

**FundingHero INSPIRE Masterclasses**

# **Creating Financials to Excite Investors**



**In-Person Masterclasses Designed For Your Cohort**

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## Quotes from previous attendees...

**“This was a revelatory experience for me, and I suspect it would be for other people managing businesses of a similar size and history to ours. We have prided ourselves on being self funded but I now see the benefits of how external corporate finance partners can help businesses to achieve their goals quicker and producing growth more quickly as a result. The speaker was excellent and I would highly recommend you run these on a regular basis because if one company in attendance takes up the advice and gets out of it what I did, then you will stimulate growth in the local economy.”**

**“Informative event. Having funders in the room to hear there feedback and ways of working was the most useful part.”**

**“Great workshop really helpful and insightful looking forward to working with FundingHero [...] moving forward.”**

**“I thought this workshop was excellent, good content, evidence of real-world experience by the presenter, helped to put the realities of seeking investment into perspective and certainly gave me food for thought. Helped inform my thinking about what might be possible going forward.”**



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Real-World  
Experience



Expert  
Insights



Accompanied  
eLearning



CPD-Certified  
Accreditation

**99% of fundraises fail...**  
**we demystify how to become the 1% that succeed!**

Our masterclasses, guide founders to avoid extremely expensive mistakes and understand how to effectively and efficiently raise investment.

Preparing for Equity Investment

Perfect Pitch Decks and The Art of Pitching

Creating Financials to Excite Investors

Understanding Early Stage Valuations and Cap Table Planning

[Enquire now](#)



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## In-Person Masterclasses Designed For Your Cohort

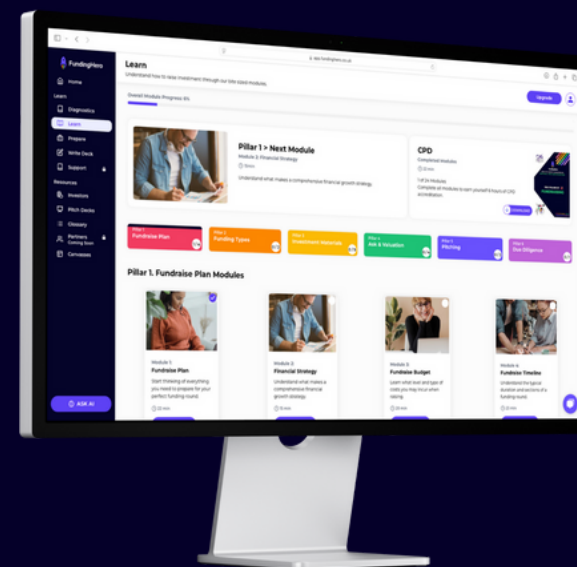
### Creating Financials to Excite Investors

The Financials to Excite Masterclass helps founders transform their financials into a powerful tool for investor confidence and fundraising success and demystifies how to create your financials. . Investors don't just want numbers—they want a compelling financial story that proves your startup is a smart investment.

In this masterclass, you'll learn:

- ✓ Introduction to the Key Financial Statements
- ✓ The key financial metrics investors care about most
- ✓ How to present revenue projections with credibility
- ✓ Common financial red flags that turn investors away
- ✓ How to craft a financial narrative that excites and reassures

Whether you're raising your first round or scaling to the next stage, this session will help you showcase your financials in a way that builds trust and attracts investment.



[Enquire now](#)



✉ [hello@fundinghero.co.uk](mailto:hello@fundinghero.co.uk)



[www.FundingHero.co.uk](http://www.FundingHero.co.uk)

# FundingHero INSPIRE Masterclasses

## In-Person Masterclasses Designed For Your Cohort

### Creating Financials to Excite Investors

#### Introduction to Financial Statements

- Introduction to Profit and Loss Accounts, Cashflow and Balance Sheets
- Key Terminology Used

#### How to Create Your Financial Narrative

- Explain your Revenue Growth
- Understanding Your Key Margins
- Explaining Break-Even and Profitability Measures
- How Investors Get a Return on Investment

**Session run for half or full day**

*Plus 30 min either side for networking if required.*

#### Presenting Your Financials

- What's the Key Metrics Used for Investors

#### Pricing

- **Half day session: Contact us**
- **Full day session: Contact us**

**+ Option to purchase discounted platform licences for each participant**

**Host provides venue and any catering as required.**

**Enquire now**



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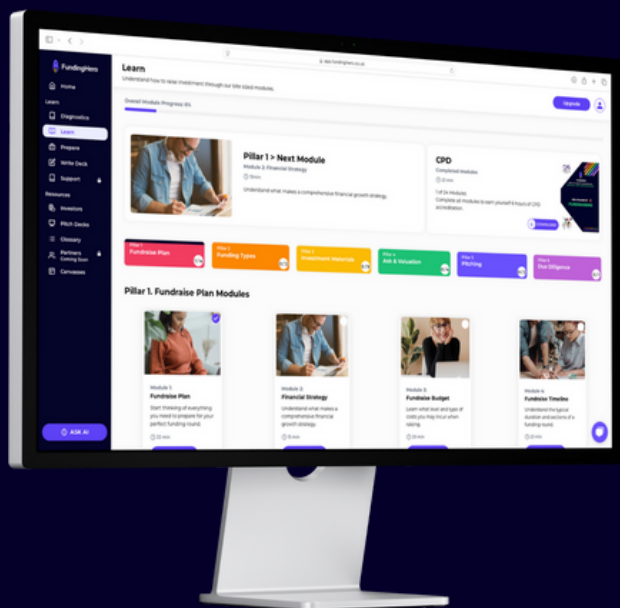


# FundingHero INSPIRE Masterclasses

## In-Person Masterclasses Designed For Your Cohort



# Add On Your Licences



[Watch the Demo](#)



Empower founders to master fundraising with our CPD-Accredited Investment Readiness Framework.



20+ Modules & Tools



Go at Your Own Pace



Glossary of Key Terms



AI Fundraising Assistant



Simple to Use Calculators



Range of Planning Canvases



[Enquire now](#)



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# FundingHero INSPIRE Masterclasses

## In-Person Masterclasses Designed For Your Cohort

### How to Book A Masterclass

- 01 Choose your Masterclass
- 02 Tell us the stage of your cohort
- 03 Select half or full day
- 04 Add-On Your Licences (Optional)
- 05 Confirm a Date

[Enquire now](#)



### Who We've Worked With



British  
Business  
Bank



BARCLAYS | Eagle Labs



West Midlands  
Combined Authority



Staffordshire  
County Council



Stoke-on-Trent  
& Staffordshire  
Growth Hub



BIRMINGHAM CITY  
University



CWLEP GrowthHub



East Midlands  
Combined County  
Authority



UNIVERSITY OF  
BIRMINGHAM



Staffordshire  
County Council

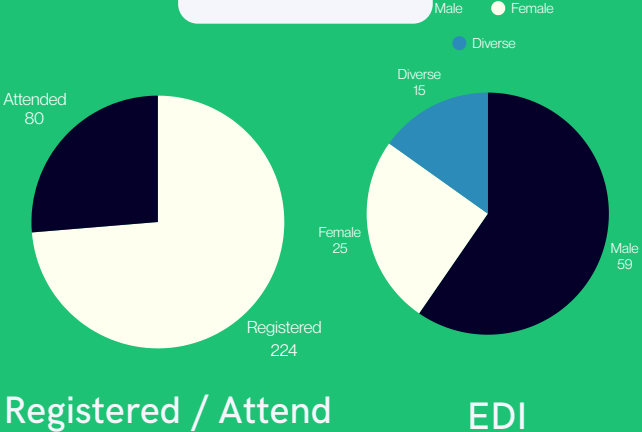
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## In-Person Masterclasses Designed For Your Cohort

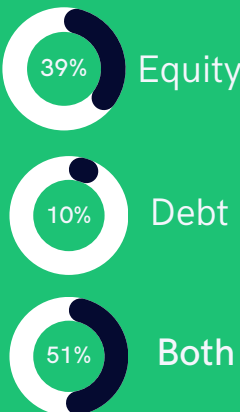


Following a highly engaged and fantastic 6 sessions accross the Midlands with a diverse range of high growth potential businesses, we've provided some statistics below demonstrating our impact!

### Attendees



### Needs



### High Growth Accelerator Candidates

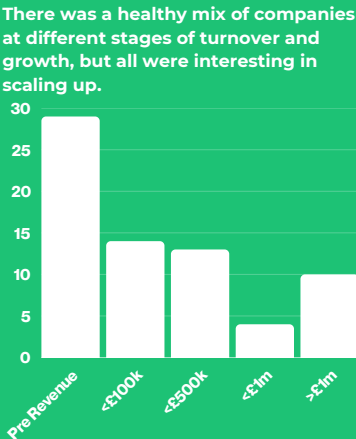
From the 224 applicants for the workshop approx 40% of businesses are high growth potential and would benefit from a dedicated deep dive readiness programme. With an estimated £80m+ of active investment identified from attendees, a cohort of 8 in both the East & West Midlands would support significant regional investment and new long term of jobs.



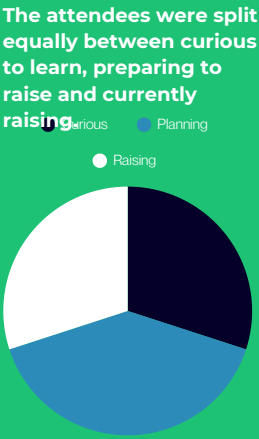
### Status



### Attendees Revenue

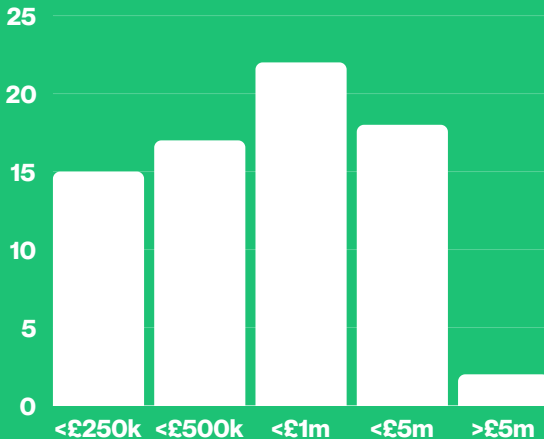


### Raise Status



### Participant Funding Needed

The level of raises needed poses a regional challenge given the actual capacity of funders in the region at the Pre Seed and Seed levels which are higher risk and there are only a handful of sources.





**Limited availability  
Book Your Masterclass now!**

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[Enquire now](#)



[www.fundinghero.co.uk/inspire](https://www.fundinghero.co.uk/inspire)

