



Investment Attraction Course

Maximise your chances of raising investment by applying for the Investment Attraction course

The Investment Attraction Course is a five month intensive program to enable a company to have all the tools and knowledge they require to attain equity investment.

The course is a mix of workshops, mentoring and group sessions with leading professionals. At the end of the course participants will be introduced to appropriate investors.

The Investment Attraction Course will be limited to between ten and twelve companies per group and two groups will run per year, beginning in February and July.

Content

The program consists of 10 workshops/seminars as outlined below combined with group sessions once a month to discuss current issues and includes guest speakers.

Venture Capital Workshops	Seminar Series	Group Sessions
Introduction to Venture Capital	The art and science of valuations	
Maximise Vale through your Business Model (including mentoring)	Understanding Due Diligence	
Building a Management Team and Advisory Board (including mentoring)	Term sheets and shareholder agreements	Run every month to discuss current issues and introduce potential investors
Developing an Information Memorandum (including mentoring)	Exit Strategies	
Investment Pitch and Practice Presentation		

Further Information
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Investment Attraction Course Application Process

ELIGIBILITY

Mandatory

- South Australian registered company
- Looking at raising equity investment in the next 12 months

Preference will be given to applicants who, in no particular order have:

- High growth potential
- Global growth potential

WHAT IS COVERED

- The cost of the course – paid in full by Innovate SA.

UNDERTAKING

- The successful applicants must attend 75% of all workshops, seminars and group sessions.
- The successful applicants will be required to participate in any promotional event, if requested, for a 12 month period after completing the course.

APPLICATION

An application to Innovate SA is to include:

An executive summary of the business in no more than 2 pages outlining:

- Why the company wishes to raise equity investment
- Contact Details and applicants from each company
- Business Summary
- The problem the business is solving
- Description of product /The solution
- The management team
- Market potential
- Competitors
- Competitive Advantage

ASSESSMENT PROCESS

- Applications close for Group 1 2010 on the 20/01/2010.
- Applicants will be required to present their business summary to a panel of judges in 15 minutes or less.
- Decisions will be made based on investment potential by a panel of judges and will be made by 29/01/2010