



# Understanding Finance for Business

Improving the performance of ambitious companies

Free to eligible businesses in the South West



**'Understanding Finance for Business' provides hands-on support and advice through seminars, workshops and one-to-one coaching.**

**The programme ensures entrepreneurs and businesses make informed choices and present an attractive proposition for banks, business angels or venture capital investors.**

**What will you receive?**

- ▶ You'll work with a dedicated business finance coach – a minimum of 12 hours over an initial 3-6 month period. Together you'll decide what type of finance is right for your business, then create an action plan to get you investment-ready.
- ▶ The package of tailored support will give your business insider knowledge on what investors are looking for, help you communicate your ideas and demonstrate the experience and know-how you need to succeed in the market. Ultimately it could also include introductions to potential investors.

**The programme will help you:**

- ▶ Understand your options
- ▶ Determine how investment-ready your business currently is
- ▶ Identify key areas where coaching could improve your investment-readiness
- ▶ Learn from investors what they're looking for and how to pitch your proposition
- ▶ Identify and approach potential funders

"The programme covers a wide range of financial issues and it's my job to help businesses find their way through the financial maze. Through one-to-one coaching we explore the different funding options including debt solutions and potential equity available and I help them prepare funding proposals. As well as giving advice and guidance, I can help businesses find alternative sources of finance and provide practical support for negotiation meetings with banks and other lenders."

Mike Stutter, High Growth Finance Coach

**For more information call Business West on:**

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