

**FundingHero INSPIRE Masterclasses**

# **Preparing for Equity Investment**



**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](#)



# FundingHero INSPIRE Masterclasses

## In-Person Masterclasses Designed For Your Cohort



## Preparing for Equity Investment

The Preparing for Equity Investment Masterclass helps founders develop a solid financial strategy and understand the funding options available to fuel their startup's growth. Securing investment isn't just about raising money—it's about choosing the right funding path and structuring your business for long-term success.

In this masterclass, you'll learn:

- ✓ The different types of equity funding and how they impact your business
- ✓ How to structure your financial strategy for sustainable growth
- ✓ Key factors investors assess before committing capital
- ✓ How to balance valuation, dilution, and long-term funding needs

Whether you're seeking angel investment, venture capital, or strategic partnerships, this session will equip you with the knowledge to make informed funding decisions and attract the right investors.



[Enquire now](#)



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



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



# FundingHero INSPIRE Masterclasses

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## Preparing for Equity Investment

### Defining Your Financial Strategy

- Getting Going
- Breaking it down into stages
- Common Misconceptions
- Considerations of a Financial Strategy
- Protecting Yourself for the Long Term

### Dependencies

- Making decisions in the right order

### Fundraise & Build

- Speculate to Accumulate
- The Bootstrap

### 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.**

**Session run for half or full day**  
*Plus 30 min either side for networking if required.*

**Enquire now**



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



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



# 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](#) >



# 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

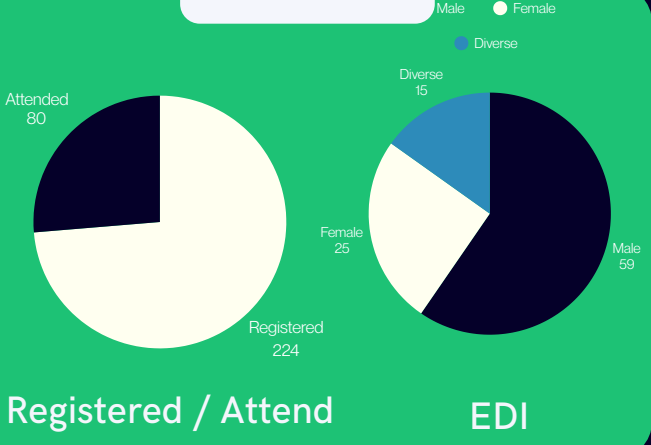
# FundingHero INSPIRE Masterclasses

## In-Person Masterclasses Designed For Your Cohort

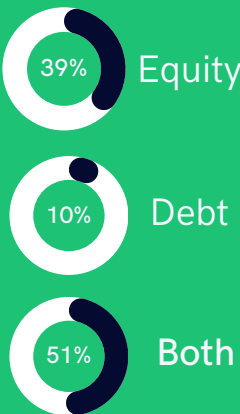


Following a highly engaged and fantastic 6 sessions accross the Midlands with a diverse range of high growth potential businesses, we've provided some statistics below demonstrating our impact!

### Attendees



### Needs



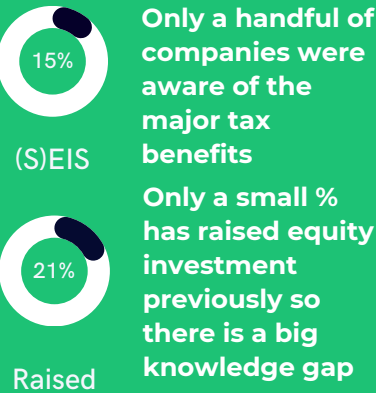
### High Growth Accelerator Candidates

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.

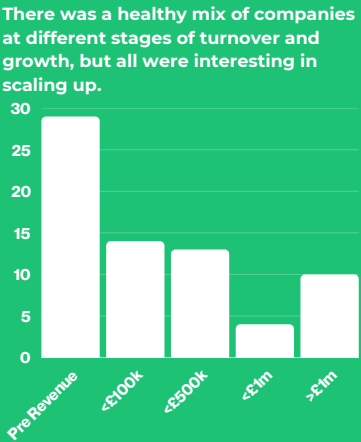
**90/224 companies**

**£80m+ Investment**

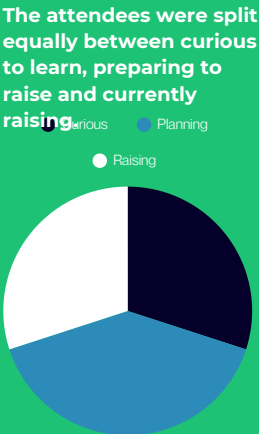
### Status



### Attendees Revenue

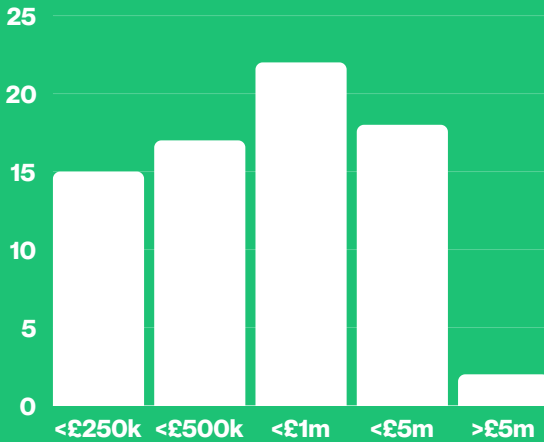


### Raise Status



### 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.





Trusted Delivery Partner for:



Limited availability  
Book Your Masterclass now!

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