



Presenting the

INVESTMENT READINESS SERVICE

part of THE GROWTH PROGRAMME

delivered by

harwoodhutton

FREE business support for SMEs
with the desire to grow

Standing still in business is not an option

But chances are, you need money to take you to the next level.

There are many different types of finance options available. But...

- ? Which one is right for you
- ? Do you have the right plan to begin with
- ? Can you 'sell' your vision to a would-be potential funder



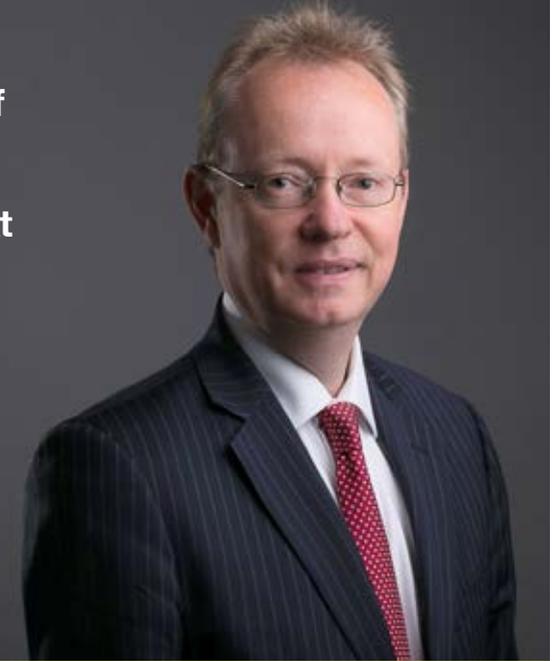
If you are looking to grow but are not sure where to start then take advantage of The Investment Readiness Service.

It's free if you are



“We have distilled our extensive experience of helping SMEs secure growth funding into an eight-hour package that will be of tremendous value to any ambitious SME business leader.”

**Adam Stronach
Corporate Finance Expert
Harwood Hutton**



The Investment Readiness Service is aimed at the leaders of Buckinghamshire-based small to medium-size enterprises (SMEs) who want to take their business to the next level but who need a helping hand with regard to seeking and attracting the right type of finance.

It combines bespoke one-to-one consultancy with a series of interactive workshops led by a multi-award-winning corporate finance expert.

Between now and February 2019 the service is being offered free of charge to qualifying SMEs.

The Growth Programme is funded by European Regional Development Fund (ERDF) and therefore eligibility criteria apply. If your business is not eligible, we can signpost you to other local and national business support programmes available.



The Details

Who funds the Investment Readiness Service?

The Investment Readiness Service is a core element of The Growth Programme, funded by the European Regional Development Fund and delivered locally by Buckinghamshire Business First in partnership with organisations that specialise in helping SMEs achieve their potential. Harwood Hutton was selected to run the service based on the calibre and experience of its corporate finance team.

Who is eligible for the free consultancy?

If you are a small or medium business with big ambition and if you can answer 'yes' to all of the following statements, you will be in a great position to benefit from the programme:

- My business turnover is less than £44million
- My business employs fewer than 250 people
- My business is based in or operates in Buckinghamshire
- My business is looking to grow
- My business will create employment
- My business has been trading for 12 months



How long does it take?

The Growth Programme itself is 12 hours, of which the Investment Readiness Service is 8 hours; a small investment in your time for a potentially massive result.

What's involved?

The Investment Readiness Service is tailored to each participant but essentially comprises a 50:50 split between one-to-one consultancy and interactive workshops where you will meet the leaders of other growth-minded businesses. The process starts when you send us your business plan to review so we can have a more productive initial meeting of around 90 minutes. If you do not have a business plan, we can help you create one.

Where does it take place?

For the consultancy part of the service, you can either come to Harwood Hutton's head office (in Beaconsfield) or we will come to you. The workshops will take place at venues around Buckinghamshire.

There is ongoing support during the process.

	Initial meeting	 1.5 hours
	Follow-up	 1.5 hours
	Pitch run-through	 1 hour

Note: Participation in the Investment Readiness Service is subject to prior approval by Buckinghamshire Business First and there will be a certain amount of engagement with their advisers at the start and end of the process.

Workshops

There are four workshops on offer, of which you are invited to attend at least two. Each workshop lasts around two hours.



Everything you wanted to know about **Business Finance** but were afraid to ask



Identifying the most appropriate type of **Development Finance** for your business



The Art of **Business Planning and Forecasting**



Pitching to Win!
How to give yourself the best chance of success

The workshops are designed to be engaging and informative, not at all like sitting in a dull lecture. You will be asked to do a certain amount of work ahead of and during the workshop. The more involved you are, the more value you will get from the programme.

Give me five good reasons to sign up for the Investment Readiness Service?

Just five? Okay, here goes:

1. A discussion about your business strategy with highly experienced business experts
2. A greater understanding of the funding options available to you
3. A deeper appreciation of the key drivers of your business
4. Tips on better high-level presentations to funders
5. It's free!



Programme Partners



**YOUR LOCAL
GROWTH HUB**

Buckinghamshire Business First

Buckinghamshire Business First (BBF) is the Growth Hub for Buckinghamshire and is backed by Buckinghamshire-based entrepreneurs, thousands of SMEs, Buckinghamshire Thames Valley LEP and Local Authorities. BBF provides the link between public policy and the business community in Buckinghamshire and works with partners to create a dynamic business environment in the Entrepreneurial Heart of Britain.

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Harwood Hutton

Harwood Hutton is a chartered accountancy firm, tax adviser and business growth specialist with offices in Beaconsfield and London. The firm was established in 1957 and its directors have more than 400 years of front line experience. Harwood Hutton offers a fully supportive, personal service backed up with strong technical and administrative assistance. In the past year Harwood Hutton has achieved nationally recognised awards including M&A Insider Awards Business and Tax Advisor Firm of the Year and the Global 100 Forensic Accountant of the Year.



European Regional Development Fund

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit www.gov.uk/european-growth-funding.

Let's Do This!

Call Adam Stronach on **01494 739500**

Or email adamstronach@harwoodhutton.co.uk



**YOUR LOCAL
GROWTH HUB**



European Union
European Regional
Development Fund

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