UK PRIVATE CAPITAL
Invested in a better future



Scaling with Investors

Help to Growth Alumni Webinar
Lucas Morais | UK Private Capital

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Three considerations before you raise

1 READY

Can the business withstand investor scrutiny?

Investment readiness

2 ALIGNED

Is this the right partner for the journey?

Fit, timing and expectations

3 PREPARED

Can you run diligence without losing momentum?

Evidence, data and responsiveness

Getting ready for investment

Can you answer these in one page?

- ✓ What changes with this capital?
- ✓ Why now, and why you?
- ✓ Which 3–5 metrics prove momentum?
- ✓ What must be true in 18–24 months?

Evidence

Reliable KPIs, coherent financials, customer proof

Story

Problem, market, differentiation, credible route to scale

Plan

Use of funds linked to milestones and runway

Team

Clear roles, gaps, incentives and governance

Build the investor pack before the process starts

CORE STORY

1. 10–15 slide deck
2. One-page investment summary
3. Operating plan + use of funds

FINANCIAL EVIDENCE

1. Monthly P&L, balance sheet, cash flow
2. 24 -36 month forecast
3. Cap table and funding history

COMMERCIAL PROOF

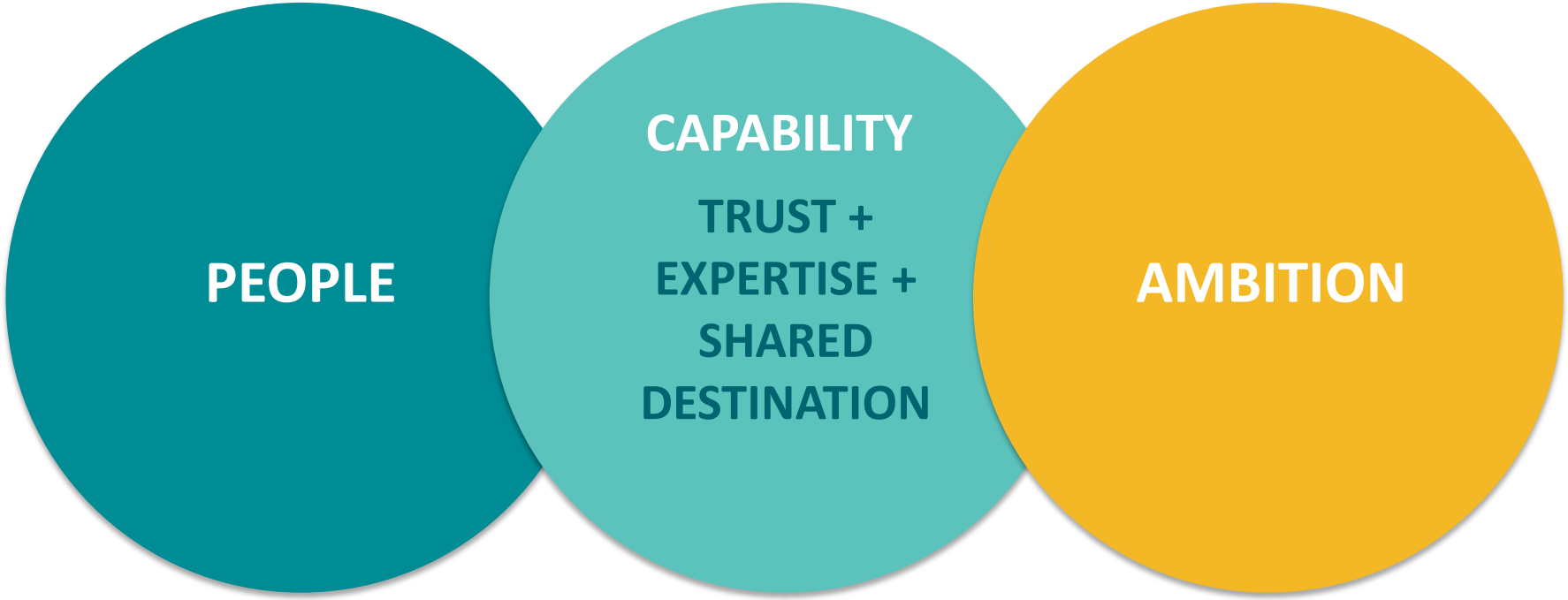
1. Customer cohorts and pipeline
2. Economics and retention
3. Market sizing with assumptions

CONTROL & RISK

1. IP ownership and key contracts
2. Employment and option records
3. Compliance, cyber and ESG issues

Rule of thumb: if a number appears in the pitch, know its source and keep the underlying evidence ready.

Fit matters as much as the cheque



Personality

Can you work through bad news together?

Missing expertise

Do the partners add capabilities your team lacks?

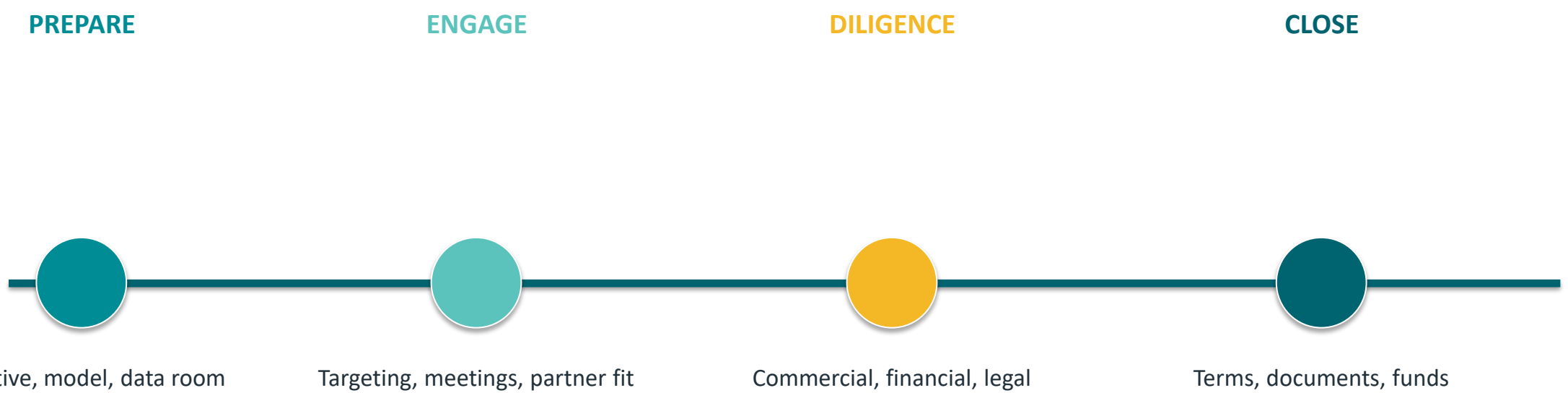
Long-term vision

Are you aligned on the end-state and path?

Alignment: test the difficult questions early

DESTINATION	**What does success look like in 3–5 years?** Growth, profitability, exit options	**Shared vision**
PACE	**How quickly should capital be deployed?** Hiring pace, burn, follow-on funding	**Shared operating tempo**
GOVERNANCE	**How will decisions be made?** Board rights, reserved matters, reporting	**Clear decision rights**
DOWNSIDE	**What happens when the things go wrong?** Cost action, bridge funding, leadership changes	**No surprises under pressure**

Timing



Sector, stage, investor type and transaction complexity can materially extend the process.

Due diligence is a two-way conversation

WHAT INVESTORS TEST

Market	Is the opportunity large and accessible?
Business	Is growth repeatable and defensible?
Numbers	Do the metrics reconcile?
Team	How do leaders respond under pressure?

PRODUCTIVE CONVERSATION

WHAT FOUNDERS SHOULD TEST

Track record	Have they supported this growth stage?
Behaviour	How do they act when plans miss?
Value-add	Who will actually spend time with you?
Capital	Can they support follow-on rounds?

Useful UK Private Capital resources

MEMBER DIRECTORY

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ACCELERATE 2027

25 May 2027, London
Meet Venture and Growth Capital investors.

LEARNING & DEVELOPMENT

Explore specialist private capital courses, including deal execution, boards and due diligence.

Questions?