

## Invitation to Tender – Digital Tools for Access to Finance

### Appendix 2 – Course content

The course content was originally designed to be delivered during group sessions/workshops in a face to face capacity by Business Finance Specialists over a 2 day period. Following recent COVID-19 best practice and compliance, the team have adapted so that the course is delivered via Zoom meetings/Webinars, once again in a group environment. These online sessions are instead spread over a 4 days period, broken up into the Modules detailed in the table below.

The modules are presented by a Lead Specialist for each module using a PowerPoint slide deck, assisted by another Finance Specialist. Modules include activities for the Clients to complete, supported by functional templates, e.g. Business Plan templates, Excel A2F financial forecasting tool.

Upon completion of the Course, Clients are offered a limited amount of 1:1 time focussed on questions and reviewing exercises/assignment drafts.

### **1 Content**

Module Name	Description for Clients	Content	Duration
FFS1: Alternative Finance for Start Ups	This session has been created to help local start-up businesses explore the maze that is financial funding. We will describe the numerous funders currently available to the market and the pros and cons of each. By the end of the session, you should be able to shortlist options for your business needs.	<ul style="list-style-type: none"> <li>- Course introduction</li> <li>- Debt funding landscape</li> <li>- Equity funding</li> <li>- SEIS/EIS</li> <li>- Angel investment networks</li> <li>- VCs, funds, etc.</li> <li>- Crowdfunding</li> <li>- How to build a pitch</li> </ul>	3hrs
FFS2 Grants	This session has been created to help local start-up businesses explore the maze that is grant funding in Cornwall. We will describe the grant funders currently available to businesses based in Cornwall and the eligibility requirements of each. By the end of the session, you should be able to shortlist options for your business needs. We will describe the numerous funders currently available to the market and the pros and cons of each.	<ul style="list-style-type: none"> <li>- What are grants?</li> <li>- Terminology, advantages, etc.</li> <li>- Grant landscape</li> </ul>	1.5hrs
FFS3 Business Plan 1	This practical session will explore what lenders and grant funders require in a business plan. At the end of the session, you will be given a template with guidance notes to	<ul style="list-style-type: none"> <li>- What is a business plan and why do you need one?</li> <li>- Structure of a business plan</li> <li>- SWOT, breakdown and examples</li> <li>- Business overview</li> </ul>	2hrs



	<p>enable you to start completing your own plan.</p> <p>You will gain an understanding of:</p> <ul style="list-style-type: none"> <li>- Why you need a business plan</li> <li>- What funders and lenders need to see in a business plan</li> <li>- How to create your own business plan</li> </ul>	<ul style="list-style-type: none"> <li>- Business proposition</li> <li>- Pricing strategy</li> <li>Customers and market</li> </ul>	
FFS4 Business Plan 2	<p>This practical session will explore what lenders and grant funders require in a business plan.</p> <p>At the end of the session, you will be given a template with guidance notes to enable you to start completing your own plan.</p> <p>You will gain an understanding of:</p> <ul style="list-style-type: none"> <li>- Why you need a business plan</li> <li>- What funders and lenders need to see in a business plan</li> <li>- How to create your own business plan</li> </ul>	<ul style="list-style-type: none"> <li>- Overview of sales and marketing</li> <li>- Marketing part 2</li> <li>- Competition</li> <li>- Operations and Logistics</li> <li>- Financial Plan</li> <li>- Appendices</li> </ul>	2hrs
FFS5 Financial Forecasting	<p>This Financial Forecasting session is for non-financial managers and will provide you with a better understanding of the basics of financial forecasting and take-away tools enabling you to understand your business' profits and planning your cashflow.</p> <p>By the end of the session you will gain an understanding of the fundamental differences between cashflow and profit &amp; loss and have the tools to forecast.</p>	<ul style="list-style-type: none"> <li>- Overview of forecasting and definition of key terms</li> <li>- Introduction to template</li> <li>- Start up expenses</li> <li>- Cost of sales</li> <li>- Overheads</li> <li>- Breakeven</li> <li>- Pricing products and services</li> <li>- VAT</li> <li>- Sales forecasting theory</li> <li>- Profit and Loss forecast</li> <li>Cashflow forecast</li> <li>- Tools walkthrough</li> <li>- Summary</li> <li>- Resources</li> </ul>	4.5hrs
FFS6 Business Basics for Startups	<p>This informative session will explore some of the business basics that you need to know in order to start your business.</p>	<ul style="list-style-type: none"> <li>- Different business structures and the advantages/disadvantages of each.</li> <li>- VAT, what is it? When to be registered?</li> <li>- Accounting and record keeping – demonstration of a cloud accounts package</li> <li>- Regulations and compliance – things to consider such as licences, permissions etc</li> <li>- Insurance – what do you need and what to take into account</li> <li>- Resources</li> </ul>	1.5hrs

## **2 Tools**

As part of the FFS course, A2F currently provides learners with an email copy of its Excel A2F financial forecasting tool, which includes links to a video guide to each tab.

This mechanism exposes this tool to unauthorised use and sharing and so it needs to be moved to an online version in order to retain control of this valuable piece of intellectual property. Additional functionality would then allow the output of finished financial plans in pdf (or similar) format.