

Different Routes to Funding Growth Breakfast Seminar

Discussing growth funding options for digital and technology business



Reed Smith and SI Partners Host Different Routes to Funding Growth Breakfast Seminar

Last week international law firm, Reed Smith, and global M&A advisor, SI Partners co-hosted the Different Routes to Funding Growth breakfast seminar. The event was held on the top floor of Reed Smith's Broadgate Tower office, offering stunning views of London. The event was part of Reed Smith's initiative to connect the investor community with investment opportunities.

The seminar featured a panel of seasoned experts discussing the different options for digital and technology businesses to finance growth ambitions. The panel was chaired by Charles Fallon from SI Partners, and included Laura Franses from Channel 4 Growth Fund, Martin Squier from Lyceum Capital, Rupert Ashe from D5 Capital, and James Cross, a partner from Reed Smith's Private Equity team. The speakers brought a diverse range of specialism to the table; representing M&A advisory, corporate venture investment, venture capital, private equity and legal advisory.

The panel offered their insights into hot topics such as:

- When is the right time to approach investors?
- What do they look for?
- How do you achieve cut through and how do you prepare?

Some of the interesting opinions shared by the panel included:

“Be prepared to talk about what you’ve done and show your product.”

“Know your numbers – turnover & profit.”

“Make sure you meet with decision makers at the potential investor.”

“Tell an investor why you are going to them; be specific and focused.”

“It’s important to ask for money at the right time; not too early on, but don’t wait too long either!”

“In order to stand out from the crowd, you need outstanding proprietary technology – something that creates breakthrough or changes the market.”

“Business model disruption needs an outstanding entrepreneur, so the investor needs to trust the entrepreneur and his/her team to deliver solutions. A brilliant idea on its own is not enough; you need to nurture the business.”

The seminar also offered the opportunity to network with founders, management, and owners of digital and technology businesses, as well as private equity and venture capital firms.

Please feel free to contact us should you have any questions or would like to follow up on any of the topics raised.

Speakers:



Laura Franes
Head of Growth
Fund
Channel 4
[Read bio](#)



Rupert Ashe
Founder & CEO
D5 Capital
[Read bio](#)



Martin Squier
Investment
Director
Lyceum Capital
[Read bio](#)



James Cross
Partner
Reed Smith
[Read bio](#)



Charles Fallon
Partner
SI Partners
[Read bio](#)