



decoding:
Luxury

How to raise investment for your Luxury business

Workshop Prospectus 2022

ABOUT THIS WORKSHOP

One of the hardest things about starting a business is not coming up with the idea – it's coming up with the money that you'll need to get going.

Smart business start-ups will always aim to minimise their cash outlays in the early days, using whatever funds they have to try to drive revenues as soon as possible. The truth is though that it will always take a lot longer than you expect to start to generate revenues, and so it's prudent to save whatever you can.

Some entrepreneurs can plan their start-up for years, saving money up for their 'war-chest' when they finally decide to start the venture for real. Bootstrapping has become a common theme, but what does it mean? Some start-ups rely on family investment, grants or even bank loans, but what about when they get bigger and need more? There's a different type of investment for businesses at different stages in their maturity, and knowing how and when to access these will be the key to you getting the money that you need.

This workshop has been designed to look at this hot topic not only from the point of view of the business owner but also from that of the investor, because if you know what they're looking for you can make sure you hit the their 'hot buttons' in your pitch presentations.

In this workshop you will learn:

- The different stages and needs for investment
- What investors are looking for
- Writing a strong Business Case
- Public and state backed funding
- Debt versus Equity fundraising
- Listen to a real case study of a Shark Tank investee

If you know the rules of the game you are much more likely to succeed. We'll show you how.

This course includes:

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of workshop Certificate

Successful bootstrapping is all about discipline and stamina

Kevin Hale

Designed to suit your needs

The Workshop format has been developed to provide a good level of knowledge about the investment process and expectations in modern businesses:

- A group discussion approach that develops a community of like-minded business people
- Expert tutors and specialists in incubation and fundraising to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments

Who is this for:

- Existing business owners wanting to raise investment for their growth
- Middle Managers wanting to understand the investment process

**Online
or
Offline**

3 hours

Our Values & Manifesto

Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



HELEN COOPER

School of Luxury

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For more information please contact learn@helencooperluxury.com

Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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