

# CONNECT

the fast track for technology business

## Got a great business idea, but face a funding gap?

**Connect Yorkshire** has the answer. Enrol on our **Investor Readiness Workshops** for FREE and benefit from our unrivalled expertise in helping technology and knowledge-based companies like yours raise finance.

We'll help you protect your idea, refine your business plan, hone your pitch and make the most of your proposition so you can **move from idea to investment**. All the **Investor Readiness Workshops** are FREE, interactive and you'll be mixing with like-minded entrepreneurs and business people who can help you over the hurdles you face in developing your company.

The programme is a series of six free-of-charge workshops, all held in the evening (buffet included):

### **24 October 2007 - Practical Business Plans and R&D Tax Credits**

**Speakers:** John Warner of Barber Harrison & Platt

**Venue:** Holiday Inn Royal Victoria, Sheffield **Time:** 4:00pm registration for a 4:30pm start

*Perfecting your plan and executive summary plus our accountant tells you to get credit from HM Revenue & Customs*

### **24 October 2007 – Intellectual Property Rights & Wrongs**

**Speakers:** Ralph Atkinson of Atkinson & Company and John Burns of Halliwells

**Venue:** Holiday Inn Royal Victoria, Sheffield **Time:** 6:00pm registration for a 6:45pm start

*Learn how to protect your new idea, plus how to develop and enforce an IP strategy*

### **7 November 2007 - Accessing Support and Funding**

**Speakers:** Ewan Christian of Business Link South Yorkshire

**Venue:** Tankersley Manor, Barnsley **Time:** 4:00pm registration for a 4:30pm start

*Got the idea, but need the money to move forward? This workshop details the sources of finance & support available.*

### **7 November 2007 - Effective Negotiating Skills**

**Speakers:** Greg Barker of Strategic Corporate Finance

**Venue:** Tankersley Manor, Barnsley **Time:** 6:00pm registration for a 6:45pm start

*Negotiating is a common part of business, whether with a supplier or investor. Discover key issues to seal that deal!*

### **14 November 2007 – Capturing the attention of Investors and avoiding the pitfalls**

**Speakers:** Elizabeth Blake Thomas, Essential Basics

**Venue:** DLA Piper, Sheffield **Time:** 4:00pm registration for a 4:30pm start

*How to pitch your idea when face to face with an investor, plus a guide to the commercial due diligence process*

### **14 November 2007 – Company Valuations and Structuring an Investment Deal**

**Speakers:** Richard May of DLA Piper

**Venue:** DLA Piper, Sheffield **Time:** 6:00pm registration for a 6:45pm start

*An investor wants to invest in your business, but what next? Discover the deal process leading to your goal!*

Companies using Connect Yorkshire's services, including our **Investor Readiness Workshops**, have attracted more than **£22 million** of international backing over the last five years. ...**Make sure you're one of them!**

**Sponsored by:**

South Yorkshire  
**Investment Fund**

**In Association with:**

 **pro Sheffield**  
PROMOTING PROFESSIONAL EXPERTISE

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## The Format



All workshops are given by professionals who are dealing with the issues raised on a routine basis in their daily working life.

Each evening will be designed with an interactive element, to encourage discussion and ideas amongst delegates.



The workshops all include a buffet with wine and an additional refreshment break, allowing plenty of time for networking.

## Who Should Attend?

The workshops are aimed at technology and knowledge-based businesses with growth ambitions. All workshops are free to anyone wanting to learn about the investment process or who is keen to understand the financial options available to their business.

## Registration

If you want to maximise your chances of raising finance and do all you can to ensure your business achieves its potential, **register now for all or any of these events:**

**Email:** [info@connectyorkshire.org](mailto:info@connectyorkshire.org)

**Tel:** 0113 384 5640

## Other Investor Readiness Workshops

The Investor Readiness Programme will also be running during Spring 2008 in Leeds. If you are interested in attending any of our workshops please email your details to [info@connectyorkshire.org](mailto:info@connectyorkshire.org).



## Connect Yorkshire's Investor Readiness Programme

The Investor Readiness Workshops form Phase 1 of **Connect Yorkshire's Investor Readiness Programme** and lead up to Phase 2, **Connect Yorkshire's Investment Forum**. Attendance at all workshops is strongly recommended for all applicants to the Investment Forum. Our Forums give technology companies throughout Yorkshire and the Humber a platform to present their business plans to venture capitalists, business angels and other funding opportunities.

**Further information on the Investment Forum can be found at**  
**[www.connectyorkshire.org](http://www.connectyorkshire.org)**