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Present...

Opportunity Development and Venture Funding Two Day Workshop

**10th & 11th
March, 2012**

Venue:

The Summit Conference
Centre, Atherton

Cost:

\$1,500 (ex GST) per
business team (up to 3
people). Inclusive of
morning tea/lunch/
afternoon tea, all writ-
ten material.

The "Opportunity Development and Venture Funding Workshop" is an extensive, hands-on, two-day workshop with limited participants to ensure that you get personal attention. This program is specifically designed for entrepreneurs, business owners and their directors, business advisers and the senior management team who want to accelerate business growth by learning capital and fundraising techniques, acquisitions and exit strategies. The workshop will assist you to raise funds with the right answers including;

- What investors or stakeholders want to hear and what they do not want to hear
- Where to find investors and stakeholders
- How to Raise Capital at start-up, expansion and mature stage
- What your organisation is worth to stakeholders, and the data to back it up
- Equity Allocations - how much of your company should you give away
- All the critical legal documents you must have together
- Differences between raising private and public capital
- Why the Exit Strategy is the key to any capital raising
- How to set up for an exit via IPO or trade sale
- What documentation is essential for success
- Elevator Pitch - what you should be able to tell investors in five minutes or less to get them interested in your business
- How to pitch to investors

Who Should Attend?

This workshop provides an opportunity to assess how investor or stakeholder ready your business is and what you can do to de-risk and build value, so you can raise the capital you require.

- This Workshop is NOT for spectators
- It's about making a difference to YOUR organisation.
- It is a PRACTICAL hands-on workshop.
- It is about getting RESULTS that will move you forwards.

At this Workshop, limited to 5 businesses, you will be provided with valuable information, in a structured format. You will be given personalised guidance. This workshop is for people with a desire to roll up their sleeves and focus on achieving their own goals.

The Workshop leader - ASSOB C.E.O Paul Niederer

As a member of ASSOB's Admissions and Listings Committee part of Paul's daily job is viewing and assessing applications from businesses seeking to raise capital. **ASSOB has raised around \$100 million dollars in the past few years for over 200 businesses.**

Previous sessions have shown that people and organisations can benefit in the following areas in addition to raising funds ...

- Fostering a community's entrepreneurial climate
- Technology commercialisation
- Diversifying local economies
- Building or accelerating growth of local industry clusters
- Business creation and retention
- Encouraging women or minority entrepreneurship
- Identifying potential spin-in or spin-out business opportunities
- Community revitalisation

WORKSHOP PROGRAMME

Day One - Building the Fund Raising Opportunity

- Welcomes, Introductions and Outcome Agreement:
- Overview of funding options
- Process: The step by step process to raising capital for any venture
- Documentation: The documentation and templates required
- Legals: Legal exemptions that allow companies to raise up to \$5m privately without a prospectus
- Valuations: Valuations models used and how to value an opportunity including discussion of 8 question results
- Structure: How to structure an offer so that it has the highest chance of success and you retain control
- Building your own offer
- Story: Building a compelling story of your business
- Team: Making sure you have a balanced team to do the job including directors, advisory boards and mentors
- Credibility: Getting as much credibility into your offering

Day Two - Communicating to engage prospective Investors.

- Investors: How to find investors who are interested in investing and understanding private investors concerns and needs
- Discovery Sessions: Building a list of prospective investors to suit your business
- Typical investor profiling: Building an Avatar of the typical investor for your business
- Gathering: Gathering followers of your company and/or niche
- Engaging: Engaging followers in the capital raising process including PR and Media
- Share Applications: Managing the receipt of funds and issuing of share certs and other docs.
- Use of funds: Using the funds in accordance with the Offer Document
- Pitch & Video Script development: Creating a useful and compelling 'pitch'
- Wrap-up, sharing and next steps.

For queries, questions or to confirm a place please contact Michael Lawrence at michael@inspirebc.com.au or 0427 474 923 by 24th February 2012.