



VENTUREFEST

SOUTH WEST

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**FUNDING - PLANNING
YOUR BID FOR CASH**

**INVESTMENT
WITH
PLYMOUTH
UNIVERSITY**



GAIN

FUNDING

With the 2 Johnnies
John Hutchings and John Lewis
Plymouth University

WEALTH WARNING

The following slides have been prompted by talking and listening to various business across a wide range of industries and regions.

Names have been withheld to protect the innocent.....
.....and not so innocent

#1

Funding Masterclass?

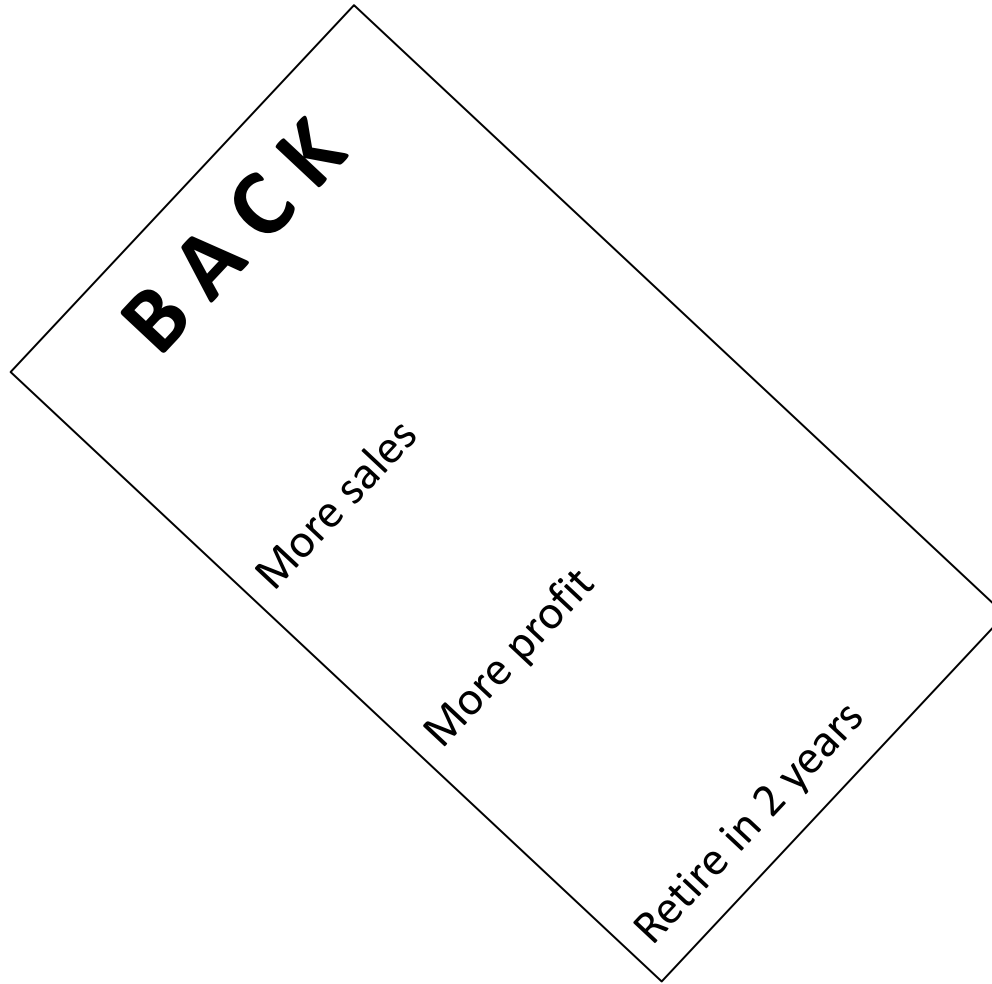
10 ways of how *not* to get your investment

1. Don't start with the end in sight – after all, busy owners don't have time for theoretical plans

Is your plan detailed enough?



Is your plan detailed enough?



2. Keep it all in your head

After all, everyone will know what you have in mind.....



Don't think you will not be assessed.....

C A M P A R I



#3

CAMPARI

is for Character

Don't tell them about yourself, hide the warts,
don't disclose the full facts.....

.....funders love to be surprised!!



CAMPARI

is for Ability

Keep your talents and expertise secret..... funders will not be interested in whether you can do what you plan to do

Use jargon wherever possible....it helps to baffle the reviewer



If you have some gaps in skillset, don't consider involving outside professionals, or your colleagues to help fill those voids, after all you may be letting your secrets out of the bag!



5

C A **M** P A R I

is for Margin

Certainly **don't** read the funder's guidelines....

....they will always make an exception for every case presented and not expect to have their required/regulatory contribution from the applicant....**always** willing to provide 100%



6

C A M **P** A R I

is for Purpose

Don't disclose what you want the money for.....

.... It will only raise more questions if it doesn't meet their requirements



#7

CAMPARI

is for Amount



Always overinflate your request.....

.....they like people who think big and always want to allocate as much as possible whether it's needed or not

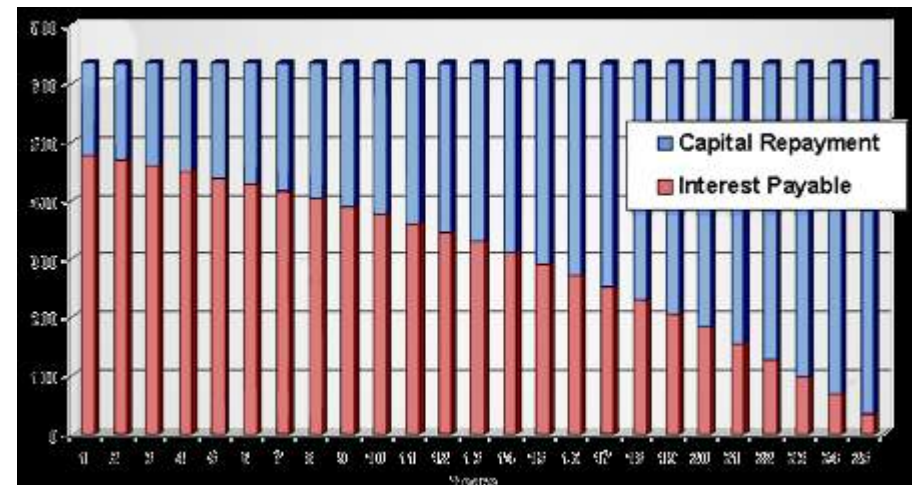
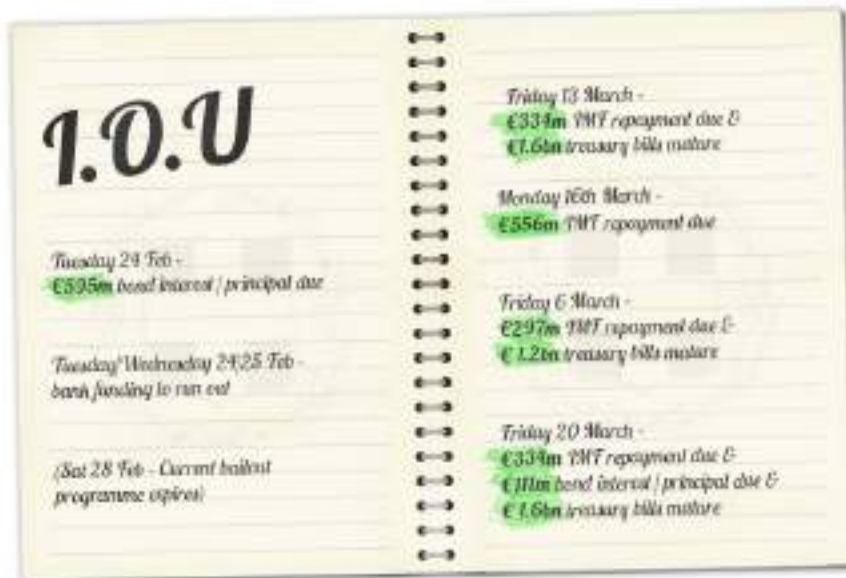


CAMPARI

8

is for Repayment

Don't demonstrate the business is capable of surviving in the future and can pay its way



#9

CAMPARI

is for Insurance

Ignore the risks.....they will never happen to you

Don't offer any mitigation.....why should you risk anything?



Don't consider the Funders Point of View.....

...they don't want anything in return

...they have no outputs to consider

.....or no need to see a pay-off!

Jobs

Profit

Return on Capital

So, how do you think that went?

Alternatively, you **could** try the following approach:

1. Business planning is crucial – show that you have thought through the proposal
2. Share your thoughts – partners/professionals/family – test your ideas
3. Disclose all the facts – warts and all – explanation will deflect surprises
4. Demonstrate your ability to deliver – or who will help you out – you may not be able to do everything on your own
5. Show your commitment – what contribution will you be making
6. Explain fully what the money will be used for – make sure the funder's rules are met
7. Apply for the right amount in terms of your plan and funding criteria
8. Prove that your business can afford it – in bad times as well as good
9. Be prepared to share the risks
10. Make sure you think about the funder's perspective



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**THANK YOU &
KEEP IN TOUCH**