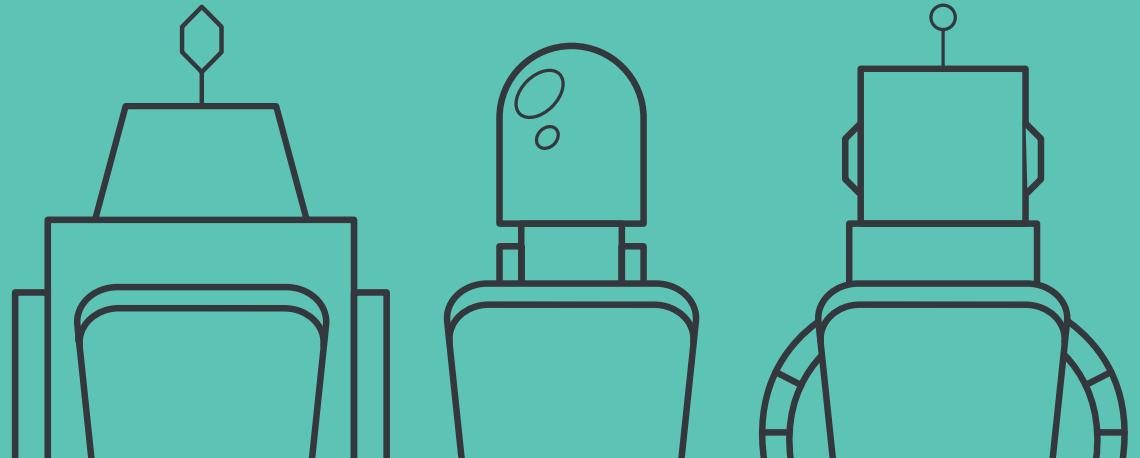
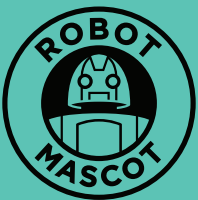
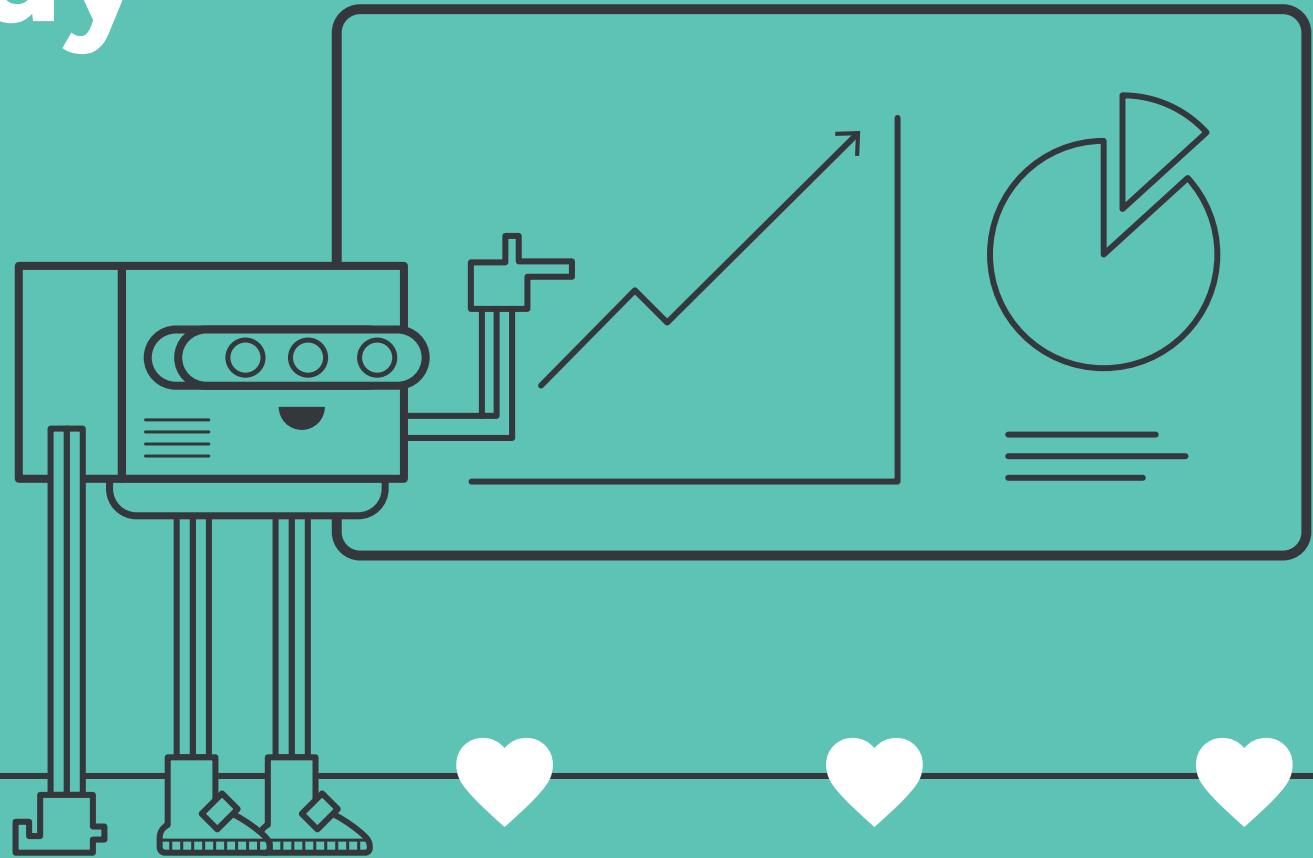
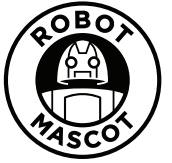


PitchReady Sprint

CREATE FUNDRAISING ASSETS
THAT CONVINCe INVESTORS



INTRODUCTION

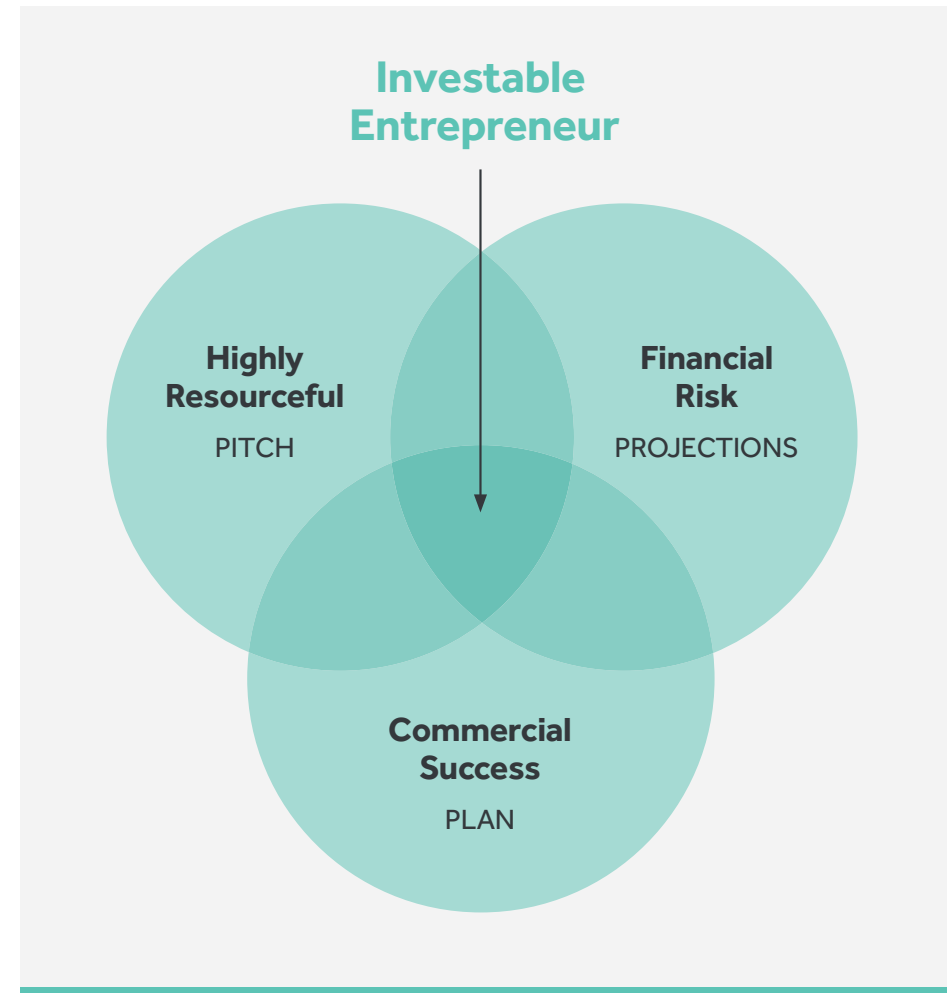


PitchReady Sprint is a 12-week programme that guides you to develop the critical fundraising assets you need to convince investors.

We'll guide you 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

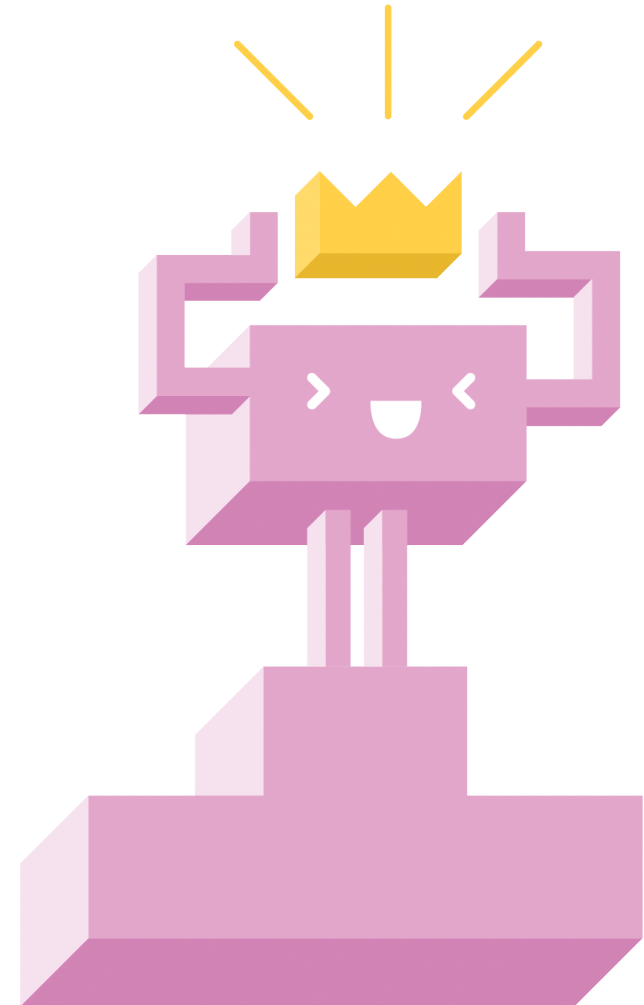


Less than 1% of deals result in investment

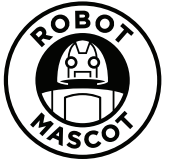
The average Angel Investor sees 10 pitch decks a week, and makes just 2 investments per year, while VCs back just 1 in every 150 deals they see. It's little wonder then, that just 0.96% of startups achieve investment from Angel Investors and VCs, combined.

With hundreds of entrepreneurs competing for the same pot of cash, and the number of new startups increasing 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.



THE PITCH READY SPRINT



A 12-week guided investment readiness programme for founders seed pre-seed and seed investment.

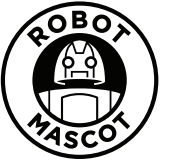
	PitchReady Sprint	PitchReady Sprint PLUS
12-week Investment Readiness Programme	✓	✓
Live group development sessions with best-selling author James Church	✓	✓
Extensive supporting video content and guides	✓	✓
Premium Pitch Design Template, Content Framework, Check-lists and Guidance	✓	✓
Premium Five Year Financial Projection Template, Check-lists and Guidance	✓	✓
Premium Business Plan Template, Check-lists and Guidance	✓	✓
Investor outreach strategy and campaign playbook	✓	✓
Exclusive, client only, community with Q&As, resources and peer support	✓	✓
Fortnightly drop-in clinic with James Church for extra support	✓	✓
Free copy of the best selling books <i>Investable Entrepreneur</i> and <i>24 Assets</i>	✓	✓
Strategic Review of your Business Plan by a Robot Mascot Investment Analyst		✓
Strategic Review of your Projections by a Robot Mascot Investment Analyst		✓
Strategic Review of your Pitch Deck by a Robot Mascot Investment Analyst		✓



The best course I've ever attended

"You're investing in a course with hands-on support, not a set of videos. The quality of the templates was very high and you end up with a high-quality set of funding assets and increased confidence."

HUTTON HENRY
FOUNDER, BEYOND M&A



HOW IT WORKS

You'll have access to dedicated weekly live development sessions, crucial support through digital content, plus a full set of professional templates, guides and check-lists. We'll guide you to create the critical fundraising assets you'll need to convince investors that your business is the one to back.

WEEKS 1 – 2: UNDERSTANDING THE INVESTMENT LANDSCAPE

We'll begin with a deep dive into the current investment landscape and delve into the investors mind set. We'll explore the fundraising journey, your business valuation, the mind of an investor and proof points that 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.

WEEKS 9 – 11: SPRINT THREE (THE PERFECT PITCH)

During this sprint 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 our 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.

WEEKS 3 – 5: SPRINT ONE (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 the Sprint, you'll have an investor ready business plan that details your implementation strategy and documents how you'll deliver investors a return on investment.

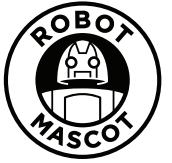
WEEK 12: MAKING IT HAPPEN

In the final week it's all about preparing your investment campaign. We'll explore a tried and tested play book for meeting, seeking and converting investors and give you tips and advice on how to run successful investor outreach and quickly close a deal on the very best terms. Finally, we'll finish with an open Q&A so you feel confident to push forward with your investor outreach.

WEEKS 6 – 8: SPRINT TWO (THE PERFECT PROJECTIONS)

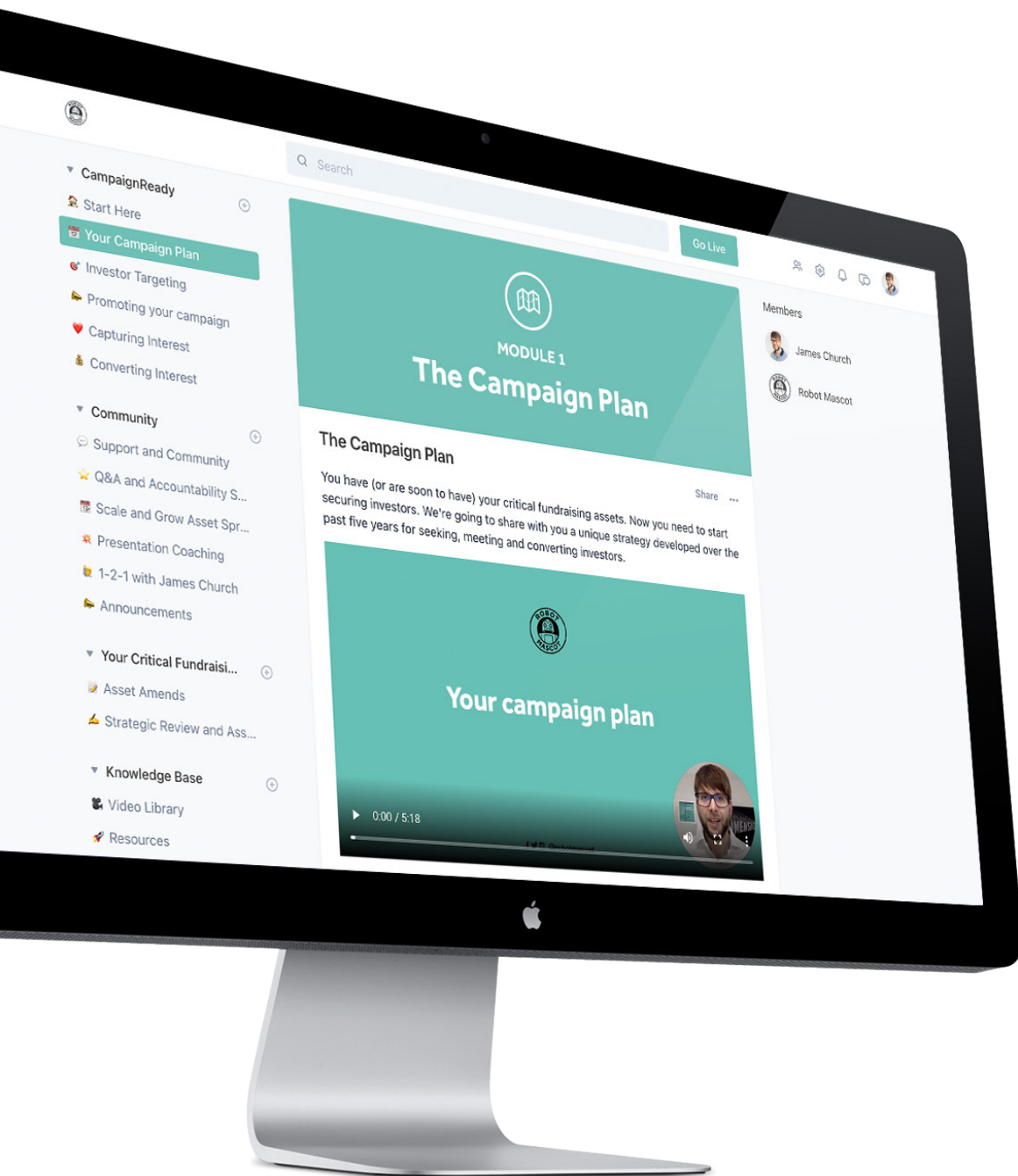
Sprint Two is where we delve into the numbers. We'll guide you to create a credible forecast of your business growth over the next five years. With our support and access to our exclusive projections template, you'll have everything you need to map out your income and expenditure, cash-flow and balance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

ASSET SPRINT SCHEDULE



	Live Session	Asset Templates	Additional Support
Week 1	Inside the mind of investors (1hr)	Competitor Analysis and Validation Report	<p>40+ step by step 'how to' guidance videos</p> <p>20+ Check-lists and Guides</p> <p>Fortnightly 'ask me anything' drop-in clinic</p>
Week 2	<i>Action Week: An opportunity to create meaningful output and progress</i>		
Week 3	Business Plan Fundamentals (1hr)	Business Plan Template	
Week 4	Business Plan Q&A (1hr)		
Week 5	<i>Action Week: An opportunity to create meaningful output and progress*</i>		
Week 6	Financial Projection Fundamentals (1hr)	5 Year Financial Model Template	
Week 7	Projections Q&A (1 hr)		
Week 8	<i>Action Week: An opportunity to create meaningful output and progress*</i>		
Week 9	Pitch Deck Fundamentals (1hr)	Pitch Content and Design Template	
Week 10	Pitch Deck Q&A (1hr)		
Week 11	<i>Action Week: An opportunity to create meaningful output and progress*</i>		
Week 12	How to seek, meet and convert investors (1 hr)	Campaign Strategy Playbook	

*At the end of each asset sprint, or once you have your asset ready, PitchReady Sprint PLUS clients may submit their work for review by one of Robot Mascots Investment Analysts who will provide comprehensive notes and feedback on each of the three assets produced.



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



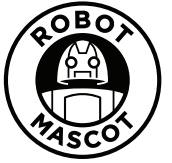
One of the best business investments I've ever made

"I can honestly say your course has been one of the best business investments I've ever made. Not only have I learned so much, but it has caused me to re-evaluate so many things, making my business stronger."

KARL GJERTSEN

FOUNDER, GOLF LEAGUES

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.

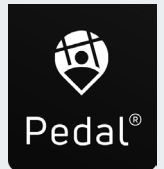
James has been featured on numerous industry blogs and podcasts, has ran mentoring sessions at Tech Hub, Google Campus and Runway East, and delivered mastermind sessions for The Chartered Institute of Marketing, University College London and the University of East Anglia.

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

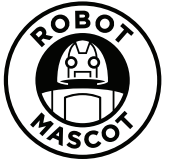
OUR CLIENTS



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.



OUR PARTNERS



We're trusted 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's services are vital

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

ASHISH PATEL
INVESTMENT MANAGER
MERCIA TECHNOLOGIES PLC

WHAT OUR CLIENTS SAY

HUTTON HENRY, BEYOND M&A



The best course I've ever attended. James is meticulous in his delivery – you're investing in a course with hands-on support, not a set of videos. The quality of the templates was very high and end up with a high-quality set of assets and increased confidence.

RICHARD HOOPER, PROPFINIUM UK



Honestly... I am overwhelmed with how perfect the programme really is. You should charge more! I got funded at £443k in exchange for 5% equity – the results speak volumes. James' detailed and well delivered style really suited my learning.

KARL GJERTSEN, GOLF LEAGUES



I can honestly say your course has been one of the best business investments I've ever made. Not only have I learned so much, but it has caused me to re-evaluate so many things, making my business stronger.

TRICIA MCNEILLY, ÖTZIBREW



I had attended several workshops run by James and was impressed by the level of expertise. This programme didn't disappoint. It's excellent, and one I would happily recommend to any entrepreneur looking to learn more about the mindset of the investor.

CLAIRE TURPIN, CONTUR



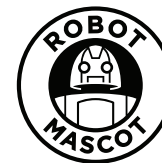
I feel more confident as a result. I could never have pulled together even 10% of this on my own. When you understand what's needed, you suddenly understand why 99% of founders fail to raise investment!

ADAM WOOD, MARZIPAN



I'm very impressed. As we're bootstrapping, every penny spent is prioritised but I really feel this has been one of the best things I've spent money on for any of my businesses. I'm now able to drive my business forward and the tools provided will be useful in the long term.

YOUR INVESTMENT



	PitchReady Sprint	PitchReady Sprint PLUS
12-week Investment Readiness Programme	✓	✓
Live group development sessions with best-selling author James Church	✓	✓
Extensive supporting video content and guides	✓	✓
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Free copy of the best selling books <i>Investable Entrepreneur</i> and <i>24 Assets</i>	✓	✓
Strategic Review of your Business Plan by a Robot Mascot Investment Analyst		✓
Strategic Review of your Projections by a Robot Mascot Investment Analyst		✓
Strategic Review of your Pitch Deck by a Robot Mascot Investment Analyst		✓
	Total: £795 +VAT £79.50 +VAT deposit, followed by 3x monthly payments of £238.50 + VAT*	Total: £1,485 +VAT £148.50 +VAT deposit, followed by 3x monthly payments of £445.50 + VAT*

*£10 +VAT per month thereafter for continued access to support community, drop-in clinics, templates and guides. Cancel any time after the initial 3-month period. On cancellation your access to the support community, drop-in clinics, all digital assets, supporting content and live sessions will be revoked.

Programme Access

All digital content, assets and check-lists are accessed via our private and exclusive PitchReady Sprint community. Live Sessions are delivered via Zoom, recordings will be posted into the community.

Key information

2024 Cohort Start Dates

PRS 12 - Tue 30 Jan

PRS 13 - Thu 14 Mar

PRS 14 - Tue 23 Apr

PRS 15 - Thu 6 Jun

PRS 16 - Tue 16 Jul

PRS 17 - Thu 29 Aug

PRS 18 - Tue 8 Oct

Duration

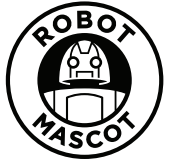
12 weeks

Full Timetable

See page 17

BOOK NOW

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 huge amounts of poverty and a lack of social mobility.

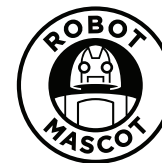
There are hundreds of social entrepreneurs from underprivileged backgrounds addressing this issue by building businesses that create work for them, their family and their local community.

HOW IT WORKS

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



2023 COHORT TIMETABLE



	PRS 12	PRS 13	PRS 14	PRS 15	PRS 16	PRS 17	PRS 18
Week 1	Tue 30 January 9:30-10:30am	Thu 14 March 4:00-5:00pm	Tue 23 April 9:30-10:30am	Thu 6 June 4:00-5:00pm	Tue 16 July 9:30-10:30am	Thu 29 August 4:00-5:00pm	Tue 8 October 9:30-10:30am
Week 2	<i>Action Week: An opportunity to create meaningful output and progress</i>						
Week 3	Tue 13 February 9:30-10:30am	Thu 28 March 4:00-5:00pm	Tue 7 May 9:30-10:30am	Thu 20 June 4:00-5:00pm	Tue 30 July 9:30-10:30am	Thu 12 September 4:00-5:00pm	Tue 22 October 9:30-10:30am
Week 4	Tue 20 February 9:30-10:30am	Thu 4 April 4:00-5:00pm	Tue 14 May 9:30-10:30am	Thu 27 June 4:00-5:00pm	Tue 6 August 9:30-10:30am	Thu 19 September 4:00-5:00pm	Tue 29 October 9:30-10:30am
Week 5	<i>Action Week: An opportunity to create meaningful output and progress</i>						
Week 6	Tue 5 March 9:30-10:30am	Thu 18 April 4:00-5:00pm	Tue 21 May 9:30-10:30am	Thu 11 July 4:00-5:00pm	Tue 20 August 9:30-10:30am	Thu 3 October 4:00-5:00pm	Tue 12 November 9:30-10:30am
Week 7	Tue 12 March 9:30-10:30am	Thu 25 April 4:00-5:00pm	Tue 4 June 9:30-10:30am	Thu 18 July 4:00-5:00pm	Tue 27 August 9:30-10:30am	Thu 12 October 4:00-5:00pm	Tue 19 November 9:30-10:30am
Week 8	<i>Action Week: An opportunity to create meaningful output and progress</i>						
Week 9	Tue 26 March 9:30-10:30am	Thu 9 May 4:00-5:00pm	Tue 18 June 9:30-10:30am	Thu 1 August 4:00-5:00pm	Tue 10 September 9:30-10:30am	Thu 24 October 4:00-5:00pm	Tue 3 December 9:30-10:30am
Week 10	Tue 2 April 9:30-10:30am	Thu 16 May 4:00-5:00pm	Tue 25 June 9:30-10:30am	Thu 8 August 4:00-5:00pm	Tue 17 September 9:30-10:30am	Thu 31 October 4:00-5:00pm	Tue 10 December 9:30-10:30am
Week 11	<i>Action Week: An opportunity to create meaningful output and progress</i>						
Week 12	Tue 16 April 9:30-10:30am	Thu 23 May 4:00-5:00pm	Tue 9 July 9:30-10:30am	Thu 22 August 4:00-5:00pm	Tue 1 October 9:30-10:30am	Thu 14 November 4:00-5:00pm	Tue 17 December 9:30-10:30am

Note: The session schedule outlined above is based on UK time

Investors don't back entrepreneurs, they back Investable Entrepreneurs



Robot Mascot
81 Rivington Street
Shoreditch
London, EC2A 3AY