

Pitching for Investment

with Colin Graham
Founder, Causeway Innovation



Thursday, 20 April 2017 at the Bundaberg Business Enterprise Centre

This introductory level workshop is aimed at startup and early stage businesses. The workshop will provide an overview of sources of finance for new and growing businesses, what different types of investors are looking for, and insights into how to effectively pitch a business idea to a potential investor.

The workshop is interactive and includes opportunities to present a basic pitch. Pitching or presenting a business idea is really the 'tip of the iceberg' and the workshop also highlights what you need to do to develop the 'full iceberg' – i.e. the overall business approach.

The workshop will include:

- Startup basics: defining a growth oriented startup, stages of development and the lean startup approach
- Sources of finance available – including bootstrapping, cash flow, grants, crowdfunding, banks, business angel and venture capital investment
- Example crowdfunding pitches
- Understanding what different investors are looking for
- Structuring a pitch and communicating your message
- Practicing your pitch – brief practice runs by participants
- Handling Q&A

Colin Graham of Causeway Innovation will deliver this workshop.

More about Colin

Colin was International Product Manager for Dulux in London before leaving to be the co-founder and CEO of Yellowbrick Training with clients such as Deloitte, IBM and Unilever in the UK and N. America. He worked with the Career Innovation Group in Oxford and ran a Business Incubator and MBA New Venture Creation Class for the Robert Gordon University in Scotland.

In 2002, he moved to Australia to be the founding CEO of the Innovation Centre Sunshine Coast - which has supported over 160 startups to date and helped them raise \$33m in early stage capital. In 2012, Colin established

Causeway Innovation and works with innovative businesses and regions across Australia, activities include acting a pitch coach to startup businesses from QUT in Brisbane.

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SPEAKER BIO

Colin Graham is the founder of Causeway Innovation and has supported the startup and growth of over 150 new ventures in wide variety of sectors, including IT, creative agencies, food, agribusiness, health and clean technology.

EVENT DETAILS

Date: 20 April 2017

Time: 5:30 – 7:30 pm

Venue: Bundaberg Business Enterprise Centre

Cost: Free (includes finger food)

RSVP:

business@bundaberg.qld.gov.au

