

HAVING A GREAT IDEA IS JUST THE BEGINNING

# Taking the first steps

## Pitch guidelines

This is your opportunity to tell investors all about your company and to let them know a little bit more about you, your team, your products, your services, and your plans for the future. By following these simple guidelines you will find it easy to upload the required information and your pitch is more likely to gain swift approval for publication.

01

### Overview

#### Please read the overview before you start uploading your pitch

The overview will provide you with an introduction to the process to upload your pitch. Most importantly you will be required to confirm that you have read the Terms and Conditions before being able to proceed.

02

### Summary

#### Name your pitch

This is the title of your pitch, and will appear as the headline. The title may be the name of your company, your trading name, or the name given to the product or service that you are pitching.

#### Your full name

The first name and surname of the individual submitting the pitch should be entered here. If we have any questions relating to the submission, we will contact this named individual.

#### Summarise your pitch in one short sentence

This text will appear below your pitch headline, and is limited to 160 characters. Try and summarise your company, product or service in a single sentence that will capture investors' attention.

cont.

### **If you want to add a video, add its YouTube URL here**

A high quality video, of between 2 and 3 minutes duration, is a vital component of your pitch. A video which is professionally produced and edited with high quality lighting, graphics, and sound will enhance your pitch. Please ensure that you refrain from using superlatives, and that all figures and claims can be evidenced.

### **Upload main image**

Upload your company logo, brand, or picture of your product here. This image will appear underneath your pitch title and summary on the "Find an investment" page.

### **Summary**

This section requires you to write a clear, concise and compelling summary of your business. Ensure that you inform investors about your proposition, key milestones achieved, markets you operate in, experience of the leadership team etc. This is your chance to shout from the rooftops!

### **When do you want your pitch to end?**

Pitches should be published for a period of 60 days.

### **How much do you want to raise?**

Enter the amount of money you wish to raise here. Enter the number only e.g 10,000 not £10,000.

### **Category**

Please tick the box that best describes the sector in which your company operates. If your company can be described as operating in a number of sectors, please tick a maximum of 3 that are most applicable to your business.

03

## **Company**

### **Company #**

Enter your UK company registration number here. This should be the number that is registered at Companies house.

### **Company name**

Please enter the name of your Ltd company here, as registered with Companies House.

### **Postcode**

Please enter the full UK postcode of where your company is registered, as per the details lodged with Companies House.



cont.

### **Location**

Please enter the city or town where your company is registered, as per the details lodged with Companies house.

### **Year established**

Please enter the year that your company was incorporated, as per details lodged with Companies House.

### **Company website**

Please enter the URL of your website where investors will be able to view more information about you, your company, your products and services.

04

## **Details**

### **Describe your idea**

This area allows you to specifically detail your great idea! Make sure that you identify the uniqueness of your product or service and reasons why investors would be compelled to invest in you. What makes you different and what sets you apart from your competitors. Is your business disruptive? Does it challenge traditional methods and models within your industry? You have 1000 characters to explain this, so be clear and concise!

### **Describe your market**

Investors will want to know the size of the market that you operate in, and your expected share of that market. How many players are there in your market? Are there only a handful of key, dominant players, or are there many who hold a similar share of the market place. If possible, please put values on the size of the market and the growth that it has experienced in recent years. Is your market well established, or is it nascent?

### **What exit strategy are you offering?**

Investors understand that their investment will be for the long term. However, they will want to know what your exit strategy is. Do you plan on selling the company to a competitor? Do you envisage a Management Buy In? Or perhaps you may be considering a company flotation on a recognised Stock Exchange? These plans may seem a long way off, and you may not even have given this much thought. Investors however, would welcome an indication as to how they might realise any profitable returns they may make from their original investment in your company.

cont.

## **How much equity do you want your investors to have?**

This will be the single most important figure in your entire presentation. In effect, it is what you believe your company is worth. Ask too much, (over-valuing your company), and investors will refrain from investing and you may fail to raise the target funds that you were seeking. Ask too little, (under-valuing your company), and you may be giving away more equity in your business than necessary. Be realistic, be conservative and your chances of reaching your funding target will be greatly enhanced. Your accountant should be able to offer you guidance on this matter.

## **Are you SEIS eligible?**

Does your company qualify as being eligible for the Seed Enterprise Investment Scheme? The SEIS scheme offers tax advantages to investors, and will be a consideration for investors when deciding whether they will invest in your business. You can seek advice from your tax advisor / corporate advisor / accountant, and further details are available from HMRC.

## **Are you EIS eligible?**

As above, the Enterprise Investment Scheme offers various tax advantages which are attractive to investors. Ask your tax advisor / corporate advisor / accountant for more details.

If you still have further questions about uploading your pitch, then please email us at [info@fireflock.com](mailto:info@fireflock.com) and we will respond as soon as we can.