


http://www.seedrs.com

Fund... The ... Pitch... Inve... S... x Syn... Fun... Thin... Zop... Peer... Star...



GlassUP
🇮🇹 Modena, Italy

Eyeglasses that show messages to the user: emails, news, scores, directions, heartbeats...

SUPPORT

34.3%

EXPIRES: **IN TODAY**

EQUITY OFFERED 7.69%	INVESTMENT SOUGHT £100,000
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03:31 HD :: vimeo

150%

08:16
03/04/2014

Where do you go for cash for your start up - Some innovative ways to raise funds

Richard Brooks

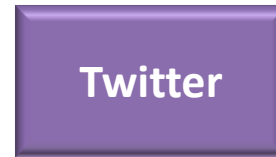
This session

- Networking, connectivity, key influencers
- Examples from my experience
- Where you can go for more information

Stand out from the crowd



Social media – the big 5



MUST READ: *With Windows 8, Microsoft's playing a scene from Groundhog Day*

Topic: *Social Enterprise*

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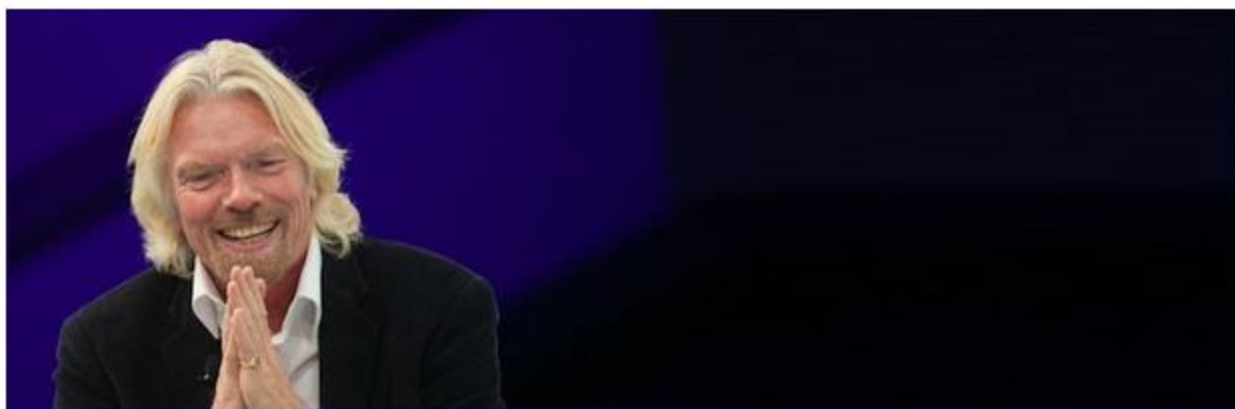
LinkedIn praises top influencers, starting with Sir Richard Branson

Summary: *LinkedIn declares it has hit a "milestone" as Sir Richard Branson becomes the first "influencer" to have more than a million followers.*



By Rachel King for *Between the Lines* | November 30, 2012 -- 17:54 GMT (01:54 SGT)

Follow @zdnetrachel



LinkedIn is shining the spotlight on some of its more famous users with the announcement that Sir Richard Branson is the first "influencer" to surpass one million followers.

See also: [Sir Richard Branson dishes business advice at Dreamforce '12](#)

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What can Social media do for entrepreneurs?

- Networking (building relationships)
- Analysing potential markets
- Competitor review
- Participation in online forums
- Demonstrate your solution
- Get customers
- GET FUNDING

Conventional sources of funds

Shareholders and directors' own monies, credit cards, bootstrapping

Family, friends

Research institutes

Government grants, R&D tax credits, competitions

Clearing banks (overdrafts, short or medium term loans)

Hire purchase and leasing

Venture capital

Corporate funds

Crowdfunding

Factoring and invoice discounting

Innovative sources of funds

Crowdfunding

Peer to Peer funding

Options to buy

Competitions, prizes and awards e.g .Milner & Stars of Science

Incubators & Accelerators

Angel investor groups

Examples equity “crowdfunding”

<http://www.crowdcube.com/>

<http://www.seedrs.com/>

<http://www.syndicateroom.com>

<https://www.investingzone.com/>

<https://www.sharein.com/help/faq/4/about-sharein>

www.squareknot.co.uk

Examples “crowdfunding”

Trampoline Systems

- Original investment by US Hedge Fund and a few private investors
- Summer 2010 Information memorandum offered to investors over the web

Crowdfunding

Trampoline is the first tech vendor to finance its growth through equity crowdfunding.

Customers



The screenshot shows a web browser window with several tabs open: 'http://firstfun...', 'UCL Library ...', 'uk.com', 'Week ahead', 'Leads - All It...', '9 Woburn W...', 'Business Loa...', and 'View Curr...'. The browser's address bar shows 'http://firstfun...'. The page content includes a search bar with the text 'inventory. Total debt can be limited to 40% of inventory valued at cost (or on lender's terms)'. Below this is a section titled 'Prostate cancer treatment technology' with a sub-heading 'Offering 12% interest, per annum, over 5 Years'. A table of details follows:

Deal ID:	2430
Seeking:	£400,000
For:	financing machine to treat prostate cancer
Region:	South East
Sector:	Healthcare
In business since:	07/11

To the right of the table is a red link that says 'more details ...'. Below the table is a text box containing the following text:

Global HIFU is a company looking to finance the first of a few Prostate Cancer treatment machines to support contracts won. They are winning contracts consistently and will eventually require finance on four or five machines . • HIFU is not new – simple googling finds clinics that perform it – is this the same treatment? It is the same treatment but it is the way Global attract their clients via surgeons that is different and the fact that they sell Prostula as a dietary supplement • What are we buying ? One machine at 550,000 euros. Ablatherm robotic HIFU equipment • What security is available? Machine plus guarantees • How many of these machines are there in the UK currently ? 2 machines that are in static locations. Globals machine will be mobile, servicing many hospitals in UK, Northern Ireland and Ireland.

The browser's taskbar at the bottom shows icons for Internet Explorer, Outlook, Adobe Reader, Excel, and Word. The system tray on the right shows the time as 10:51 and the date as 15/10/2012.

Academies

London

London

Menu

home

team

Wayra's space
accelerated startups



Ashley Stockwell

Director Wayra UK

Ashley has spent the last 19 years working for one of the worlds best know entrepreneurs Sir Richard Branson.

meet ashley stockwell
meet our team

The London Academy was officially opened on June 29th. Ronan Dunne, Telefónica UK CEO and Simon Devonshire, Wayra Europe Director were joined in the event by the Mayor of London, Boris Johnson.

Where are we?



Examples Grants, Competitions

www.j4bgrants.co.uk

<https://www.innovateuk.org>

<http://www.starsofscience.com/sos/en/>

CIO NETWORK | 7/31/2012 @ 1:16PM | 2,369 views

9 Scientists Get \$3M Each In Billionaire Milner's Physics Prize

+ [Comment now](#)

Nine scientists have received \$3 million awards from the Fundamental Physics Prize Foundation, a new not-for-profit created by the billionaire investor Yuri Milner.



A Day In The Life Of Yuri Milner, Web Billionaire

In an announcements this morning, the foundation said it is dedicated to "advancing our knowledge of the universe at the deepest level by awarding annual prizes for scientific breakthroughs, as well as communicating the excitement of fundamental physics to the public."



Yuri Milner

ANA

Min
to fir
growth

CLIC
BUSINE



Summary

Network, network, network
Key influencers, accelerators and incubators

Crowdfunding/ Peer to peer/options

Be aware of current trends

Where to look for help

Your local resources-

<http://www.innocentive.com/>

<http://www.crowdsourcing.org/caps#7925>

<http://www.economist.com/science-technology>

<http://www.fundmap.co.uk/ektn/>

Exercise for connections

Find a forum that would be helpful for your business, and explain why

Find a video online that may be beneficial to you

Find a key influencer/mentor for your business

**You have
10minutes to
complete and
then 2 minutes
to say what you
found.**

Thank you

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 www.fdsolutions.uk.com

<http://fdsolutions.uk.com/workshop-materials/>

Password to access documents :Password1234