The Entrepreneur's Guide to

RAISING MONEY FROM INVESTORS

The tested process for finding and securing capital to fuel business growth

THE Entourage
DREAM OUT LOUD

About Jack Delosa

Founder and CEO of The Entourage

Jack Delosa is changing education for entrepreneurs. He is the Founder and CEO of Australia's largest and most disruptive education institution for entrepreneurs, The Entourage. With over 300,000 members, Jack's vision is to improve education globally by introducing a style of education that puts the student first. Known for his impactful leadership, The Entourage was awarded the 4th Best Place to Work in Australia by BRW Magazine.

Prior to The Entourage, Jack co-founded MBE Education which assisted SME's to raise money from investors. MBE quickly became one of Australia's fastest growing companies, assisting their clients to raise millions of dollars from investors.

Along the way, Jack also became a high-profile investor, investing in growth companies such as Q-Biotics, Martin Jet Pack (ASX:MJP), eMerchants (ASX:EML) and founding The Entourage Growth Fund, a fund that invests in upstart businesses.

Jack's first book UnProfessional was highly acclaimed, reaching best-seller status within three weeks of launching. UnProfessional is now sold in every country around the world. His latest book, 'Unwritten. Reinvent tomorrow' became Australia's number one best-selling business book in its first week of sales.

Jack also co-founded The Entourage Beanstalk Factory, an organisation that delivers entrepreneurial training within corporations to change the way they think about creating their future.

Jack is regularly called upon by media as a spokesperson for entrepreneurship and education. He is a regular contributor for BRW and has been featured on Today Tonight, Sunrise, The Morning Show, Peter Switzer, Sky Business, as well as Channel 7, 9 and 10 News. He also regularly features in publications such as GQ, Men's Health, The Sydney Morning Herald, The Age, The Daily Telegraph, Australian Financial Review, Boss Magazine and news.com.au.

Jack was named one of Australia's Top 10 Entrepreneurs Under 30 twice by Dynamic Business Magazine and SmartCompany.

He has been listed in the BRW Young Rich List since 2014.

In the investor's world, **every potential investment** is a bad investment until *proven otherwise.*

Contents

In this e-book we will cover the current investment climate in Australia, the reasons why and why **not** to raise money, the questions investors think but don't say, how to value your business and boost the value of your business, and the step-by-step process to follow when raising money from investors.

Introduction to raising capital

How does a Janine Allis, someone with no business experience, start Boost Juice with one store in Adelaide with no business experience and 10 years later sell 65 per cent of it for $70 million? How does a Creel Price and a business partner start a business with $5,000, and 10 years later sell it for $109 million? How does a Richard Branson invest $10 million to start Virgin Blue (now Virgin Australia) and list it on the Australian Stock Exchange just three years later for $2.3 billion?

The answer, as I discovered, was profound in its simplicity. Most business owners view their business as a vehicle to generate cash-flow - something they build as a way of making a little bit of money each year, running expenses through the business to minimise profit so they can buy more toys and pay less tax. For them it's about going into the business every day, working in the business, maybe growing it, and achieving a bit of cash-flow each year.

What was evident when I started to meet with and do business with more high-level entrepreneurs is that, while they recognise that cash-flow is critical, they don't view business as a vehicle to simply generate a little bit of cash-flow, they view business as a game of **building value**. They view their business as an asset. Like an investment property, a business is an asset that can be built, renovated and maybe even one day sold if that's what you'd like to do.

This paradigm changes the entire way the top 1% go about building their businesses. Rather than working in the business every day, they employ other people to work in the business, allowing them to work on the business. Rather than trying to become the lynchpin in the business, they ensure systems and processes are set up throughout the business, diluting their involvement in the day-to-day operations, because they realise that the value of the business would be so much greater if it wasn't reliant on them.

> Capital raising **when done right**, can be an **accelerator** and an **enabler** of *growth.*

Many Australian small business owners list access to capital as being their number one barrier to growth. While capital is critical to the growth of any business, raising money from investors is still one of the most misunderstood skill-sets across the Australian landscape.

With the developing Australian ecosystem and an increasing number of channels to investors, the Australian environment is more fertile than ever for those who understand how to become investor-ready and run an effective capital raise.

The Australian investment landscape

A total of $2.6 billion in venture money available in Australia	In the last five years, venture capital funds have invested over $650m into startups based in Australia. Venture capital funds typically invest between $200,000 and $20m
Increased tax incentives for investors from The Innovation Statement means heightened interest to invest in early and growth stage companies	The number one barrier to investors investing is that "the companies are unprepared." An investor-ready period of 3 months is recommended

Why raise money from investors?

ACCELERATE GROWTH	Raise growth capital to invest in a more proactive marketing strategy	Build a sales team and a sales process that accelerates revenue growth	Expand into a different market or territory faster than organic growth would allow
STRENGTHEN OPERATIONS	Employ highly experienced people to free you up to spend less time in your business	Invest in your business operations to ensure you are meeting the demands of growth and delivering on your promise	Break through the glass ceiling that organic growth can place on the size of your business
BUILD VALUE	Bring on a strategic investor that can add intelligence, experience and networks to your business	Acquire a complementary or competitive business using none of your own money – a significant accelerant of growth	Build significant value into your business and develop a path to exit if selling is something you want to do

Raising money from investors

Raising money from external investors can be one way of helping to accelerate the growth of your business. With increasing numbers of investors looking at early stage businesses, start-up business owners are well placed to create an investment story around the strong growth they expect to achieve.

Today it's incredibly difficult for small businesses to raise money from banks. Often banks will not lend to a business unless it offers them some sort of bricks and mortar security, which in a start-up business is often non-existent. This is not necessarily a bad thing, because it means more business owners are starting to look to investors who can add more value than just the money, we call this **smart money.**

Half the value investors bring to a business should be non-financial, meaning they should also be bringing experience, mentorship, and contacts that you can use to grow the business in a faster and more effective way.

> Half the value investors bring should be *non-financial.*
>
> **Jack Delosa** | An excerpt from the book Unprofessional

In today's environment, early-stage businesses will typically raise money from sources like colleagues, contacts, high net-worth individuals, angel investors or sometimes even venture capital firms. When deciding which investors to bring on board, it's critical you think about what ongoing value the investor will bring to the business, aside from just the money.

Companies often raise money for one of two reasons:

1. The first reason is to accelerate growth. More staff, a more aggressive online strategy, a better website that generates more enquiries, a bigger marketing strategy or further product development are all activities that might require external funding in the early stages of business.

Here raising money is about going to market to create more demand for the business in a bid to build revenues and profitability.

2. The second reason a company might want to raise money from investors is to facilitate existing growth. Counter-intuitively, growth devours cash and sometimes, the faster we grow, the more our cash flow is stretched. For that reason, organisations that are experiencing rapid growth may want to raise money from investors, not to create further demand, but simply to keep up with existing demand. In this case a company might be wanting to invest into more staff, a larger office or warehouse, more cash at bank, more product or stock, a more durable website, or take advantage of opportune buying moments, or perhaps even bring on high level management in a CEO or CFO.

Although there are benefits in raising money, there are also important considerations that you need to take into account before signing up investors.

It's a myth that investors always want to come in and take control and have you working under their direction. My experience and the research show that the vast majority of people who invest in early-stage businesses do not want a controlling stake. Yes, investors in an early-stage play will probably want influence, but most smart investors are going to want to ensure you have a controlling majority stake in the business to ensure you feel motivated to drive the business forward.

Whether you raise money or not should come down to the simple question of:

> **"What value is raising money going to enable you to create, versus how much value is it going to cost you in equity?"**

For instance, if you wanted to raise $200,000 from a private investor, but you could only justify a valuation of the business of $400,000 (we'll talk about how to value your company a bit later on), then the capital raising is going to cost you 50 per cent of your business. In this case, you need to seriously consider two things:

1. Are you comfortable with that sort of dilution of ownership? Not taking the money means the business will probably take longer to build, but you will keep a larger share of ownership.

2. What other value does this person or company bring to the table? What ongoing value will they provide?

To make a decision, consider two scenarios in which you project (guess) what is going to happen. Scenario A sees you raising the money, while Scenario B sees you growing organically without raising funds. In five years time, or at the point of exit, which do you think will be more valuable: 50 per cent ownership in Scenario A or 100 per cent ownership in Scenario B?

In another instance, if you work out you need to raise only $100,000 and you can defend a valuation of $800,000, meaning you will be giving up 12.5 per cent in equity in exchange for the investment, and you were confident that doing so would enable the business to reach a valuation of $2 million in two years, then this would be a more attractive proposition for you as the business owner.

When you are considering whether you should raise money, consider these formulas:

You know what you want to do with the money

+

You have proof of concept

+

It will add more value to you in the long term than what it will cost in equity

=

GOOD REASON *TO* RAISE MONEY

You're not quite sure what you're going to do with the money

+

The concept or model is not yet proven

+

It will cost me too much in equity

=

GOOD REASON *NOT* TO RAISE MONEY

Whether you raise money from investors or not is as much a personal decision as it is a commercial decision. Some people operate with the belief that you should always bring in external money; while some people are against it, saying start-ups are better when they're short of cash. The reality is that the situation is different for every business and for every person.

If you want to engage smart money and have experienced people financially invested in your business then capital raising may achieve that. However, if you want to go it alone and don't want to have other shareholders at the table, then that is what you need to do. The good news is that you have a choice.

The three questions on every investor's mind

Every investor wants to see a great return on their investment in any business they go into. Although this is usually their main priority, it is not what we look for first as business owners. What we look for in any potential investment is the risk.

Intelligent investors will often work on the basis of null hypothesis, which is to say that every idea is a bad idea until proven otherwise. In the investor's world,every potential investment is a bad investment until proven otherwise. For the entrepreneur, that means you need to know how to lower the investor's resistance before you can start trying to build their acceptance and paint the blue sky opportunity.

Most smart investors are asking themselves three distinct questions, and in a very particular order, every time they assess an opportunity. Understanding these questions and in which order to address them is the key to a good pitch. The three questions are:

1. Am I going to lose my money?
2. When am I likely to get my money back?
3. Am I likely to make any money?

The main problem is that most people looking for an investor jump straight to addressing question 3 before addressing questions 1 and 2.

Investors are cautious by nature. They have made a lot of money, but they have also lost a lot of money and can see all the red flags that pop up when an optimistic entrepreneur is on the front foot.

Let's look into the specifics of each questions.

Am I going to lose my money?

The investor will be thinking:

- What is the experience of the entrepreneur?
    a. Has the entrepreneur engaged mentors and advisers who have significant industry and business experience?
- To what degree has the business achieved proof of concept?

When am I likely to get my money back?

The investor will be thinking:

- Is there a clearly defined exit strategy for the entrepreneur?
    a. What companies are likely to buy this business?
- What is the time line to exit and how committed to the exit is the entrepreneur?

Am I likely to make any money?

The investor will be thinking:

- What are the milestones achieved to date?
    a. Where is the growth path for this business?
- Who are the companies that might one day buy this business?

If you can tick each of these boxes through thorough preparation and a calculated pitch, you will be well on your way to getting the interest of the investor.

Why value matters

An entrepreneur's unrealistic expectations around valuation of their company is the number one problem that stops investors from investing. Too often the entrepreneur does not understand how to professionally value a business or, if they do, can create a valuation that is overly optimistic.

We have already established that high level entrepreneurs and the world's wealthiest people are first and foremost concerned with the value of their business and continually increasing the value of the asset. Therefore, it's important for any entrepreneur at any stage of the game to understand what the different drivers of value are in the business world.

The traditional and most common way of valuing a business is through calculating a multiple of profits.

The average multiple of private businesses in Australia generally fluctuates around two times net profit before tax. It's important to realise that although this is the average multiple; educated business owners should always aim for a valuation of at least four times profit before tax.

Often, start-up businesses have no profit to multiply. In this case the owner needs to create assumptions about the future and multiply the projected profit, or look at what the non-financial value in the business may be one, two or three years from now. This only strengthens the need to make the future real by providing proof of concept, consumer insight, market trends and any evidence that supports the assumptions we're making.

Let's look at how to determine what multiple is right for your business.

How to value your business

There are 10 valuation drivers that investors or potential acquirers are going to look at in order to determine the multiple and, therefore, the value of your business. Understanding each of these, and being conscious of working on them across the life of the business, will hold you in good stead in ensuring you achieve the highest possible valuation of your business.

The 10 valuation drivers of business

1. Proof of concept

How proven is it that people are buying (or will buy) from you, and will continue to buy from you?

2. Cash flow and profitability

Does the business have smooth cash flow and reliable profitability?

3. Customer base

Does the business have a loyal customer base, have a database of customers and strong repeat business?

4. People

How established and capable is the team within the business?

5. Key-person dependence

How reliant is the business on one or two key people (usually the founder or founders)?

6. Systems and reporting

How systemised are the operations of the business, and how well does key information float up to key decision makers?

7. Brand

How strong is the brand and the media presence of the business?

8. Governance

From a legal and financial perspective, does the company have all the necessary contracts in place with suppliers, staff and partners, and is the company operating responsibly with its finances with all taxes and liabilities being paid to date?

9. Growth potential

Is the profitability or value of the business, or both, likely to increase significantly and offer investors or acquirers the uplift they need to see a return on investment?

10. Strategic value

Who could monetise this business to a further extent than the current owners and are they likely to one day going to want to purchase this business?

Multiple guide for an existing business

MULTIPLE	EXPLANATION	VEHICLE
Over 10	Business has significant strategic value to another company or investor, meaning someone else can make more money from this business than you can, as the founder and current owner, so it is worth more to them and they are happy to pay a premium. This strategic value is real and is recognised by a potential investor or acquirer.	Strategic Asset
8	Exceptional business with very reliable cash flow, customer base and profitability. Run under management with the business not dependent on the owner/founder for day-to-day operations. Strong operational reporting and clear financial reporting. Great brand in the industry, with strong potential to grow the brand even further. Proven business model that could be replicated in other states, countries or markets.	Asset
4	Solid business with good cash flow, established business model, good systems, strong team, still reliant on the business owner to be involved operationally, but dependence is minimal. Good and loyal customer base so future earnings are somewhat protected, good brand with potential to boost the brand further, strong growth potential with more marketing and business development activities, and operating in a strong market or growth sector.	Business
2	Average business that is quite reliant on the day-to-day involvement of the business owner. Systems are quite weak, clients aren't contracted in, few or no recurring revenue streams, not much brand awareness beyond the existing customer base, plateaued or minimal year-on-year growth.	Self-employment
1	One-person consultancy, if the business is ever sold the acquirer won't be buying an asset, they will be buying a job.	Job

Although a multiple of profits is the most common way to value a business, sometimes if a business doesn't have profits or if there is something within the business that is more valuable than the profit such as the database, a product that can be scaled or some IP that is highly valuable, then we can look at the strategic value of the business and this will often allow us to reach an even higher valuation.

Strategic value

When Facebook were losing about $1 million per month, Microsoft, headed up by Bill Gates, invested in Facebook at a valuation of over $15 billion. How do companies like Facebook, Snapchat, Netflix or Twitter some of which are losing money, achieve such high valuations?

It comes down to strategic value - the hidden value that lies within every business.

A number of years ago I were working with a magazine to help the business raise money from investors. It was a good magazine that was well known in its industry, and it wanted some extra capital to help accelerate its growth plans. We quickly identified that if we were to value the magazine using the traditional multiple of profits methodology, then we wouldn't be doing the magazine justice as the profit was still quite low. We needed to find a different way to value the business: we needed to find something else of value within the business that wasn't its profit.

The magazine had a database of 40,000, which is a strong asset in itself, so we decided to survey the database to get more information about the people who were on this database. With a quick email survey, incentivised with some digital gifts for anyone who participated, we were able to collect some very important information, which was later crucial in putting forward a favorable valuation to investors.

The most impactful finding of the survey was that of the 40,000 people on the database, 40 per cent owned property. Not only that, but of the 40 per cent who owned property, half indicated that their number one investment decision over the next 12 months was going to be to purchase an investment property.

Suddenly, with a quick email survey to the company's database, we had identified that 8,000 readers who owned a property and therefore had income, serviceability and probably equity in their existing property, also indicated that they would like to purchase an investment property in the next 12 months.

Let's say you're a property developer and you make $10,000 per property that you sell. We have a magazine with a database of 40,000 people, 8,000 of whom own property and want to buy another one within the next 12 months.

Is this business now worth significantly more to you as a property developer than the profit that we achieved in the last 12 months?

Absolutely it is. That's strategic value.

To identify the strategic value in any business, simply ask yourself one question: 'Who could make more money from this business than I can, and why?'

The strategic value is going to be different in every business and might include:

1. **Database.** As in the magazine example, someone can make more money from the database than you can, and so they would be happy to pay a higher price to become an investor.
2. **Product or service.** You're currently selling a proven product to an audience of a few thousand customers, but a potential acquirer could sell this product through their distribution of hundreds of thousands of customers through their global distribution network.
3. **Intellectual property.** The business owns some sort of protected intellectual property (IP), that another company can monetise to a greater extent than you can.
4. **Niche.** You are a market leader in a particular niche that another business wants to access, and it is easier for them to acquire you than to start from scratch.
5. **Brand.** There is significant brand equity in your business and this is valuable to a potential investor or acquirer.

If you can identify the strategic value in your business and how you can begin to maximise that value, then when it comes time to raise money from investors or sell your business, you're going to be able to achieve a much higher valuation than if you were to simply value the business as a multiple of profits.

Know the process of raising money

Most entrepreneurs who seek money from investors never get it. There are a number of reasons for this, but most of it comes down to the entrepreneur not being educated on how to structure and implement a successful capital raising process.

Raising money is like every other facet of business – it is a skill, and that means it can be learned. It takes time to fully understand how to raise money, and some people do it far better than others.

The ones that do succeed in raising money have a great combination of a good business, a strong growth story and a well-executed process for raising the money.

Let's look at a 10-step process you can follow to successfully raise money from investors.

The 10 steps to raising money from investors

1. Create the offer

Set the parameters of the deal:

1. Place a valuation on the business, understanding that the investor will most likely negotiate this value down.
2. Decide how much money you will try to raise.
3. Determine what the money will be spent on and the projected return from these activities.

2. Build your team

In order to implement a successful capital raising you will need several people in your corner:

1. An experienced entrepreneur who can advise you on the strategy of the capital raising, how to best structure the offer and how you should handle the negotiation process.
2. A solicitor who can help you with all the legal considerations, documents and processes that legislation requires you to follow.
3. A financial adviser who can help you tidy up any financial information you have, put together a forward-looking financial forecast and advise on any financial considerations.

3. Prepare the business

Become investor-ready by addressing these three aspects of your strategy:

1. Ensure the growth strategy is researched and decided upon.
2. Ensure the business has been de-risked from a legal and financial perspective, with all company contracts up to date and all financial information in place.
3. Ensure current business performance is favourable and the important numbers are trending up.

4. Create the documentation

To successfully raise money you will need three documents:

1. **Information memorandum (IM).** This is a relatively short document (20–30 pages) that outlines the investment highlights, potential risks and the offer.
2. **Executive summary**. This is your one-page marketing flyer, which should summarise the IM. This is the document that you would send to potential investors or give to them during initial conversations to give

the investor the opportunity to read something very brief and decide whether it's an opportunity they would like to learn more about.

3. **Pitch presentation**. This is essentially your IM in pitch presentation format. Make the structure and subheadings the same as your IM, but include less body text, as you or your adviser will talk investors through the presentation.

5. Approach investors to gauge interest

Send a brief email with the executive summary attached to:

1. Your personal networks
2. Angel investors and venture capital investors
3. Any high net-worth individuals that may be interested in your industry and business.

6. Host investor information evening(s)

Host a small and intimate event with potential investors to give them more information about the deal. The investor information evening should include three facets:

1. A 20-minute presentation by you or your adviser on the offer. This is where you will use the pitch presentation you developed in step 4 and even demonstrate your product or service however you can.
2. A 15-minute Q&A that gives the audience an opportunity to ask questions of you and your advisers.
3. A call to action for anyone who is interested to complete an expression of interest. Anyone who completes an expression of interest (which does not oblige them to invest but simply indicates that they are interested in exploring the opportunity further) will get a full information memorandum to take home and discuss with their advisers.

> Raising money is like **every other facet of business** – it is a **skill**, and that means it can be *learned.*

7. Hold meetings with potential investors

Now that your potential investors have learned about the offer, those who want to explore it further will most likely ask to meet you and any other owners of the business. For these meetings it is important that you:

1. Prepare. Have all of your documentation and financials ready.
2. Be completely open, honest and willing to acknowledge the downside risk, while being confident in your own ability and the growth of the business.
3. Be prepared for the potential investor to request more information and go through their own due diligence.

8. Due diligence

This is where the investor will want to go through the business to verify everything you have presented and look for holes in the business, your assumptions and the plans. The investor will do three types of due diligence:

1. **Commercial due diligence**. Working out how likely the business is to make money, attract more customers and grow at the rate you're projecting.
2. **Financial due diligence**. Looking through the financials of the business to ensure that they match the story that has been presented. The investor may also go through the forward-looking forecasts to see if they are sound. Here the investor will also look to see whether the company is up-to-date with the payment of its liabilities, such as tax, superannuation and creditors
3. **Legal due diligence**. Reviewing the contracts the company has with its employees, suppliers, shareholders, board members, customers, partners and any other parties. The investor will also look at whether the company is or has been involved in any legal disputes.

9. Settlement

Now the investor gets their shares and the company receives the money. This process should be facilitated by a solicitor and will involve the completion and signing of:

1. A capital raising application form.
2. A shareholders agreement, which outlines the rules of how all the shareholders are going to operate and how decisions will be made.
3. Share certificates that signify who owns shares and how many they own.

10. Investor management

Now that the investors are on board, the hard work begins. You now need to deliver on the growth story you have presented. To keep investors up to date with all developments, both good and bad, ensure you do three things:

1. Communicate with them as developments arise. If they are board members then you should have a monthly board meetings. If they are not board members, then a simple email update when anything significant happens is always appreciated.
2. Deliver a formal quarterly investor update. which outlines all the performance metrics and results of the last quarter and gives an overview of the updated plans
3. Hold an annual general meeting (AGM). This is a meeting for all shareholders, where you and any other key personnel present the last financial year results and your plans for the coming year(s). AGMs are usually held in August, after a company has had time to reconcile its accounts and digest its performance over the last financial year (July–June).

Want to learn more?

Do you have a business idea that you're excited about, but aren't sure what potential there is or how to start?

Have you recently launched a business and are looking to drive sales and lead generation opportunities to accelerate your growth?

Have you been in business for a while and things have seemed to flatline so you're looking for reinvigorate your growth again?

Is your business growing quickly and you're looking to diversify your offering and really drive strategic value into your business to maximise future earning potential?

If that sounds like you, don't worry, you're not alone... we are here to help.

The Entourage exists to empower entrepreneurs to build great businesses by offering a suite of tailored business education programs specifically designed to equip entrepreneurs with the skills, support and community to navigate through each phase of your business development.

Delivered by entrepreneurs with real-world 'been there done that' experience, through our programs and events we've helped thousands of Australian and New Zealand business owners successfully grow and build significant value in their businesses.

We're incredibly proud of our Students and Alumni, who frequently pepper the lists of BRW Fast Starters, Deloitte Technology Fast 50 companies, SmartCompany Hot 30 Under 30, and Startup Daily Most Influentials.

The **Scale Program**

Our Scale Program enables you to build a multi-million dollar business. Whether you have a team of 5 or 500, this **4 month program** will teach you how to build a world-class culture, how to become an effective executive that manages and leads with impact, and the strategies to build significant value in your business.

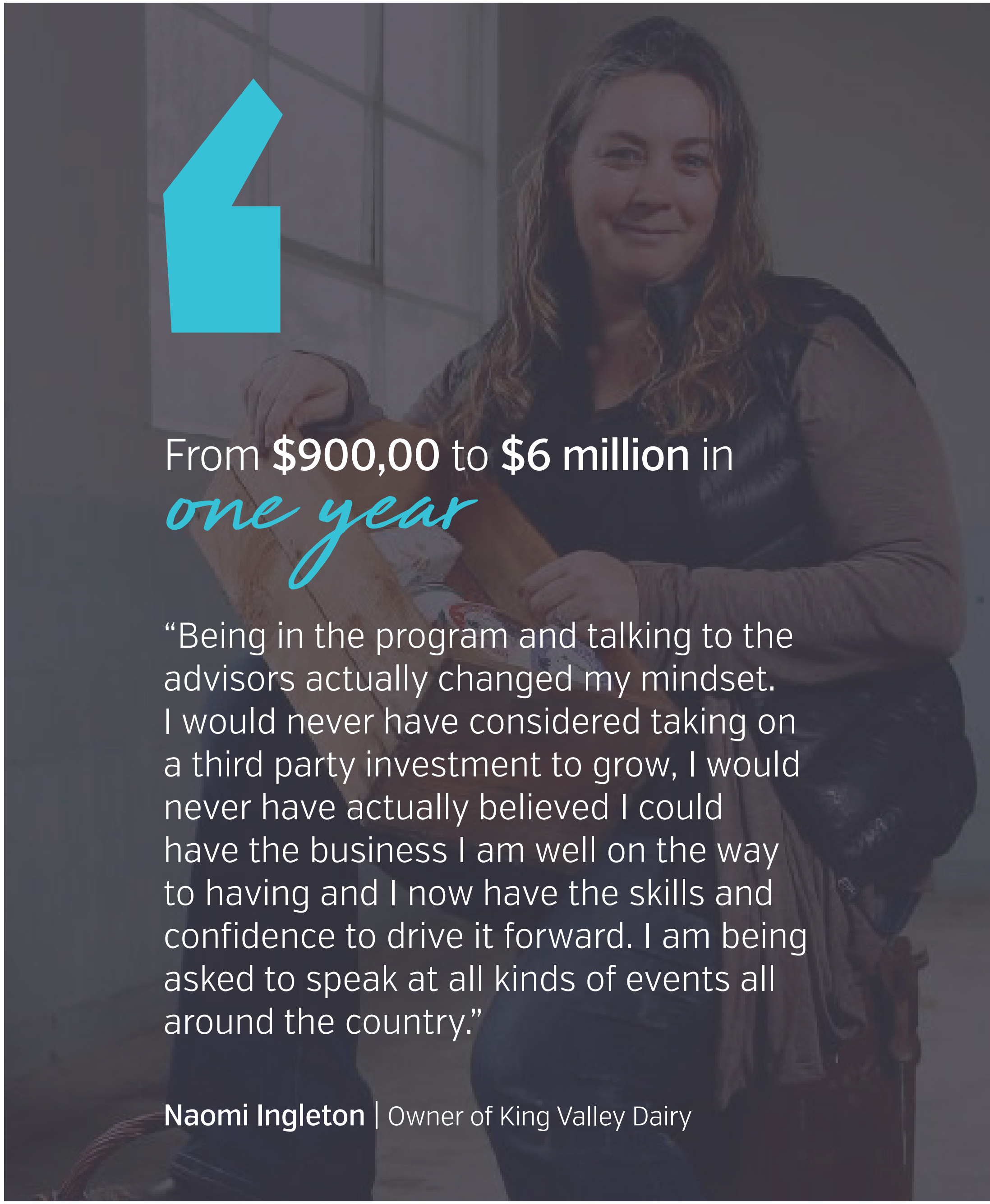
What's covered?

Disruptive Innovation

Develop a World-Class Culture

Become an Effective Executive

Build Significant Value



From **$900,00** to **$6 million** in *one year*

"Being in the program and talking to the advisors actually changed my mindset. I would never have considered taking on a third party investment to grow, I would never have actually believed I could have the business I am well on the way to having and I now have the skills and confidence to drive it forward. I am being asked to speak at all kinds of events all around the country."

Naomi Ingleton | Owner of King Valley Dairy

From 3 to 30 staff whilst achieving a 300% increase in revenue

Joyce managed to grow her team from 3 to 30, including offshore staff and managed to systemise the school so that she could move to Sydney to live the lifestyle she wanted, while still managing the school back in Brisbane, and starting her second business. In that time, revenue went from $100,000 to $300,000 and she has time to now focus on Visible Video, as she begins to build and systemise that business to be as successful as YMA.

Joyce Ong | Founder of Young Musicians Academy

The **Build Program**

Our Build Program brings together each of the critical components of building a business that runs without you, while also growing revenues and profitability. **Delivered over 4 months**, the Build Program has proven to be perfect for those who have started in business and are looking to build a foundation upon which they can become less operationally involved and really start to scale.

What's covered?

Online Strategies

Build an Attraction Model

Know Your Numbers

Systemise Your Business

The **Launch Bootcamp**

The Launch Bootcamp is an intensive **five day program** specifically designed to enable early stage and high growth business owners to develop the building blocks of a successful business: generate leads without breaking the budget, develop a sales process that converts prospects into customers and ensure the sustainable potential growth of the business by achieving product-to-market fit. Perfect for those who are in the startup and high-growth phase of business, as well as those who are yet to begin. With a focus on achieving real traction, you will also gain valuable feedback from business owners and entrepreneurs just like you, as well as develop a clear action plan for what to do next.

What's covered?

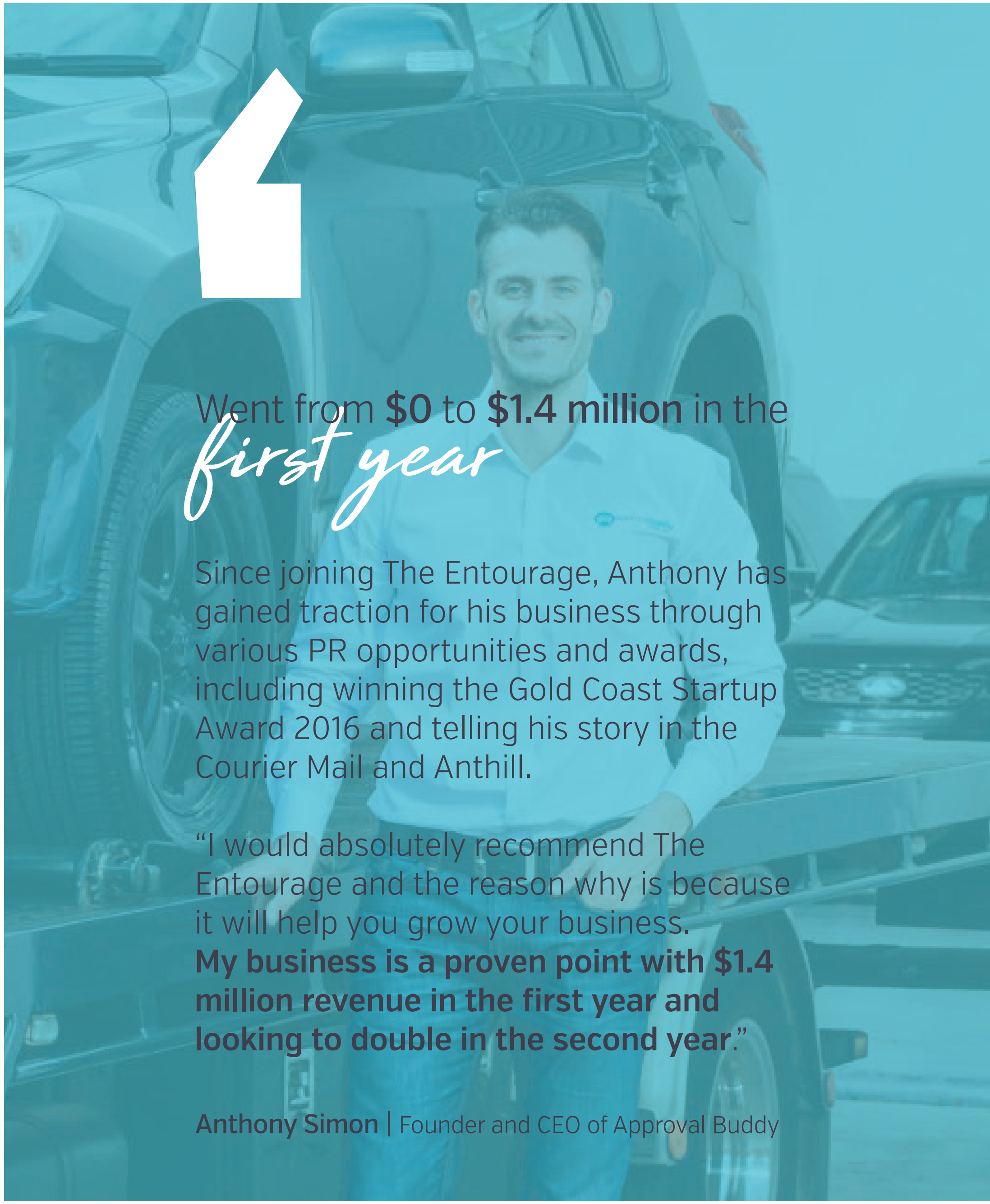
Day 1: **Vision, Mission and Values**

Day 2: **Achieve Product-to-Market Fit**

Day 3: **Marketing and Lead Generation**

Day 4: **Become a Master of Sales**

Day 5: **Demo Day**

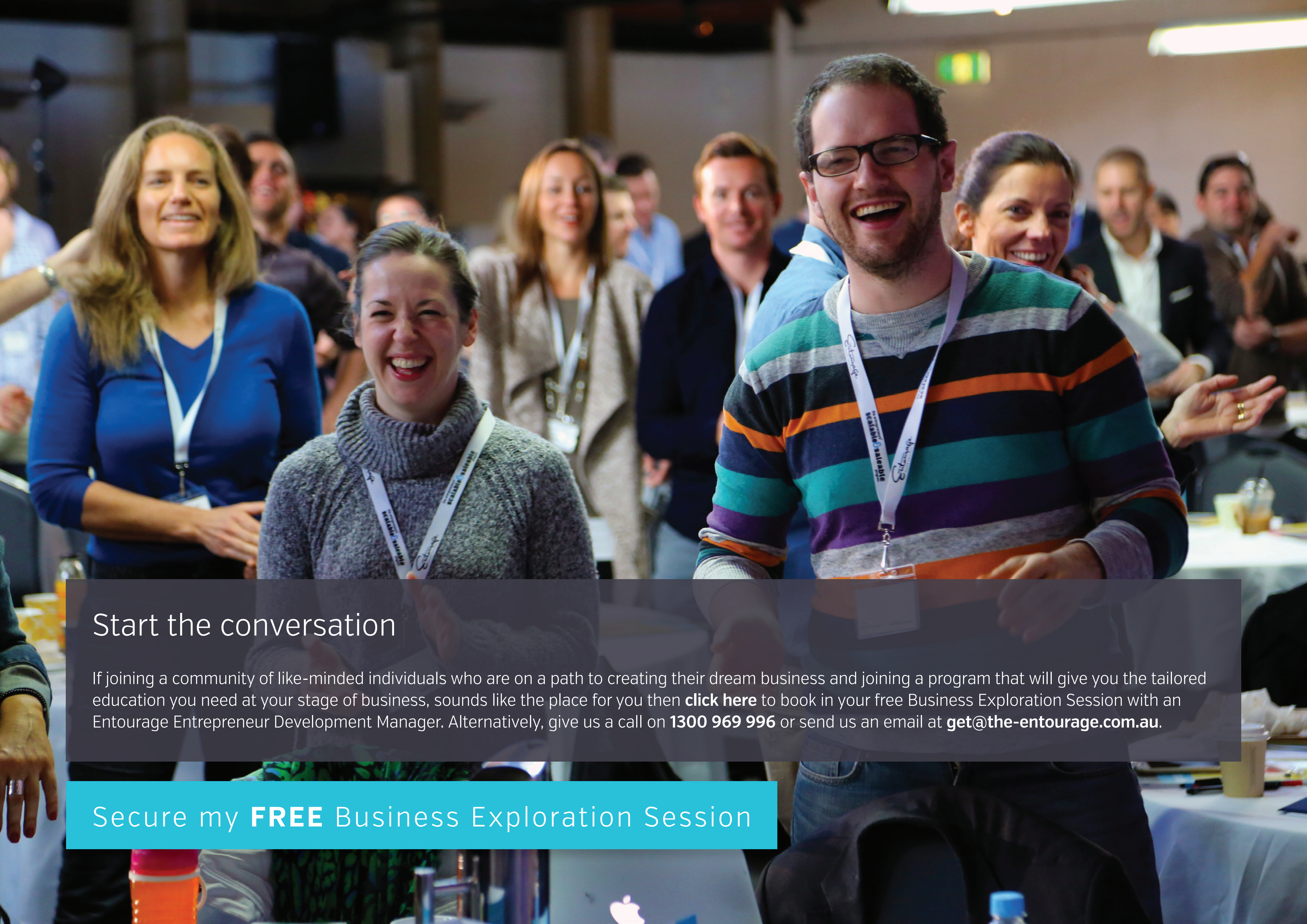


Went from **$0** to **$1.4 million** in the *first year*

Since joining The Entourage, Anthony has gained traction for his business through various PR opportunities and awards, including winning the Gold Coast Startup Award 2016 and telling his story in the Courier Mail and Anthill.

"I would absolutely recommend The Entourage and the reason why is because it will help you grow your business. **My business is a proven point with $1.4 million revenue in the first year and looking to double in the second year.**"

Anthony Simon | Founder and CEO of Approval Buddy



Start the conversation

If joining a community of like-minded individuals who are on a path to creating their dream business and joining a program that will give you the tailored education you need at your stage of business, sounds like the place for you then **click here** to book in your free Business Exploration Session with an Entourage Entrepreneur Development Manager. Alternatively, give us a call on **1300 969 996** or send us an email at **get@the-entourage.com.au**.

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