UDC WINTER SCHOOL
GETTING INVESTOR READY

Nov 30, Dec 1, 2, 3 - full day webinars
Dec 7, 9 - Team pitching and filming
GET INVESTOR READY!

NovaUCD is the hub for new ventures and entrepreneurs at University College Dublin, Ireland. We are delighted to be running an intensive programme as part of DeepInc to help early stage ventures in "get investor ready".

Over three days we will develop an impactful pitch for investors and hear from successful entrepreneurs and investors who have scaled and sold business in the advanced manufacturing sector.

- What are the critical items to prepare for as you start the process of raising funding?

- How do you convince investors you are the right investment for them?

- How do you develop a complete picture to support your pitch?

We will have coaching session on pitching, with particular focus on 'virtual' pitching via video and a video production team working with us to capture a 90 second elevator pitch for each of your teams to use in your media and promotional activities in 2021.
PROGRAMME OVERVIEW

Monday Nov 30th - Introductions 9:00 - 15:00
Participant on-boarding via 1:1 45 min video calls
Introduce Business Model Canvas
Workplan - Prepare 1st draft of Canvas

Tuesday Dec 1st - Module 1 9:00 - 12:00
Building the Business Canvas
Present Canvas and get feedback
Using Canvas for hypothesis testing
Funding the ideal customer
Customer interviewing
Determining "must have" customer needs

Guest Speakers 13:30 - 16:00
Atlantic Bridge Venture Capital
National Science Park - SteriPack
Smartfactory
Wednesday Dec 2nd - Module 2  09:30 - 12:30

**Creating the Investor Pitch**
 Investors - the good the bad & the ugly
 Investor pitch deck template
 Preparing "very rough" pitch - on video
 Peer feedback
 Getting your story straight - on video

**Guest Speakers**
 SOSV
 Henkel
 Dolmen Design

Workplan - prepare 5 min pitch (no slides)
to be delivered at start of Module 3

Thursday Dec 3rd - Module 3  09:30 - 16:00

**Pitch Training**

Workshop on Pitching to VCs & Presentation Skills
Pitching Style
Engaging the audience
Vocal impact & body language
Developing confidence
PROGRAMME OVERVIEW

**Monday Dec 7th**

*Delivering your investor pitch*

1:1 feedback sessions  
Revise & improve pitch

*Afternoon Investor Pitch Webinar*

Investor panel presentations - 5 min pitch with 10 min Q&A

**Wednesday Dec 9th**

*Promotional Video Recording*

1:1 video presentation recording sessions  
1 Hour per team on Zoom

Video Content to be edited for release on Dec 16th

To apply or for further info please email: simon.factor@ucd.ie

09:00 - 14:00  
40 MINS SESSION FOR EACH TEAM

14:30 - 17:00  
FOR ALL

09:00 - 17:00  
1 HOUR PER TEAM