and that they understand how to achieve commercial success. Without demonstrating these three things, investors will not view you as an *Investable Entrepreneur*, and they will not invest.

By following our flagship methodology, we develop Investable Entrepreneurs who are 40 times more likely to receive the investment they need. Through our unique process, we'll develop and refine your commercial strategy and document it in an investor-ready business plan. We'll produce a credible set of financial projections that detail the financial risks and rewards at play. And we'll articulate your vision through pitch materials that intrigue, excite and convince investors.



INVESTORS DON'T BACK ENTREPRENEURS,  
THEY BACK INVESTABLE ENTREPRENEURS



# Less than 1% of deals result in investment

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The average Angel Investor sees 10 pitch decks a week, and makes just two investments a year, while venture capitalists (VCs) back just one in every 150 deals they see. It's little wonder, then, that just 0.96% of startups achieve investment from Angel Investors and VCs combined.

With hundreds of entrepreneurs competing for the same pot of cash, and the number of new startups increasing by 14% last year, it's easy to see why the investment landscape has become so competitive.

To be successful, entrepreneurs must do all they can to cut through the noise and grab investors' attention. To get results, you'll not only need a fantastic pitch deck design, but also a carefully crafted story that's engaging and informative, alongside a concise articulation of your business idea. This all needs to be backed up by a convincing business case and a set of credible financial projections.



# We're recognised as the UK's leading Pitch Agency

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We're trusted and recommended by Tier-1 VCs, Europe's largest crowdfunding platforms and global business accelerators. Here's why:

**£200m+**

Raised by our clients to date

**40x**

Increase in our clients ability to raise investment

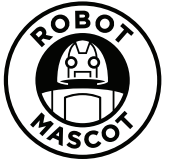
**5**

National and international awards for our approach

**9.7**

Average feedback score out of 10 from our clients

# THE PITCH READY PACKAGE



Our PitchReady packages deliver all the critical fundraising assets of the Investable Entrepreneur formula tailored for Pre-Seed, Seed and Series A rounds. We'll also deliver a data-driven business valuation so you can retain more of your equity.

## PITCH ASSETS

### Investor Pitch

A 15–20 slide pitch to convince investors.

### Teaser Pitch

A 10-slide pitch to generate interest.

### Presentation Deck

Refinement of the Investor Pitch for boardroom presentations.

### One-Pager

A high-level overview of your investment opportunity.

### Expression of Interest Form

## PROJECTIONS ASSETS

### Profit & Loss Forecast

The income from sales and the total operating costs of the business for five years.

### Cash-flow Forecast

Helping investors assess the liquidity and long-term solvency of your company.

### Rolling Balance Sheet

Allowing investors to review the financial status of your business now and in the future.

### Key Metrics and Financial Summary

A summary document that includes key investment metrics.

## PLAN ASSETS

### Full business plan

Your objectives, strategy and tactics for the medium term.

### Long-term vision

Your future vision, goals and objectives.

### Market Analysis and Research

Evidence that builds your business case.

### Marketing Strategy

Top-level marketing or go-to-market plan.

### Investment Objectives and Exit Strategy

What you'll achieve with investment and how you'll realise a return on investment.

## DATA-DRIVEN BUSINESS VALUATION

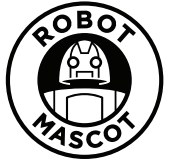
Our business valuations are created using up to five different valuation methods. This strategic valuation provides a robust, data-driven business valuation that gives you leverage in investor negotiations, so you can retain more of your equity.

## CAMPAIGN READY PLAYBOOK

We'll give you access to our complete step-by-step investor outreach strategy, providing you with a tried and tested playbook to follow. It's complete with all the templates, 'how to' guides and investor lists you need to execute a successful investment campaign.

# HOW IT WORKS

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## PHASE 1: PLAN

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We start by giving you access to our PitchPrep™ platform, an online tool that guides you to produce a range of insights that are crucial to creating clear communications about your business and your future plans. You'll define what makes you unique, explain the problems you solve and unpack your unique value proposition.

The process delivers all the information that we need from you to create your business plan. This process forms the building blocks to produce a convincing plan that is backed up with a sound and credible strategy.

Once we've reviewed your PitchPrep™ submission, we'll identify any red flags and gaps that may hinder your progress with investors. We'll then begin the process of constructing a consistent and credible plan. This includes defining your business model, formalising your marketing strategy, exploring the market landscape and conducting additional research to make sure we deliver the most compelling arguments to investors.

Once the first draft is complete, we'll send this to you for your approval, where you'll have the opportunity to provide two rounds of feedback. Once approved, we'll move on to the next phase of the project.

## PHASE 2: PROJECTIONS

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Once the business plan is complete, we'll begin producing a set of financial projections. These will forecast your business growth over the next five years, based on the strategy detailed in the business plan and the information provided during PitchPrep™.

We'll map out your income and expenditure, cash flow and balance sheets and produce a range of vital metrics investors need to make an informed decision about whether to invest in your business.

Throughout the process, we'll make sure the financial projections live up to investor expectations, are consistent with your business plan and deliver key performance metrics that will put your business in a strong position for convincing investors.

Once the first draft is complete, we'll send this to you for your approval, where you'll have the opportunity to provide two rounds of feedback. Once approved, we'll create a written commentary to accompany your projections – perfect for sending to investors alongside your spreadsheets.

Once the financials are complete, we'll be in a position to create a data-driven valuation of your business. We'll document the methodologies we use to derive your valuation, so that you may offer complete transparency to your prospective investors.

## PHASE 3: PITCH

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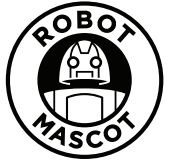
Using the business plan and financial projections as the basis of the content, we'll first create the structure for your pitch deck so that the content is presented in a logical and investor-friendly manner.

Once the structure is complete, our content team will write the text for each slide of your investor pitch, making sure it's concise and articulate. We'll clearly explain your business case, articulate your vision and showcase what's exciting about your idea. Before we proceed to the design stage, we'll send a final content document for your approval, where you'll have the opportunity to provide two rounds of feedback.

Once the content is approved, we'll produce a professional pitch design that includes diagrams, imagery and designed visuals that quickly and clearly explain to investors what makes your idea special and why they should invest. If you have an established brand, we'll use this as a guide for the design.

Once we send you the designed pitch, you can give one round of feedback on the design style and layout. Once the design is approved, we'll create the full set of pitch assets, and send you your final, editable presentation files.

# PROJECT ROADMAP



## Receive your critical fundraising assets in as little as six weeks

PRE-AGREED PROJECT  
START DATE

### WEEK 0

#### PitchPrep™ access is granted.

PitchPrep™ is completed ahead of the project start date. Clients spend an average of 6–12 hours completing PitchPrep™.

Your project manager will be on hand to help you select a project start date, guide you through the PitchPrep™ process and answer any questions.

### WEEK 2

#### Phase 1: Plan is completed.

We'll review your PitchPrep™ submission and write a convincing and compelling business plan.

You'll receive advice from our business strategists. They'll be checking for inconsistencies and red flags that may hinder your progress with investors.

### WEEK 4

#### Phase 2: Projections are completed.

Once the business plan is complete we'll create credible financial projections covering the next five years.

You'll receive a full set of projections as well as support from our financial strategists to make sure you present forecasts that meet investor expectations.

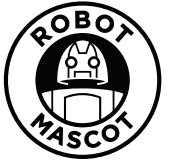
### WEEK 6

#### Phase 3: Pitch is completed.

The pitch structure and content is completed. Once approved, we'll produce the presentation design.

You'll receive the content and design for your feedback. Once approved, we'll send you the final editable files of the Plan, Projection and Pitch assets.

# CAMPAIGN READY PLAYBOOK



From day one, you'll have access to our complete investor outreach strategy so you can begin to create momentum with investors and stimulate demand while we create your funding assets. It's delivered in five modules.

## MODULE 1

### The Campaign Plan

We'll introduce the strategy and discuss the campaign time line, so you have a clear understanding of what needs to be done and when.

## MODULE 2

### Investor Targeting

In order to be successful, you need to reach out to a targeted list of relevant investors. In this module we'll explore how you can develop an effective investor target list.

## MODULE 3

### Campaign Promotion

In this module, we'll explore a multi-channel campaign that you can use to promote your investment opportunity to different investors on your target list.

## MODULE 4

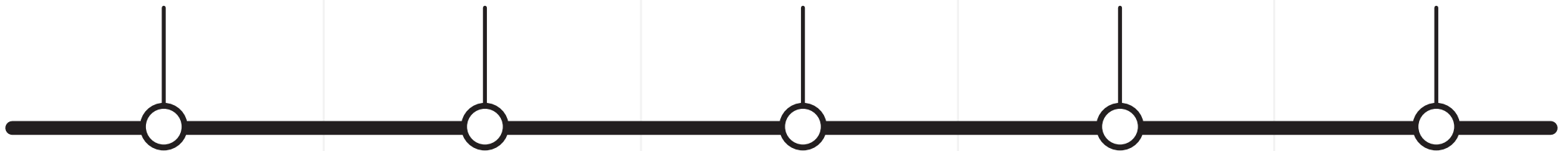
### Capturing Interest

In this module, will take you through the five phases of capturing interest so you can keep momentum in your campaign and create FOMO amongst investors.

## MODULE 5

### Converting Interest

Once you have investors expressing interest, it's time to close your round. In this module, we look at the steps you need to take to turn interest into investment.



You'll receive a complete day-by-day campaign time line, a day-by-day communication plan, a full written strategy and a guide for applying for (S)EIS.

You'll receive an investor target list management tool, and a set of 8 investor lists totalling more than 1,300+ angel investors and funds across 7 global regions.

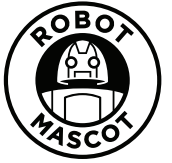
You'll receive a set of investor email outreach templates, a set of social media templates and a list of online platforms that will help you promote your round.

You'll receive advice and guidance on how to nail your pitch presentation, conduct investor meetings, and build an investor ready data-room.

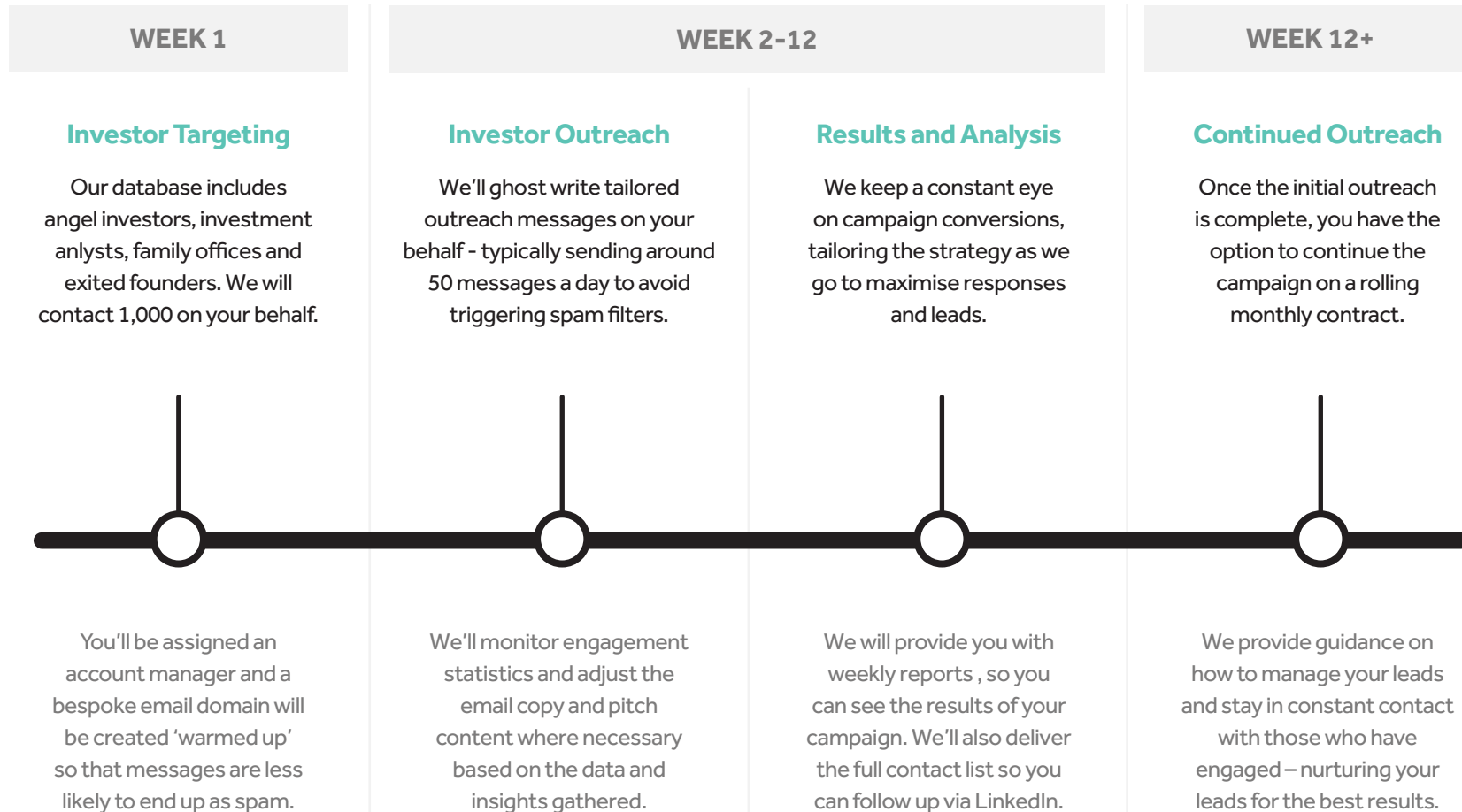
You'll receive details on the four stages of closing your round and a due diligence checklist so you are fully prepared to close quickly and effectively.



# INVESTOR OUTREACH



Our **PitchReady PLUS** package includes done-for-you investor outreach to 1,000 targeted investors. We'll provide all the heavy lifting, so you can concentrate on the highest value tasks.





## The PitchReady service is simply superlative!

"I have spent years working with investors and I know how extremely picky they are when it comes to investing in a startup, so I knew Robot Mascot was the right solution from the very beginning.

They didn't disappoint. The PitchReady service is simply superlative! In all honesty, not even one mistake or imperfection. I am astonished by how quick and professional the team are. What I liked the most is that they are not simply writing what you want but they help you understand and refine what investors need to know about your company. Thanks to Robot Mascot I saved a massive amount of time and I am now sure I have everything I need to secure investment."

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**ADRIANO ANTIMI**  
CEO, TOURMAKE

# PROJECT MANAGEMENT

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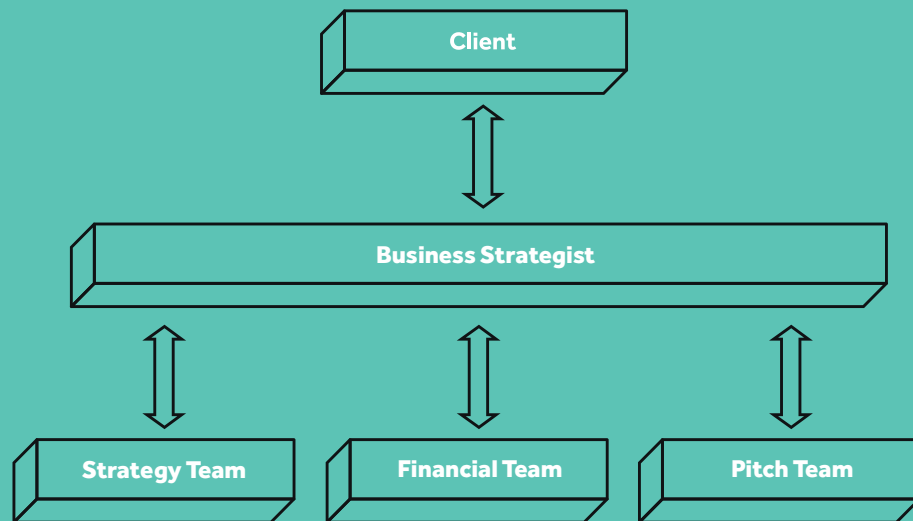
## TEAM STRUCTURE

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You will be introduced to and assigned a Business Strategist, who will manage the project and liaise between you and the Robot Mascot team. Having one point of contact means we can manage the project effectively and efficiently.

## COMMUNICATION HIERARCHY

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## QUALITY CONTROL

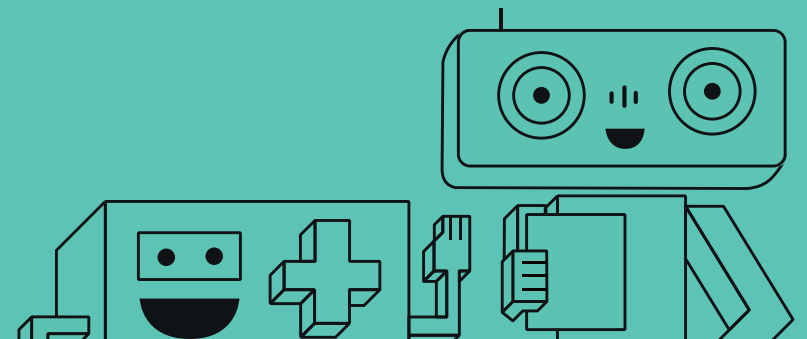
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Robot Mascot is an experienced, high-performance team, who can be trusted to produce high-quality content. We have quality-control systems in place to make sure the quality of our output is of the standard we expect. Before you receive any work from Robot Mascot, it will have been through this process.

## CLIENT SIGN-OFF

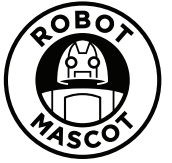
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We send all our work to you for approval before it's finalised. You need to check all the details are correct and give final approval. We'll then send the content to our proofreader for a final quality and language check.



# YOUR TEAM

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## NICK

CEO

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Robot Mascot founder Nick brings 15 years' experience in top-level brand communication to the party. He's worked for uber-successful agencies, and delivered campaigns for the likes of Jaguar, Barclays and Diesel and, back in the day, helped launch IWantOneOfThose.com.



## JAMES

COO

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James is our investment expert and loves helping entrepreneurs nail their fundraising assets. Through extensive research, James is an expert in what funding folk are looking for. He's the best-selling author of *Investable Entrepreneur* and also delivers masterclass courses for numerous industry accelerators.



## BASIL

PROJECT MANAGER / BUSINESS STRATEGIST

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Basil provides complete business plan clarity with 10 years' experience in writing plans for start-ups and scale-ups and 15 years' corporate business analysis and strategy development experience. He's a master at transforming ideas into investor-ready business plans.



## JAMES

FINANCIAL STRATEGIST

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Prior to working with Robot Mascot, James was an investment manager at a leading UK family office and VC firm, Mercia. James now applies this deep insight on who gets funding, and who doesn't, to crafting investor ready projections for our clients.



## ANDREW

INVESTMENT STRATEGIST

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Andrew has started 9 businesses, existing 7 of them. He's also a founding member of the UK's first SEIS fund, growing it to the 5th most active fund in Europe at it's peak and assessing more than 75 business plans a month.



## DAVID

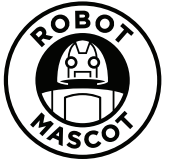
FINANCIAL STRATEGIST

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Previously with PwC, David has worked with entrepreneurs since 2002 advising on financial strategy. In his career, David has raised over £100m in debt or equity funding and bought or sold more than 20 companies.

# YOUR TEAM

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**DENNIS**  
DESIGNER

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Dennis has more than 10 years' experience as a graphic designer. He specialises in presentation design and loves creating engaging pitch decks that create impact with investors and effectively deliver the founder's message.



**ELENA**  
DESIGNER

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Gifted with a creative eye and a passion for all areas of design, Elena can't put a brief down until she's nailed it. She's a versatile designer and delivers incredible pitch deck designs for our clients.



**AMANDA**  
COPYWRITER

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With a BA in Mass Communication with a focus in Advertising from a top US research university, Amanda has a knack for creating powerful and engaging content. Her great skill is being able to translate this into commercial writing by injecting personality into business and consumer-facing brands alike.



**JONATHAN**  
COPYWRITER

---

As an experienced commercial copywriter, Jonathan loves transforming bland copy into razor-sharp words that leap off the page. He's an expert at quickly understanding complex business ideas and new technologies, and expressing them with articulate and inspiring content.



## Robot Mascot's services are vital

"Robot Mascot's services are vital. I see around 10 pitches a week and, for me, it's the communication of the idea that ultimately decides whether I invest or not."

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**ASHISH PATEL**

INVESTMENT MANAGER, MERCIA TECHNOLOGIES PLC

# OUR CLIENTS

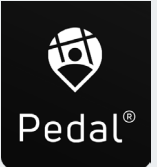


Introducing some of the great startups, scale-ups and SMEs that we've been lucky to work with. It's a portfolio of rock stars and no mistake.

Plend    Outmin   OAKMAN INNS   huggg    TOURMAKE®

coolbytz    simpletransfer™  
simple way to send money    mondra    W. Web3 Labs

appreciate    DELX   COCONUT   Lazudi    Reef



# OUR PARTNERS

We're trusted and recommended by some of the UK's top tech players and have forged relationships with some excellent partners, all leading lights in their fields.







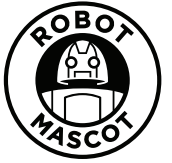
## Robot Mascot are phenomenal

“Robot Mascot are phenomenal! Always first class and with happy clients. After going through a few different providers, they are the only ones who can get the job done.”

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**AVRIL MULCAHY**  
FOUNDER, CREO INVEST

# WE'LL SUPPORT YOU ALL THE WAY



Our clients receive lots of extra benefits and additional opportunities. Once we've created your PitchReady assets, these are just some of the benefits you can look forward to.



## SUPPORT PORTAL

You'll get access to a private support portal that contains templates and resources to support you in raising investment. You can engage with other Robot Mascot clients and join James Church for his fortnightly, client-only drop-in clinics for continued face-to-face support long after we've delivered your project.

## FREE PROMOTION AND PR

We offer all our clients the opportunity to be featured in our Startup Spotlight series. It's hosted on our blog and promoted via our social media and email marketing channels. It will help raise your profile and give you great exposure.

## EXCLUSIVE PARTNER OFFERS

We've negotiated offers with our partners such as Swoop and SeedLegals, exclusively for our clients. These are designed to help you reach more investors, promote your investment opportunity and pull together all the technical documents you'll need to close your round.



## One of our biggest business triumphs to date!

"If I had to pick one of our biggest business triumphs to date, it would have to be a conversation I had with James, COO of Robot Mascot, validating our vision, pumping a protein shake into the business plan and the potential value of the business, which is huge. It was a special moment for me and my children while we were sat in the drive-through at Macys!

My biggest challenge was getting my head around the sheer enormity of my vision and putting all the plans into action – this is where Robot Mascot shine. They take your vision and create the road map from start to finish whilst doing their own investigations and validating what's good and what's not. In my opinion, it's the only step you should take if you're serious about making it big."

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**ARRON BOWMAN SMITH**  
FOUNDER, INSTAWOW

# WHAT OUR CLIENTS SAY

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**DANNY KEAY, FOUNDER, MASQUED**



I had seen Robot Mascot's previous work so knew they could deliver exactly what I needed. Despite my already high expectations, I was mega mega impressed!!! The contact and engagement was 10/10 and the end product is amazing.

**BARBARA BURTON, BEHINDBRAS**



I felt as if I was working with my own extended team who offered professionalism, the right experience and the level of commitment that I needed to promote my investment opportunity. I now feel empowered and more confident when talking about my business.

**CLAIRE TURPIN, CONTUR**



Not only was the work of a great standard, but I feel more confident as a result. I could never have pulled together even 10% of this on my own. When you see the work that goes into the project, you suddenly understand why 99% of founders fail to raise investment!

**RICHARD EATON, PEDAL**



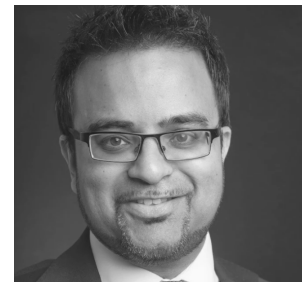
The Robot Mascot team are exceptional at what they do. They really do care about you raising investment, they don't just say it. The end result was brilliant, that's all I can really say. If you care about getting backed, then this team are for you.

**JASON BARRETT, FOUNDER, MONDRA**



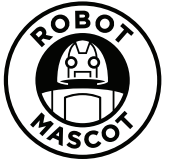
Robot Mascot grasped our very complex business concept quickly and the process itself has really helped shape our business strategy. The quality of the output was top drawer and we now have line of sight on achieving £100m+ revenues.

**MOHAMMAD UZ-ZAMAN, ADL**



Working with Robot Mascot has been a great experience and I feel so much more confident in my business model. I've been thoroughly impressed throughout the process and managed to secure two investors within a week of completing the project!

# SUPPORTING ENTREPRENEURS TO CREATE SUSTAINABLE LIVELIHOODS



We passionately support entrepreneurs across the globe from less privileged backgrounds. As part of our long-term vision we help them create a sustainable livelihood from their business. Our focus is to draw these entrepreneurs, their families and communities out of poverty.

## TOGETHER WE CAN MAKE A BIG DIFFERENCE

Unemployment in large parts of the world is extremely high, leading to widespread poverty and a lack of social mobility.

There are hundreds of social entrepreneurs from underprivileged backgrounds addressing this issue by building businesses that create work for them, their family and their local community.

## HOW IT WORKS

For every PitchReady package we sell, we financially support a social entrepreneur for a whole year, by giving access to the development opportunities they need to maximise their potential, accelerate their growth and deliver high-impact.



# Book your complimentary Fundraising Strategy Session

We'd like to invite you to a fundraising strategy session. Reserved for just 10 to 15 entrepreneurs, the session will help you identify key issues that are holding you back from raising the vital investment you need. We'll discuss the critical fundraising assets you'll need in place to overcome these challenges and explain how to put yourself in prime position to convince investors your business is the one to back.

[BOOK NOW](#)

[www.robotmascot.co.uk/services/helping-you-pitch/fundraising-strategy-session-invite/](http://www.robotmascot.co.uk/services/helping-you-pitch/fundraising-strategy-session-invite/)

**Investors don't back entrepreneurs,  
they back Investable Entrepreneurs**

