



YOUR BABY IS UGLY

VENTURE FINANCE ASSESSMENT AND CONSULT

You know you need investment, but do you know what you don't know?

- The What are investors looking for?
- Why are other startups attracting investment but not yours?
- What documents and proofs do you need to convert an investor?
- Are you using your valuable time and resources in the most productive way?
- Where are you now on the path to investor readiness?

The YOUR BABY IS UGLY assessment recognizes that you have something to show . . . but that it needs cleaning up. The consult gives you the essential answers so you can think about next steps and make the best use of your time.

THE ASSESSMENT

Where you are now...

We ask you to answer serious, in-depth questions about your current toolkit and resources. We'll make a comprehensive analysis your existing documentation, business model, current venture finance strategies, tactics, your mindset, priorities and action plans. It's fast and it's tactical – a detailed overview of where you really are now.

THE CONSULT

Where you need to be... and how to get there

Then – using all of our expertise and experience – we'll talk directly with you in three strategic consultation calls about what's missing, about your next steps, and the changes you need to make to be closer to investment readiness. You can also ask critical questions as you progress towards investment ready.



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THE RESULT

Knowledge is key

You can keep blindly struggling towards more investment oxygen, stressing about your burn rate and the hours you're working, or you can jump ahead with expert help and take a shortcut to the knowledge you need. It's a big step forward.

In the short term, it will buy you time and perspective. In the long term, it puts you further along the road to the investment that will scale your startup to where it deserves to be.

What you get for €4,995

- 5-hours analysis
- 1 x 90-min one-to-one call
- 2 x 60-min one-to-one calls

ACT NOW

Start making a difference today

Book your **BABY IS UGLY**
assessment and consult