

How to find investment

A guide to get you started



Smaller businesses are big business

The good news is SMEs are an attractive proposition for investors. Smaller businesses are the backbone of the UK economy. 99.9% of all UK businesses are SMEs. Together they employ close to 16 million people, or around 60% of all private sector employment in the UK.*

* National Federation of Self Employed & Small Businesses

Five ways to attract investment



Think big

Investors are attracted by a compelling vision. Your vision statement needs to clearly communicate your business' reason for being. Answer why your business exists, and investors are more likely to trust you with their money.



Be the right people

Investors will want to feel comfortable with your team. Their personality, skillset, experience and business acumen will all be judged ahead of an investment decision.



Know your customer

The happier you make your customers, the more likely you are to succeed. Investors are keen to see your product has real-world value, and solves a particular problem for a specific audience.



Consider your business credit score

Investors will look at your credit score, so be aware of factors that can affect it. Things like paying on time, previous funding applications and your financial connections will influence your credit score.



Be flexible

Never lose sight of your end goal but be brutally honest about your business. Be flexible on how you get to your end goal. Time and money are your most precious resources, so spend them wisely.

Looking beyond the obvious can really pay off

Explore all your start-up and SME funding options. There are literally dozens of ways to finance your business, depending on your stage, sector or location. The trick is knowing where to look.



Just some of the funding options available to your business:

- Crowdfunding
- Sponsorship
- Angel investments
- Incubators
- Venture capital
- Family & friends
- Grants
- Loans
- Overdraft
- Home equity release
- Credit card
- Product pre-sales



Ask for the right amount of money

Be realistic about how much you can expect to raise, and consider alternatives in line with where you want to take your business. Think carefully about how best to blend personal equity, external investment, senior debt and alternative finance. Asking for the wrong amount of money is not always asking for too much. Investors are wary of small investments running out before they have any tangible return.

Tell your story well

You never get a second chance to make a first impression. It's never more true than when pursuing investment. Make sure you have accurate figures, up-to-date market research, and a strong pitch that will bring your case for funding to life. Make certain:

- ✓ Your business plan and figures roll off your tongue
- ✓ Double check everything to avoid errors
- ✓ Create an engaging pitch deck



What to include in your business plan

Success depends on articulating everything an investor needs to hear to make a decision. So you can do so with confidence, your business plan should include:

- Your vision
- Opportunity
- USP (unique selling point)
- Competition
- Market
- Target audience
- Use of funds
- Financial projections
- Realistic milestones
- Revenue model
- Capabilities
- Credible team
- Upside
- Exit opportunity

Three top tips when pitching to investors

1

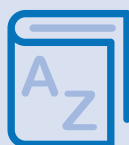
Get off to a flying start – with an idea they can't get out of their heads.

2

Demonstrate your credibility – they're investing in you as a team.

3

Understand the people you're talking to – speak their language.



Want to read more?

www.wikihow.com/Find-Investors-for-a-Small-Business

www.angelinvestmentnetwork.co.uk

www.investorsuk.co.uk/private-investors



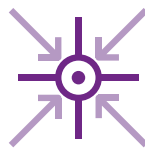
Safer Business

Make safer decisions about who you work with.

Get full credit reports on any business.

See a detailed picture of your customers and suppliers. Stay safe by only offering credit that is right for you and them. Manage risk, improve cash flow.

[Find out more](#)



Smarter Business

Be smarter about how others see your business.

Improve your credit score to unlock opportunity.

Manage, monitor and improve the financial health of your business. Get easier access to finance. Secure better credit terms. Become more appealing to work with.

[Find out more](#)



Brighter Business

Create a brighter future for your business.

Find the right customers, quickly and efficiently.

Build targeted marketing lists with the very latest data. Select companies by business type, size and location. Contact the decision maker, spend less on marketing and create new business opportunities.

[Find out more](#)



Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

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