

“How to Attract Investors”

– an InvestorNet-Gate2Growth one day Master Class

This unique Master Class provides an introduction to “How to attract investors” including how to combine private equity funding with public grants. There are often a lot of commonalities in the requirement behind the two different paths to funding, among others “**a good business case**”, but there are also BIG differences. This Master Class will focus on similarities and differences, including how a public grant can be of great interest to investors. The Master Class concept has been developed and tested during a number of large EU funded pan-European projects and more than 2000 entrepreneurs, investors and advisors have participated in the more than 175 Master Classes that Gate2Growth has conducted in 21 different European countries during the last few years.

Uffe Bundgaard-Joergensen, who is also the author of the book “*HOW TO ATTRACT INVESTORS, - a personal guide in understanding their mindset and requirements*”, will be conducting the Master Class.

Section 1: Attracting Investors with a good business case!

The content of the Master Class is based on the findings in the book “**How to attract investors, a personal guide to their requirements and mindset**”. It provides hands-on insight in “exploiting new business opportunities”, “finding the right business model” and “convincing investors to finance a business”. It includes introduction to the mindset of investors and their decision processes. Typical topics are listed below, but can be tailored to the organiser’s specifications and needs.

- **Commercial Exploitation and Business Models** - Commercial exploitation of an innovation, a technology or business idea requires competitor insight and understanding of customer preferences.
- **Market estimates** – why world market statistics might be irrelevant while designing a market strategy
- **Value chain analysis** and business model development is covered via concrete examples.
- **IPR strategy** questions are discussed, and illustrated with concrete examples.
- **Budgetting and liquidity**, often liquidity challenges might prevent implementing the optimal business model and strategy.
- **Funding requirements and Dealing with Investors** - Understand how investors think and select the projects they invest in. Concrete examples illustrate how to select and deal with the right investors.
- **Tips and tricks while negotiating with investors** – get ready to the negotiation process and get an insight into how investors will protect their interest. Tips to secure a fair and balanced deal

Section 2: Public grants a curse or a blessing?

Many public grants are designed to provide innovative SME’s the needed funding to overcome the classic “Valley of death” gaps between public and private funding. Not all investors fully understand how attracting “public money” can also be in their interest. The European H2020 SME instrument has successfully provided substantial funding for a large number of innovative ambitious young companies.

- **Grants are “non diluting” money** - How to use public grants to achieve a better deal with investors.
- **Public grants as an “endorsement”** - A public grant can increase chances of attracting investor money.

Section 3: Individual coaching of Master Class participants

Participants in the Master Class will get the opportunity to discuss their individual cases with the Uffe Bundgaard-Joergensen. If interested short resume of the individual cases and key issues to be discussed can be send to him before the Master Class, in order to secure a more structured discussion/coaching session.

Included teaching material in a Master Class

Access to download a selection of the slides used during the Master Class. Access code to an on-line Business plan completeness tester called SAT-Pro.

Teacher/trainer: Uffe Bundgaard-Joergensen, CEO, InvestorNet-Gate2Growth.



Uffe Bundgaard-Joergensen, Ph.D. in economics and operations research from University of Copenhagen and Danish Technical University 1974. MA, economics (cand. polit.) 1970, University of Copenhagen. 1970-1975 Senior Consultant, Hoff & Overgaard, Planning Consultants. 1975-1979 Research Director, County and Local Authority Research Institute of Denmark (AKF). 1979-1989 Managing Director, KOMGAS I/S. 1989-1999 Managing Director, Danish Venture Finance A/S. From 2000 and onwards CEO, Gate2Growth.

He has written the book “**How to attract investors, a personal guide to understanding their mindset and requirements**”, Pan-Stanford Publishing, 2016, and has conducted most of the “How to Attract Investors” and “H2020 SME instrument” Master Classes throughout Europe over the last few years. There are three short video introductions to the book: “**The power of the four circles**”, Youtube link: <https://youtu.be/19D6gpQpQf8> **World Market deception**, Youtube link: <https://youtu.be/1RWqhxk4LP0> **Investor mindset**, Youtube link: <https://youtu.be/v1OUmv0w1Yg>

He has lectured in Economics for many years at the University of Copenhagen, and worked as a consultant for the World Bank and DANIDA in South America, Asia and Africa. He was member of the Board of Directors of EVCA (European Venture Capital Organization) for a number of years. Since 2000 he has been advisor to the Danish International Investment Funds and since 2004 he has been Chairman of the Danish Energy Regulatory Authority appointed by the Minister of Climate and Energy of Denmark. He is also a member of the Danish Academy of Technical Sciences.

He is vice-chairman of the H2020 Risk Finance Advisory Group to the EU Commission, and member of the H2020 Advisory Group on International Cooperation. He is also member of the Strategic Advisory Board for the BBI-JU (BioBased Industries –Joint Undertaking). From 2014-2016 his was Chairman of the H2020 SME Innovation Advisory Group (D.G. research)

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