



Creative Business Accelerator – London Business Angels/GLE

Awareness Events

The CBA programme begins with a series of short Awareness Events that are open to any London based creative company. Each of the events consists of informative presentations from members of GLE, entrepreneurs who have successfully completed the CBA programme, and a private investor.

The events give a clear introduction to the role of Angel investors and to the field of equity and debt finance. Entrepreneurs attending the events have the opportunity to assess the programme with respect to their business needs. Those whose companies are suited to the CBA are strongly encouraged to apply for the programme; application forms will be given out at the awareness events.

Attendance at the awareness events is not required in order to apply for the CBA programme. During the application period, forms can be downloaded from this website, completed and sent in via email or fax.

One-Day Investment Readiness Workshop

60 of the most promising applicants are selected to attend a free one-day Investment Readiness Workshop. The workshop provides attendees with the opportunity to interact with investors, venture capitalists, bankers, professionals and other creative businesses.

The wide range of topics covered throughout the day allows the participating entrepreneurs to quickly and easily learn the basics of external finance and investment readiness from experts in the field. Past workshops have covered the following topics:

- Entrepreneur's Keynote Address
- Business Planning
- Sources of Finance
- Investment Readiness
- Legal Issues
- Intellectual Property Issues
- Valuing Your Creative Business

The attendees are given the chance to ask questions of a panel of investment experts. All of the speakers and panel members are qualified experts in the investment community who have valuable knowledge and experience to share with the entrepreneurs.

Intensive Support Programme (ISP)

Through a rigorous assessment of business models and other key aspects, 15 companies promising the highest growth potential are selected to participate in the Intensive Support Programme (ISP). The ISP aims to provide tailor-made support to the chosen creative businesses. Each participating entrepreneur is engaged in:

- An initial pitch-simulated presentation to a panel of experts; feedback is provided concerning possible investment-ready weaknesses in the company's business model

- A series of 10 interactive workshops that provide advice and expertise on preparing all aspects of the business to raise finance
- One-to-one mentoring from an investment expert
- A final pitch-simulated presentation to a panel of experts, the assessment from the company's initial presentation used as a benchmark
- The chance to pitch directly to Investment Angels and Venture Capitalists at the Investors Fair

Through the ISP workshops and opportunities, participating entrepreneurs are offered advice and support on how to enhance aspects of their business that are relevant to investor requirements; some of these aspects include business plans and strategies, financial and legal situations, and presentation and delivery skills for business pitches.

Taking place over 4 to 5 months, the ISP gives entrepreneurs a substantial head start when looking to raise finance and achieve rapid growth.

Investors Fair

The Investors Fair provides an excellent opportunity for the selected entrepreneurs to begin their efforts to raise finance. They are able to showcase their products and services, hand out executive summaries or business plans and network with investors and other creative businesses. Each hour, groups of ISP participants pitch their business proposals and their finance and support needs to generate interest among potential investors.

The event has a relaxed and open atmosphere that is intended to allow investors to consider the creative industry as a market to invest in. The Fair is intended to increase the level of investment in the creative industry which, traditionally, has been avoided by investors.