

# Raise | Series A Programme

---

*Supporting you in preparing for raising  
and negotiating your Series A funding  
round*

*Information Pack*

---

*Participants  
Programme  
Overview*



[www.pwc.de/raise](http://www.pwc.de/raise)

# Raise | Getting you investor ready

Supporting a cohort of revenue-generating companies to raise their Series A investment by working with them from the beginning of their fundraising journey through to securing and negotiating their raise.

## Overview

March - June



Berlin



12 week programme



## Criteria

Recurring revenues 1m



1-20m investment



B2B Software solution



## Outcomes

### *Investor Readiness*



Get your business investor ready and make sure that all elements of your business are ready to scale. Surround yourself with people who have been there and succeeded, and who can help you do the same.

### *Access PwC*

Get direct access to our subject-matter experts, industry leaders and decision makers. Explore PwC's scale-up/SME focused products and services. Discover our vast network of commercial leads and opportunities, receiving introductions to potential corporate partnerships.



### *Expert Masterclasses*

Join our expert led masterclasses to enable all elements of your business to be ready for the next stage; and ready to effectively raise funds. Gain valuable insights and expertise that will help articulate your strategic proposition and make sure your business is fit for scale.



### *Documentation*

Make sure that all the materials needed for the next financing round like Business Plan, Financial Model, or Pitch Deck are complete. Get your relevant coaching from PwC Experts as well as tips to be investor ready and to effectively communicate your value proposition.



### *Investor Network*

There are thousands of potential investors (e.g. VCs, corporates, Family Offices), many with very specific investment criteria. We know these investors, make relevant introductions, saving time, and help you building successful investor relationships.



### *Negotiations & securing funding*

Draw upon the wealth of knowledge PwC provides and receive continuous support throughout your fundraising journey to help secure the optimal outcome for your business. We stand by your side through the whole process and support you in any matters if needed.



# Programme | Timeline

*The programme is designed to accelerate the time it takes for your company to cultivate meaningful relationships and secure funding. We appreciate you have a business to run and therefore our workshops are designed to effectively target the fundamentals required to become investor ready.*

.....

## **Onboarding & Due Diligence (19.03.2019)**

Meet with the programme delivery team to discuss the programme. During this phase we will perform preliminary due diligence on your company.

**Programme participation fee:  
5% contingent fee on funds raised**

## **Proposition & Ask (28.03.2019)**

Enhance your elevator pitch and value proposition ready for market. Have your pitch decks and promotional materials reviewed by our experts.

## **Market, Ops & Comms (04. & 11.04.2019)**

Understand the true 'size of the prize' and evidence growth, demonstrating traction, sustainability and scalability.

**Ongoing support from people who have been there and done it before**

## **Financials and Readiness (18. & 25.04.2019)**

Develop your financials and forecasts with advice from our experts. Receive guidance on improving your valuation and navigating legals and termsheets.

## **Pitch practice and Investor Day in Berlin (08. & 23.05.2019)**

Receive 1-on-1 practice and coaching, working alongside our advisors to get you ready. Pitch to c. 60 VCs and investors in Germany who are looking to invest at a level that matches your growth ambitions.

## **Investor Day in London (Week 10+)**

Join the PwC UK Raise programme and pitch to VCs and investors based in London.

## **Secure your funding (Week 10+)**

Specialised brokering service helping you to negotiate an investment deal on the best terms.

## **Ongoing negotiations**

Securing your funding and discussing term sheets: Continuous guidance and support until your Series A funding is finalised.

# Why | The Raise programme

## ***The programme team understands business and fundraising needs***

As passionate supporters of startup and scale-up businesses, we acknowledge that the fundraising process is time intensive and that you still have day to day businesses to run. This programme shortcuts the process, and the specialised brokering service offered brings a wealth of experience and knowledge, supporting your raise negotiation and enabling you to be best positioned throughout.

## ***The team recognises the complexities of accessing the right finance***

We understand the complex funding requirements of companies who have proved their business concept and have a clear sight of profitability. Accessing the right finance not only helps to fund growth but also provides access to the right networks and supports to help ambitious scale-ups achieve rapid growth and success.

## ***We understand the value of collaboration and mutual partnership***

We truly believe that collaboration and partnership are at the heart of successful innovation and are mutually beneficial to everyone within the scale-up ecosystem. We carefully select trustworthy, reliable investors to make sure the most efficient use of your time is spent cultivating meaningful and fruitful relationships.

## ***PwC is part of a vast global network of expertise and opportunities***

Using PwC's vast global network of specialists, clients, investors and with the proven skill set of PwC's programme partners we are well positioned to nurture high potential companies and provide a wide range of expertise, services and introductions across the growth cycle. With our team containing a cross section of expertise including business strategy, valuations, due diligence, small business mentoring and deal negotiations, we are able to offer an end-to-end solution for all your growth needs.

**You can directly apply [here](#) to be part of the Raise programme!**



## Contact

### **Raise Programme**

Jennifer Pudelko



[pudelko.jennifer@pwc.com](mailto:pudelko.jennifer@pwc.com)

Tel.: +49 175 8126476

### **Raise & Scale**

Alexander Reed



[alexander.j.reed@pwc.com](mailto:alexander.j.reed@pwc.com)

Tel.: +49 151 42371252