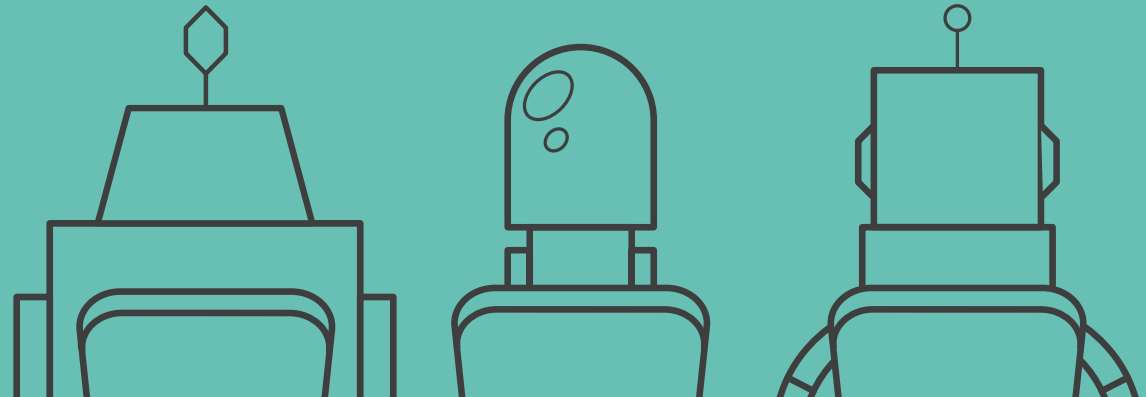
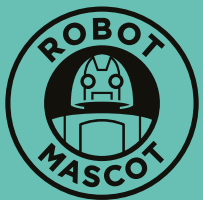
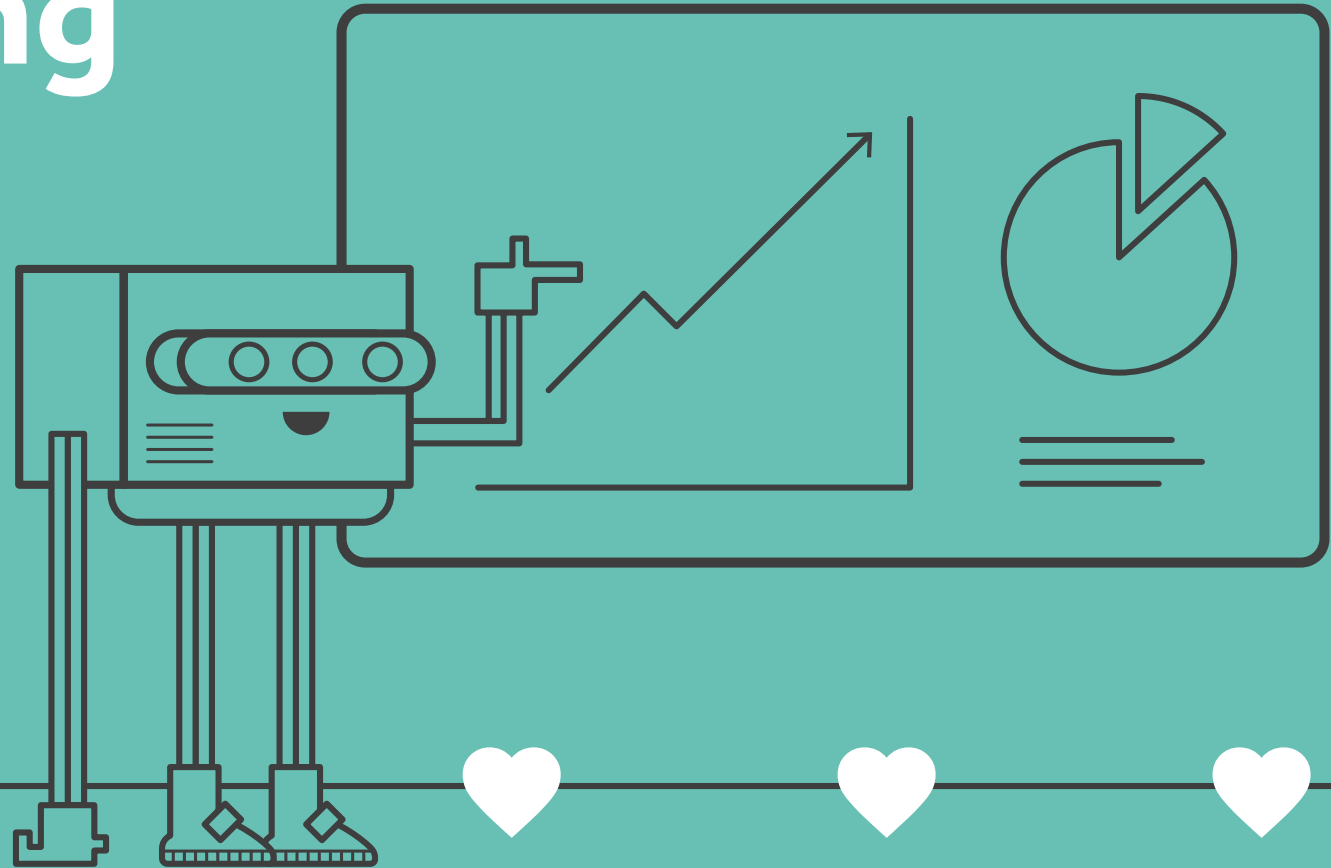
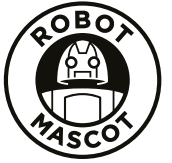


# PitchReady Mentoring





# INTRODUCTION

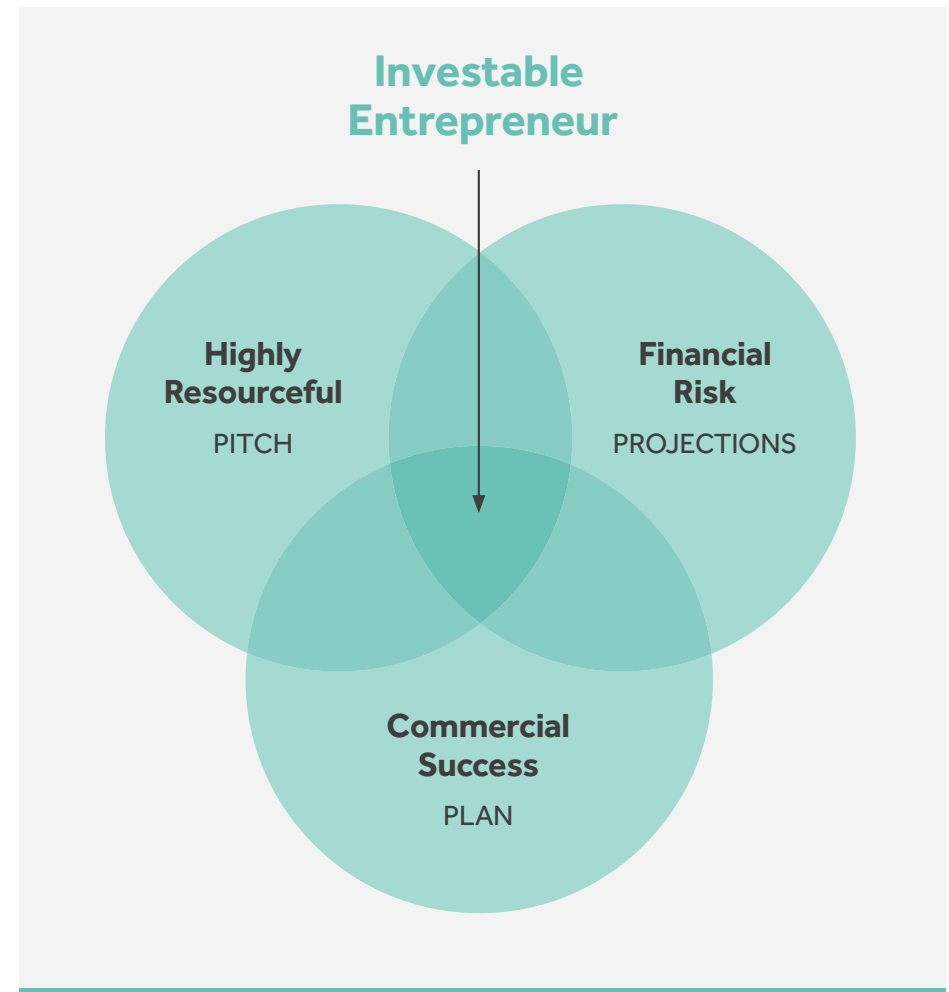
---

## Together we'll develop the critical fundraising assets you need to convince investors.

Through 1-2-1 mentoring, you'll be guided to craft the three critical fundraising assets you need to convince investors – a believable business plan, credible financial projections and a persuasive pitch, so you're in a much better position to secure the vital funds you need to grow.

In order to succeed, founders must demonstrate to investors that they are three things; 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 global-award-winning methodology, we develop Investable Entrepreneurs who are 40x more likely to receive the investment they need. Through our unique process you'll develop and refine your commercial strategy and document it in an investor-ready business plan, you'll produce a credible set of financial projections that detail the financial risks and rewards at play, and you'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

---

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.

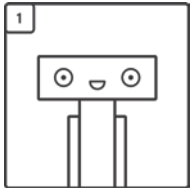
To be successful, entrepreneurs must do all they can to cut through the noise and grab investors' attention. To get results, you'll not only need a fantastic pitch deck design, but also a carefully crafted story that's engaging and informative, alongside a concise articulation of your business idea.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



# PITCH READY MENTORING



Private coaching with James Church. James will provide support and accountability through monthly 1-2-1 strategy sessions.



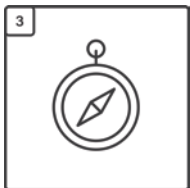
## 1-2-1 Coaching Sessions

Through monthly 1-hour 1-2-1 coaching sessions, James will support and guide you to build and execute your critical fundraising assets and deliver an investment campaign that will have investors lining up.



## Direct Messaging

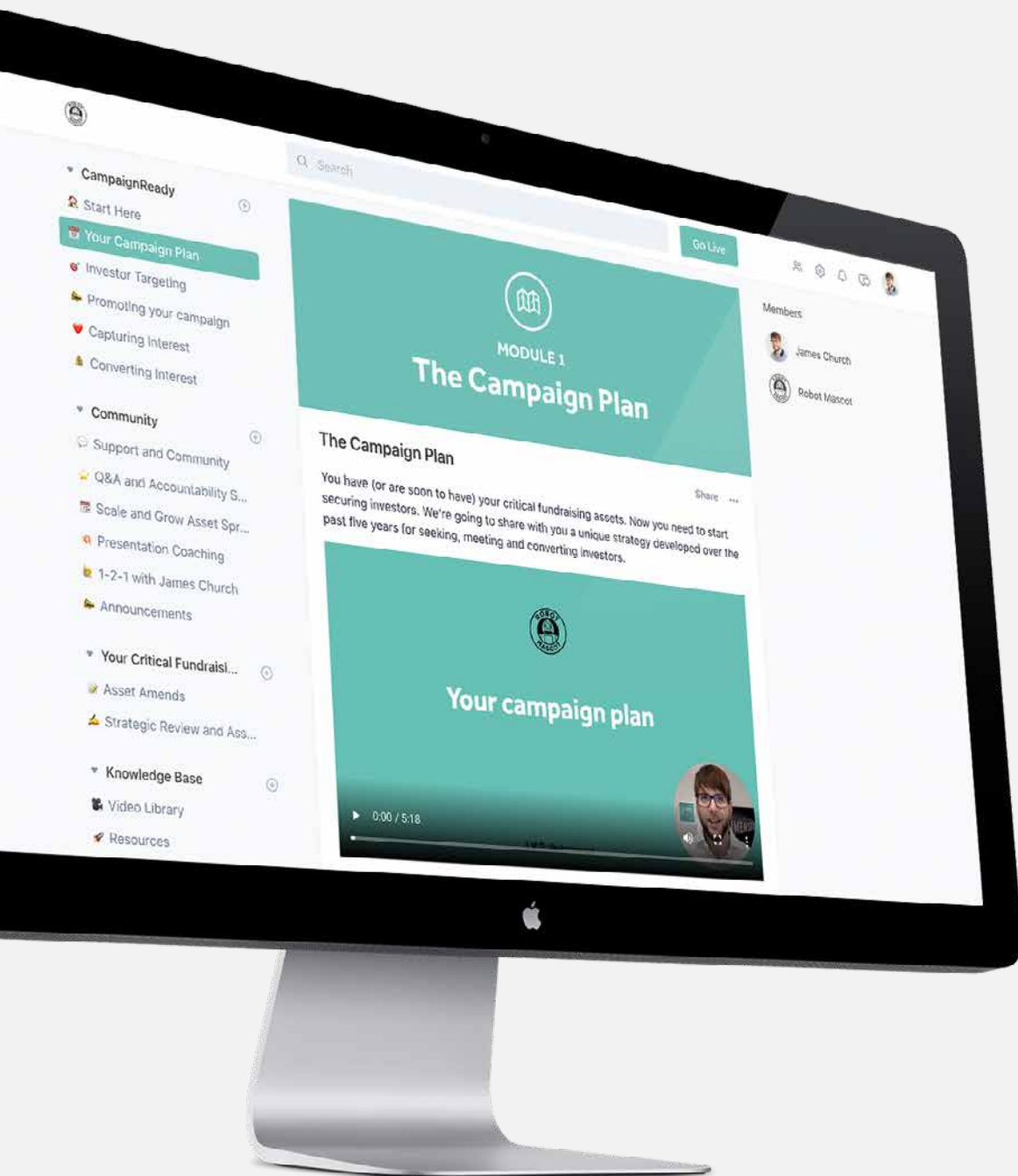
Receive advice and support in between sessions with instant and continued access to James' inbox via the private messaging function of our support portal.



## Support from first outreach to cash-in-bank

From advice on how to overcome investor objections, to negotiating the deal, James will be on hand to back you up, and help you manage the round from start to finish – giving you the greatest chance of success.





## THE PLATFORM

---

Full and complete access via our private client-only portal

---

Access to all templates, videos guides, check-lists and resources

---

Access to an extensive and growing knowledge base

---

Learn from, and engage with, other Robot Mascot clients

---

Ask for hints, tips, advice and support directly from the Robot Mascot team

---

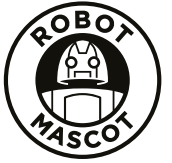
Fortnightly "ask me anything" drop-in clinics with James Church via Zoom

---

Email notifications so you don't miss important updates and events

# HOW IT WORKS

---



The PitchReady Mentoring process guides you to develop fundraising assets that get you noticed and hold up to investor scrutiny. It's delivered across five key phases.

## PHASE 1: THE INVESTMENT LANDSCAPE

---

We'll begin with a deep dive into your current investment assets and business case. We'll explore the fundraising journey, your business valuation, the mind of an investor and the proof points you need to get their attention – giving you the very best chance they'll back your business. You'll also receive a copy of the best-selling books, Investable Entrepreneur and 24Assets.

## PHASE 4: THE PERFECT PITCH

---

During this phase you'll produce a set of convincing and compelling pitch materials that quickly and clearly explain to investors what makes your idea special, and why they should invest. With 1-2-1 guidance, content frameworks and premium pitch templates, you'll create content that clearly articulates your value proposition and on-boards investors into your vision, while also evidencing your strategy for delivering a return on their investment.

## PHASE 2: THE PERFECT PLAN

---

This is all about refining your business strategy and framing your business case for investment. We'll delve into the fundamentals of an investable business plan and guide you to identify the red flags and gaps that may hinder your progress with investors. By the end of this phase, you'll have an investor ready business plan that details your implementation strategy and documents how you'll deliver investors a return on investment.

## PHASE 5: MAKING IT HAPPEN

---

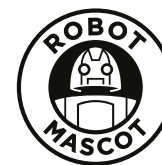
Next it's all about preparing your investment campaign. You'll explore a tried and tested play book for meeting, seeking and converting investors and get 1-2-1 advice on how to run a successful investor outreach campaign and quickly close a deal on the very best terms. You'll receive continued support throughout your campaign, or for as long as you need, from very first outreach to receiving the cash in the bank.

## PHASE 3: THE PERFECT PROJECTIONS

---

Here we delve into the numbers. You'll be guided to create a credible forecast of your business growth over the next five years. With 1-2-1 support and access to our exclusive projections template, you'll have everything you need to map out your income and expenditure, cash-flow and balance sheet movements for the next five years – we'll even guide you to create the metrics needed for investors to make an informed decision.

# CAMPAIGN READY PLAYBOOK



Once your fundraising assets are in place we'll begin executing on the outreach process, delivering a campaign that creates momentum with investors and stimulates demand.

## PHASE 1

### The Campaign Plan

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

## PHASE 2

### Investor Targeting

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

## PHASE 3

### Campaign Promotion

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

## PHASE 4

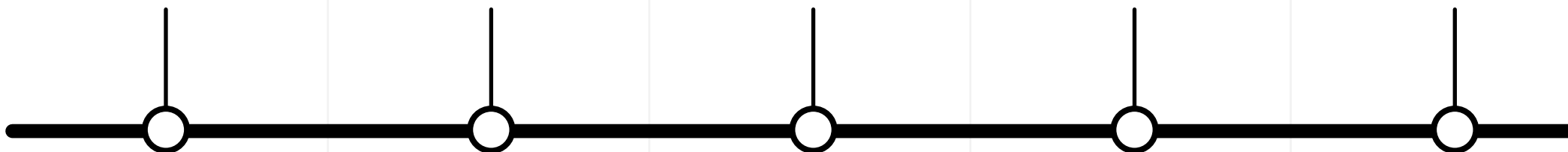
### Capturing Interest

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

## PHASE 5

### Converting Interest

Once you have investors expressing interest, it's time to close your round. In this phase, we navigate 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.



# YOUR MENTOR

---



## JAMES CHURCH

BEST-SELLING AUTHOR AND  
CO-FOUNDER, ROBOT MASCOT

---

James Church is the author of the Amazon best-selling book, *Investable Entrepreneur: How to convince investors your business is the one to back*, and co-founder and COO of Robot Mascot, the UK's leading pitch agency.

He's on a mission to stop great ideas failing due to poor communication and is frustrated to see so many founders struggle to raise the capital they need because they're unable to convince investors their business is the one to back. James is passionate about working with founders to present a clear, concise and credible business case to investors.

James has been featured on numerous industry blogs and podcasts, has ran mentoring sessions at Tech Hub, Google Campus and Runway East, and delivered mastermind sessions for The Chartered Institute of Marketing, University College London and the University of East Anglia.

James speaks internationally at online and offline business events, conferences and accelerators, and appears on podcasts and in interviews.





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



**Robot Mascot**  
81 Rivington Street  
Shoreditch  
London, EC2A 3AY