



CASE STUDY

Meet Francesca and Dominic Fox, co-founders of an innovative bootstrapped biotech company, transforming healthcare with a revolutionary vortex-wave technology.

'Jim's knowledge is invaluable and it is great get to see all the other companies and seeing their progress that also helps you.'



FOUNDER: FRANCESCA & DOMINIC FOX
COMPANY: NEWAVX

Business stage: Seed

Funding target: £3m

PROGRAMME NEEDS

- Opportunities to practice pitching & aligning the deck to what investors want
- Better understanding of what investors are looking for
- Understand Investor & VC Terminology
- Assistance in building a narrative and how to tell the story of NewAVX

BENEFITS

- We're about to rapidly scale and the 1:1s were invaluable to learn from Jim's first-hand experience at scaling up.
- Really like the face-to-face deliverable session. Many like to work online but so much can be lost in translation. Jim is invaluable but so are the connections and the powerful peer learning.



AT A GLANCE

HIGHLIGHTS

- The opportunity to practice pitching should not be undervalued. This programme is perfect for pitching and preparing us for The Shard.
- "Every week is different and brings something totally new." The sessions stimulated important considerations and each week was fun and exciting.
- Loved the fact that real-world investors have been brought in alongside other experts in the investment field.

WHAT'S NEXT?

"We're about to rapidly scale up and we now feel extremely confident and fully informed for what to expect from the large VC investment we now require and critically how to find value added investors."