



CASE STUDY

Startup turn Scaleup targeting Seed Round within 3 months after FundingHero's 12 Week, High Growth Accelerator Programme.

Dragons Den contestant, Surlender explains why she chose FundingHero for her fund raise preparation after years of seeking investment.

FOUNDER: SURLENDER PENDRESS
COMPANY: LOVE WRITING CO.

Business stage: Revenue > £10k monthly
Business type: E-commerce
Funding target: £250k
Timeframe: 6 Months

PROGRAMME NEEDS

- Help with creating a financial model
- Help with pitch deck creation
- Learning how to refine her pitch
- Understanding different investor types
- How to create a financial strategy
- How much to raise and what valuation
- Grow investor network
- Gain support from other founders

BENEFITS

- Significantly elevated understanding of the fundraising landscape
- Financial model that aligns to her scaleup aspirations and investor types
- New strategy to raise original funding target from £250k to £750k+



AT A GLANCE

HIGHLIGHTS

- I'm on track to raise within 3-4 months
- In 12 weeks I've learned more than 3 years on other accelerators!
- Value of their network is priceless
- I wanted to learn from people that have raised millions and grown to exit.
- This is the CFO level expertise I needed
- I properly understand what scaling up actually entails now and feel ready.



SURLENDER PENDRESS

Co-Founder: Love Writing Co.

"I had the privilege of meeting angels who generously provided advice on how to attract them and what factors to consider. This along with the value of their network was priceless."

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CHALLENGE

Why did you join the 12-week accelerator?

"I now need to scaleup. I've proven my business is viable and after securing two global licence deals that will take us international, I need some serious investment to enable us to reach our potential. So, I thought about how beneficial it would be to have a programme that could help me understand what's needed to scaleup. I need the right knowledge in all areas of startup fundraising from somebody that has actually scaled several companies to exit."

PROGRAMME EXPERIENCE

What do you think of the programme?

"The programme is as an incredible opportunity that not only enhances your knowledge but also boosts your confidence and self-awareness. It truly serves as a comprehensive resource for all aspects of fundraising for startups. I can confidently say that I have learned more in the 12 weeks of this programme than I have in the past three years. The biggest transformation, seen by everyone, has been the significant increase in my confidence when communicating my pitch as I can now speak to investors in their language."

FUTURE PROMISE

What's next for you?

"Next is about putting all of our preparation into closing our round. I'm confident we're on track to raise within 3-4 months after the programme. I finally feel ready now, as the programme truly served as a comprehensive resource for all aspects of embarking on this journey. It can be a scary and lonely place when getting investment ready, but now I'm ready and excited to start scaling up!"