



CASE STUDY

Guidance Automation, owned by Paul Rivers, is revolutionising automation solutions for manufacturing through Artificial Intelligence.



“Our goal is to secure funding to accelerate our businesses vision so we can now rapidly grow from £1m to £20m+ turnover and create a business worth £100m+.”

FOUNDER: PAUL RIVERS
COMPANY: GUIDANCE AUTOMATION

Business stage: Seed
Funding target: £500k

PROGRAMME NEEDS

- Wanted to learn how to build a powerful and punchy pitch deck for investors.
- Introductions to relevant investors.
- As an SME, with £1m turnover and no experience raising, we needed to understand which investment sources to target between debt and equity.

BENEFITS

- Gained insight into the full scope of what investors need to see — beyond just the pitch deck.
- Learned how to reassess the amount of investment required — reducing original ask from £2m by exploring alternative funding approaches.
- Better understanding of how to value a company and structure an effective business plan.



AT A GLANCE HIGHLIGHTS

- Broadened thinking from just the pitch deck with CFO-Level strategic support to develop a comprehensive business planning.
- Valued the peer support and variety within the cohort.
- Gained perspective on investment beyond equity — different types of funding and strategic planning.

WHAT'S NEXT?

“We can now look at moving into the fundraising stage, armed with a refined business plan. Through a more strategic, reduced funding ask, I am able to use the contacts made through this programme to begin pitching for investment and hopefully raise much quicker and sell less equity.”

