



CASE STUDY

Josh Budd has created the world's first life management and education platform scientifically designed for Adults with ADHD.



"The clarity and confidence gained from the programme have made this mission feel truly achievable."

FOUNDER: JOSH BUDD
COMPANY: NEURO-NOTION

Business stage: Pre-Seed
Funding target: £250k

PROGRAMME NEEDS

- Needed to understand key fundraising terminology and best practices to avoid feeling out of depth in investor conversations.
- Sought insight into what investors look for, including how to effectively make first contact and pitch.
- Looked for mentorship and real-world advice from someone with lived fundraising experience.

BENEFITS

- Gained a strong, practical understanding of the fundraising landscape in a much shorter timeframe than self-research or ad hoc advice would allow.
- Built a solid, informed foundation for launching a funding round
- Made high-quality connections with experts and peers, which proved immediately valuable.
- Dramatically improved the structure, clarity, and quality of his fundraising efforts.



AT A GLANCE HIGHLIGHTS

- Invaluable connections made throughout, leading to powerful 1:1 follow-ups.
- 1:1 mentoring sessions were particularly impactful – rigorous feedback that pushed me to raise my standards and avoid naive assumptions.
- The structure of the programme helped refine and clarify my investment strategy, making each step toward fundraising more efficient and effective.

WHAT'S NEXT?

"I am now actively raising investment and feel significantly more confident in doing so. Thanks to the solid foundation built during the programme, my startup is ahead of the curve in terms of investment readiness. "

