

## **Impact Harvest Forum**

### **Masterclass 3: Investment Readiness Accelerator for Businesses**

*13.30-15.00, 23 May 2024*

*Meeting Room A, United Nations Conference Centre, Bangkok, Thailand*

**Track:** Cultivating change

#### **Background**

To become investment is a fundraising journey during which multiple dimensions need to be considered. These are listed below:

- To know what type of investment a business needs
- To understand who the business should reach out to
- To know how to interact with investors
- To know how to negotiate with investors
- To be prepared to receive the investment

This masterclass will delve into the practical strategies and on the ground insights that are essential for investment readiness. Join this session to equip yourself with the essential skills that you need to make your fundraising journey successful.

#### **Objectives**

- To learn how to assess the current investment readiness of the business
- To identify areas of improvement within the investment readiness journey
- To explore tools and frameworks that can be utilized in the fundraising journey
- To discuss and share experiences amongst participants

#### **Participants / Target Audience**

The session is targeted towards inclusive businesses but participants from incubators, intermediaries, and investors are welcome.

#### **Speakers / Facilitators**

- Mr. David Soukhasing, Main Facilitator), Managing Director, ANGIN
- Mrs. Benedikta Atika, Investment Director, ANGIN

## Expected Outcomes

- Participants are able to assess their investment readiness.
- Participants are able to enhance their fundraising strategy.

## Programme

Time	Duration	Activity	Description
13:30	0:05	Introduction to the session	Overview of the session and objectives
13:35	0:10	Introduction to Investment Readiness Dimensions	<p><b>Introduce</b> the multiple dimensions of investment readiness:</p> <ul style="list-style-type: none"> <li>- Readiness to know the most <b>suitable investment</b> (e.g., instrument, amount, terms)</li> <li>- Readiness to understand <b>which investor(s) and how</b> you should reach out to them</li> <li>- Readiness to <b>engage with investors'</b> analysis tools (e.g., documents, data points to prepare, soft skills)</li> <li>- Readiness to enter into <b>investment execution and deal negotiation</b></li> </ul>
13:45	0:10	Investment needs	<b>WHAT:</b> Identify the investment needs of your business
13:55	0:15	Investor outreach	<p>Identify the <b>WHO</b> and <b>HOW</b> of reaching out to investors:</p> <ul style="list-style-type: none"> <li>- Investor mapping, pitch deck highlights, managing your potential investors, the introduction meeting, responding to investors' interest</li> </ul>
14:10	0:20	The analysis phase (Screening + DD)	<p>Prepare for <b>screening</b> and <b>due diligence</b></p> <ul style="list-style-type: none"> <li>- What to prepare in terms of data and documents</li> <li>- Common soft skills to manage investors</li> </ul>
14:30	0:10	Execution and negotiation with investors	<p>Getting <b>ready to finalize your investment agreement:</b> Execution and negotiation:</p> <ul style="list-style-type: none"> <li>- Basic legal deal 101</li> <li>- Legal and operational readiness to welcome funding</li> <li>- Navigating the rejection</li> </ul>
14:40	0:15	Interactive activity and Q&A	Reflecting on your investment readiness level and identify areas for improvement

			<p>Activity post presentation:</p> <p><b>Identify your investment readiness level</b> by answering several guiding questions</p>
14:55	0:05	Closing	<ul style="list-style-type: none"> <li>- Summary of key takeaways</li> <li>- Encouragement for participants to apply the knowledge gained</li> <li>- Information about follow-up resources and support is available</li> </ul>