

IR Investment Readiness

With David W. Wright

5-WEEK HYBRID COURSE

RECURS SEMI-ANNUALLY



PROGRAM SCOPE

Do you plan to raise money? Expect to sell your company one day? Going through the due diligence process can be daunting, whether it is your first investment round or you are preparing to sell your entire company. [Investment Readiness](#) breaks down the process by introducing 18 questions investors want answers to. Preparing for these will strengthen your pitch and help you better understand your valuation drivers.

In this exclusive program, David W. Wright will share with you his best kept secrets on how to conduct yourself in the capital markets to maximize your potential outcome. Investment Readiness provides you with the tools and structured accountability you need to be confident in front of investors (templates, checklists, and more), as well as a community network of peers who are also working to become investment ready.

David has 30 years' experience as an equity research analyst, investment banker and advisor, working with thousands of technology companies and providing well informed investment advice.



This program is for founders who:

- Want to understand the due diligence process
- Have interest in raising money or selling their company
- Have a product in market
- Are generating revenue
- Have a pitch deck
- Want strategies for enhancing corporate valuation

PROGRAM DETAILS

The Investment Readiness program was developed by David W. Wright of Cassio Capital Advisors in collaboration with [Angel One](#). It is primarily focused on preparing early-stage companies for raising capital; whether that involves pitches to individual angel investors, venture capitalists or corporations (M&A activity). You will work with proven tools and templates for gathering the information necessary to close a deal! You will pitch, get feedback and gain skills and knowledge required to satisfy potential investors.

Offered semi-annually, each cohort will commit to 3 hours over 5 weeks of on-demand video modules through our e-learning platform powered by [Enable Education](#). Each module will be followed by an interactive tutorial with the cohort members, delivered by the expert, David W. Wright of Cassio Capital Advisors.

PROGRAM VALUE

- ✓ Understand the information investors require and how to properly gather, present and organize that information
- ✓ Understand how to communicate the details of your business that are most relevant for investors
- ✓ Understand advanced fundraising terms
- ✓ Understand the art and science of company valuation
- ✓ Learn best practices for your investment-ready virtual deal room
- ✓ Prepare to pitch your business in a way that engages potential investors
- ✓ Learn to avoid the pitfalls first time founders make during the due diligence process
- ✓ Get strategic suggestions to build a better business model, enhancing your valuation
- ✓ Extensive access to verified tools, templates, best practices and e-learning modules developed in collaboration with Angel One.

MODULE OVERVIEW

Introduction	Program overview, understanding the investment landscape and types of capital.
18 Questions	18 fundamental questions that investors want answered.
Pitch Prep	Polish your pitch, know mistakes to avoid, and how to target the right investors for their pitch. Work with proven templates from Angel One.
Reality Check	Re-evaluate your plan to source funding and understanding your valuation.
Pitching in a Time of Uncertainty	Focuses on framing your pitch and plan for investment in times of uncertainty.



About David Wright

Founder of Cassio Capital Advisors and former Executive Director of the Angel One Investor Network, David provides advice regarding all aspects of capital markets activities and supports innovative entrepreneurs in Southern Ontario. Prior to launching the advisory business, David spent almost two decades as a highly ranked sell-side Equity Research Analyst at BMO Nesbitt Burns and two independent brokers covering public technology companies.

David has advised numerous corporations on fund raising and acquisition strategies, as well as authored Business Valuation reports identifying value creation strategies. He has analyzed thousands of technology companies, written research and investment recommendations, and advised institutional clients on equity transactions.



About Karen Grant

Karen Grant has launched 4 angel groups, invested in several companies, and has served in various capacities on non-profit and privately held company boards.

She has founded companies, launched investment funds, and has worked in the commercialization field with FedNor, FedDev, Ontario Centres of Excellence and most of the Regional Innovation Centres and universities around Ontario. Early in her career she led and grew the Toronto Venture Group, working with most of the venture capital firms in Canada and hundreds of companies that were seeking capital. Karen's corporate experience includes 12 years with IBM Canada.

PRICE & REGISTRATION

Clients of Haltech and Innovation Factory receive our preferred price of \$199 (regular \$399). For more details and to register, please visit innovationfactory.ca/investment-readiness-program or email info@innovationfactory.ca.

Interested in a partnership? Innovation Centres, Colleges or other Start Up Programs can contact Innovation Factory at info@innovationfactory.ca for information or questions regarding the program.