

James Berkeley's Profitable Growth Notes:

Getting Started in Raising Private Equity and Venture Capital

Knowing what private equity and venture capitalist firms want to see rather than what you want to show them is essential to build trust and controlling the initial discussion. I asked several experienced PE and VC "insiders" to share their wisdom and basic requirements. Irrespective of whether you are looking for \$500,000 or \$500,000,000 your collaterals will typically need to include

- Introduction
- Company Background
- Market
- Opportunity
- Details of Service
- Financial Model
- Management Team
- Competition
- Risks
- Executive Summary
- supported by any and all of:
 - marketing plan
 - marketing collateral
 - operating plan
 - website screen shots
 - detailed management resumes (CVs)
 - organisational structure
 - supplier list
 - terms of business
 - press coverage
 - market research
 - investment requirement
 - exit strategy

As a good friend, serial investor and consultant to entrepreneurs and executives, James Kilpatrick from Craigie Mains puts it bluntly,

"Basically, more than two and half sides of paper and enough to give a full flavour of the proposition. Private equity firms and VCs will see dozens of plans each week and the key is to demonstrate that you know what you are doing and that includes how you will make your investors rich!"



If the mere thought of generating this information leaves you cold or exhausted, you can confidently rule out soliciting help from or expecting support from these sources of capital.

If you would like to discuss this personally, contact us at telephone: +44 203 440 5072 or email: james@elliceconsulting.com

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