



FIT**4**FUNDING

Expert guidance on raising business finance

delivered by **harwoodhutton**

Standing still in business is not an option

But chances are, you need money to take you to the next level.

There are many different types of finance options available. But...

- ? Which one is right for you
- ? Do you have the right plan to begin with
- ? Can you 'sell' your vision to a would-be potential funder



If you are looking to grow but are not sure where to start then take advantage of Fit4Funding.

It's free if you are!



"We have distilled our extensive experience of helping SMEs secure growth funding into an eight-hour package that will be of tremendous value to any ambitious SME business leader."

Adam Stronach
Corporate Finance Expert
Harwood Hutton



Fit4Funding is aimed at the leaders of Buckinghamshire-based small to medium-size enterprises (SMEs) who want to take their business to the next level but who need a helping hand with regard to seeking and attracting the right type of finance.

It combines bespoke one-to-one consultancy with a series of interactive workshops led by a multi-award-winning corporate finance expert.

Fit4Funding is part of The Growth Programme. For a limited time, it is FREE to qualifying SMEs. Call us for details.

The Growth Programme is funded by European Regional Development Fund (ERDF) and therefore eligibility criteria apply. If your business is not eligible, we can signpost you to other local and national business support programmes available.



The Details

Who funds Fit4Funding?

Fit4Funding is a core element of The Growth Programme, funded by the European Regional Development Fund and delivered locally by Buckinghamshire Business First in partnership with organisations that specialise in helping SMEs achieve their potential.

Who is eligible for the free consultancy?

If you can answer 'yes' to all of the following statements, you will be in a great position to benefit from the programme:

- My business turnover is less than £44million
- My business employs fewer than 250 people
- My business is based in or operates in Buckinghamshire
- My business is looking to grow
- My business will create employment
- My business has been trading for 12 months

What's involved?

Fit4Funding is tailored to each participant but essentially comprises a 50:50 split between one-to-one consultancy and interactive workshops.

How long does it take?

The Growth Programme itself is 12 hours, of which Fit4Funding is 8 hours. There is scope to complete the workshop element in a single morning or afternoon.

Where does it take place?

For the consultancy part of the service, you can either come to Harwood Hutton's head office (in Beaconsfield) or we will come to you. The workshops will take place at venues around Buckinghamshire. There is ongoing support during the process.



Success Stories

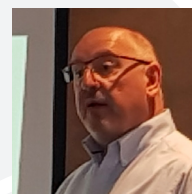
It's Working For Them – It Could Work For You!

Princes Risborough-based **James Pinniger** is co-owner of a commercial photography agency. Following a takeover of his old firm, James found himself working for a well-known global agency but without a lot of job satisfaction. He teamed up with old friend Joe Pepler and Pinpep Media was launched in July 2017. James said: "We didn't have a business plan or a budget.



We were running on instinct. I attended a Fit4Funding seminar and I liked the way it was pitched: neither too basic nor too technical. I enrolled on the programme and I now have a detailed Profit and Loss account and cashflow report, both with projections, so feel I have a greater strategic grip on what we're doing." James expects first year turnover to be around £200,000 and has his eye on £1m within the next five years.

David Pitt needed to raise a substantial figure to accelerate the growth of his hi-tec energy company, Enertecgreen. "We're a small company, without the expertise to seek investment, so the opportunity to sit down with funding specialists was invaluable," he said. "Fit4Funding helped us improve our business plan, update our financial model and come up with new investment teasers. As a direct result, we are now engaging with some of the largest investors in our industry."



Food and healthcare sector consultant Mike Iddon is working on a strategy to distribute a natural essential nutrition product in the UK. "The quality of advice on offer from the Fit4Funding team is outstanding," said Mike, a former director at Compass Group "The fact that it comes free of charge makes the programme a no-brainer."

Carly Ward is building a new dog food brand and wanted the best options to develop her business. "The Fit4Funding team are so knowledgeable and genuinely want to help my business grow," she said. "The programme has been a very positive experience and enabled me to think about my business in a different way."

Note: Participation in the Fit4Funding programme is subject to prior approval by Buckinghamshire Business First and there will be a certain amount of engagement with their advisers at the start and end of the process.

Workshops

There are four workshops on offer, of which you are invited to attend at least two. Each workshop lasts around two hours.



Everything you wanted to know about
Business Finance but were afraid to ask



Identifying the most appropriate type of
Development Finance for your business



The Art of
Business Planning and Forecasting



Pitching to Win!
How to give yourself the best chance of success

The workshops are designed to be engaging and informative, not at all like sitting in a dull lecture. You will be asked to do a certain amount of work ahead of and during the workshop. The more involved you are, the more value you will get from the programme.

“Give me five good reasons to sign up for Fit4Funding”

Just five? Okay, here goes:

1. A discussion about your business strategy with highly experienced business experts
2. A greater understanding of the funding options available to you
3. A deeper appreciation of the key drivers of your business
4. Tips on better high-level presentations to funders
5. It's free!



Programme Partners



**YOUR LOCAL
GROWTH HUB**

Buckinghamshire Business First

Buckinghamshire Business First (BBF) is the Growth Hub for Buckinghamshire and is backed by Buckinghamshire-based entrepreneurs, thousands of SMEs, Buckinghamshire Thames Valley LEP and Local Authorities. BBF provides the link between public policy and the business community in Buckinghamshire and works with partners to create a dynamic business environment in the Entrepreneurial Heart of Britain.

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Harwood Hutton

Harwood Hutton is a chartered accountancy firm, tax adviser and business growth specialist with offices in Beaconsfield and London. The firm was established in 1957 and its directors have more than 400 years of front line experience. Harwood Hutton offers a fully supportive, personal service backed up with strong technical and administrative assistance. In the past year Harwood Hutton has achieved nationally recognised awards including M&A Insider Awards Business and Tax Advisor Firm of the Year and the Global 100 Forensic Accountant of the Year.



European Union
European Regional
Development Fund

European Regional Development Fund

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit www.gov.uk/european-growth-funding.

Let's Get Fit⁴Funding!

Call Adam Stronach on **01494 739500**

Or email **adamstronach@harwoodhutton.co.uk**



BUCKINGHAMSHIRE
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YOUR LOCAL
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