

SEPT 28

JOIN US ON

# SUPER FRIDAY!

Back-to-back workshops to accelerate you through the Fit4Funding programme

## FIT4FUNDING

Expert guidance on raising business finance

FREE to qualifying businesses



VENUE - The Kings Hotel, Oxford Road, Stokenchurch, HP14 3TA



### What is Fit4Funding?

Fit4Funding 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.

### How come it's free?

Thanks to the European Union's Regional Development Fund, the service is being offered free of charge to qualifying SMEs. But only for a limited time.

### What's involved?

Essentially, it's a total of 12 hours of free business advice and guidance, the bulk of which (eight hours) is from Harwood Hutton, the corporate finance experts based in Beaconsfield and central London. The eight hours are a combination of one-to-one consultancy and interactive workshops.

### HOW TO BOOK

Contact Amandeep Dhillon at Harwood Hutton to see if you qualify. Call 01494 739500 or email [amandeepdhillon@harwoodhutton.co.uk](mailto:amandeepdhillon@harwoodhutton.co.uk)

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### GREAT WORKSHOPS

1. BUSINESS FINANCE – THE BASICS EXPLAINED

2. DEVELOPMENT FINANCE – THE OPTIONS

3. PLANNING AND FORECASTING

4. HOW TO PITCH LIKE A PRO

See reverse for more details



# SUPER FRIDAY WORKSHOPS

You can attend as many workshops as you like. Just let us know which ones in advance.

## 8.30am - 10.30am Everything You Ever Wanted to Know About Business Finance But Were Afraid To Ask

Corporate finance expert Adam Stronach and his team will guide you through all the key financial documents and terminology that funders will expect you to be familiar with on your journey to growth. There will be specific details on things to watch out for and how to best prepare yourself for the challenges that a funder may raise.



## 10.30am-12.30pm Identifying The Most Appropriate Type of Development Finance

Adam and his team of experts will guide you through the different types of funding available to SMEs looking to grow. The focus will be on the key advantages and disadvantages of each type of finance and what you need to know before choosing the most suitable financing for your business.

Some key topics covered will be:

- Debt versus Equity
- Identifying the level and type of funding required
- Common pitfalls when asking for finance.



**12.30pm – 1pm LUNCH BREAK – BUFFET LUNCH PROVIDED**

## 1pm-3pm The Art of Business Planning and Forecasting

Adam will guide you on how best to create budgets and forecasts for your business. You will be advised on the type of forecasting and key performance indicators a funder will want you to consider on your journey to growth. There will be specific details on things to watch out for and how to best prepare yourself from challenges that a funder may raise.



## 3pm - 5pm Pitching to Win!

When it comes to raising finance for your business, having a sound plan will only get you halfway. Just as important is your ability to 'sell' that plan to a potential investor. This workshop is designed to help budding or experienced entrepreneurs master the art of the business funding presentation. This interactive workshop focuses on the structure, the content and, above all, the techniques that will empower you to put forward a compelling proposition.

