

# Tailored Investor Ready Programme

## MODULE Pre-preparation

# 01

In order to tailor the program we will start with an overview of your products/services and your value proposition, more specifically:

WEEK 7

### Business perspective

You will complete a composability form for an initial scoring and analysis of your businesses, covering:

- Key business metrics
- Pitch deck

The composability platform will generate a score and a detailed report outlining your business's strengths and weaknesses. This data will shape the content and structure of Module 2, which will be delivered by **Cambridge Management Consulting (CMC)**.

### IP perspective

You will fill out a questionnaire, covering:

- A short introduction to your business
- Your level of experience in terms of winning investment
- The obstacles you have encountered/expect when it comes to winning investment
- Your current approach to IP
- The three key things you want to learn from the IP component of the program.

The responses will be used to tailor the content of Module 3 delivered by **Potter Clarkson** and ensure we are not missing any key learning objectives.





MODULE

02

WEEK 10

## How to get investor ready – business perspective

A 2-3 hour virtual workshop, based on the findings from the composability reports, delivered by **Cambridge Management Consulting (CMC)**. Focusing on your pitch deck and key areas including:

### Identifying current landscape

- Discussion on the challenges scaleups face in scaling and attracting investment.

### Risk management

- Identifying risks - types of risk and tools for risk assessment
- Mitigating risks - strategies for risk mitigation and development of a risk mitigation plan

### Investor preparedness

- Understanding investors - what investors are looking for and common red flags
- Crafting your pitch - key components of a compelling pitch deck and storytelling
- Due diligence preparation - organising documents and use of composability as a data room; legal and financial compliance expectations

### Strategic business planning

- Setting vision and objectives, short- and long-term goals; aligning business strategy with market opportunity
- Resource allocation - effective use of capital and human resources; sustainable scaling
- Measuring success - key performance indicators and metrics; adopting strategy based on evolving market trends





MODULE

## How to get investor ready – IP perspective

03

A 2-hour workshop delivered in-person

WEEK 13

### 1. What do you need to do to get investor ready?

- How does IP help you get investor ready?
- 6 steps to getting an investor ready IP strategy
- Getting your data room right

### 2. Can you show investors exactly how your IP will make money?

- Explaining your business model (collaboration, licensing)
- The advantages, disadvantages, and main 'watch-outs' for each model

### 3. Can you prove you have Freedom to Operate (FTO)?

- What is FTO?
- The different approaches to FTO—what is actually required?
- FTO searching options

MODULE

## 1-1 sessions

04

Virtual 1-on-1 session on either the business perspective (hosted by **CMC** and **composability**) or on the IP perspective (hosted by **Potter Clarkson**).

WEEK 16

MODULE

## Risk scoring of amended strategy

05

A 90-minute virtual workshop on go-to-market (GTM) strategies, leveraging content from **CMC's** GTM advice and the outcome of previous modules, as well as extended risk scoring and analysis. The workshop will focus on the changes, what still needs to be addressed, how and why to keep improving your preparedness. Delivered by **composability** and **CMC**.

WEEK 19



MODULE

06

WEEK 22

## How to improve your chances of securing European and Swedish public funding

### Business perspective

OpenTech

A 90-minute in person or virtual workshop designed to help Swedish companies effectively apply for public funding opportunities at both the national and EU levels. Participants will gain practical insights into the application process, eligibility criteria, and strategies to maximize their chances of success. The training covers key funding programs, how to align project proposals with funding priorities, and tips for navigating administrative requirements. Ideal for businesses looking to drive innovation and growth through public funding, this module empowers you with the tools and knowledge to secure financial support for your projects.

### IP perspective

Potter Clarkson

A 90-minute optional virtual workshop around the current Swedish and European funding landscape. Delivered by one of Potter Clarkson's bid-writing partners.

- The current Swedish and European funding landscape
- How to write a successful bid
- How IP should be presented in a bid
- The secrets of success: A bid insider's view

MODULE

07

WEEK 25

## Live panel Q&A

This is a networking opportunity and the closure of the programme. We will focus on reflections from an expert panel including investors. This is also an opportunity for participants to reflect on the content of the program and ask questions that have arisen.