



INVESTMENT HUB

**funding for tech projects
and companies**

2021

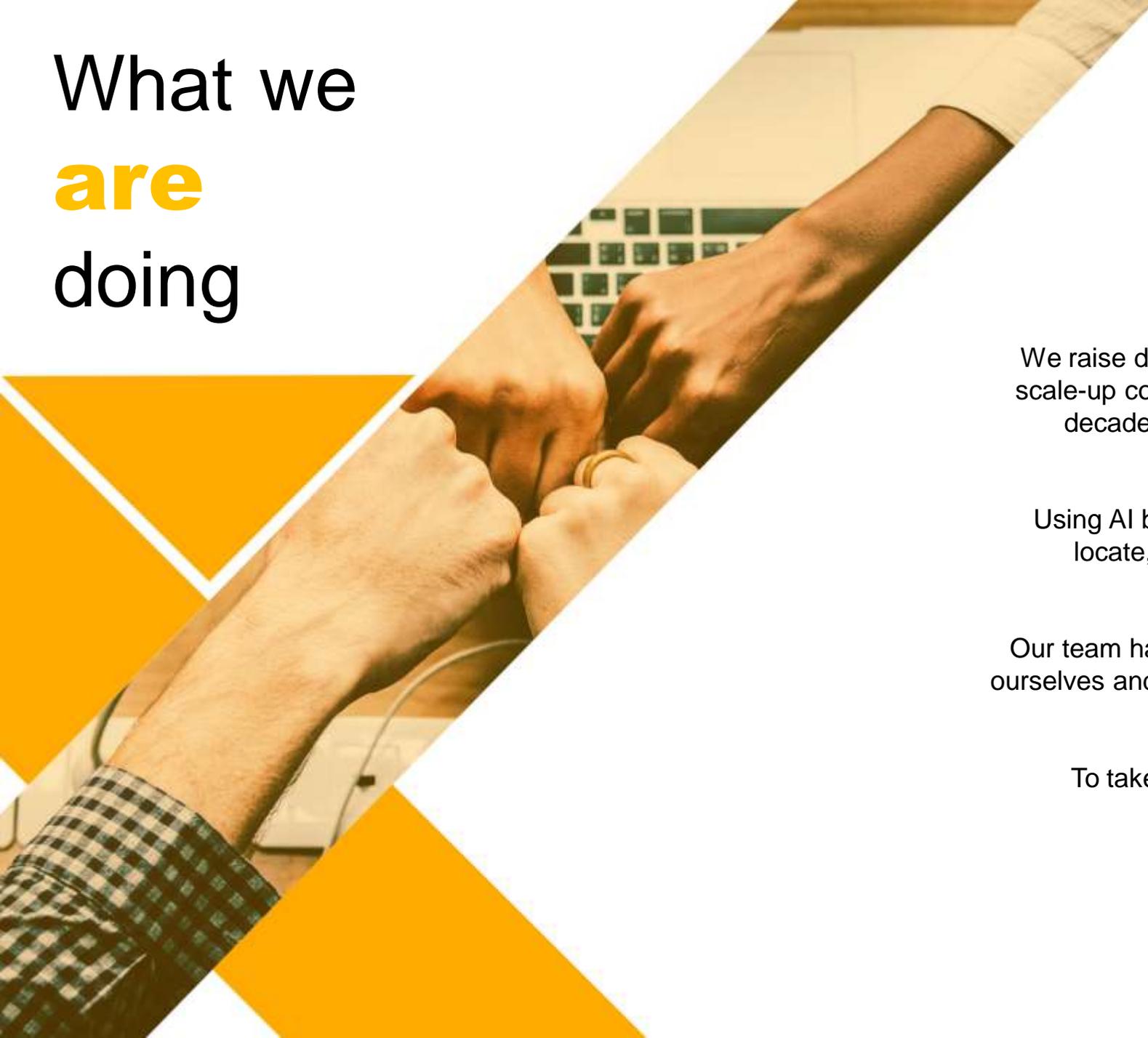
“ Racefields is about far more than just matching clients to investors.

In our Investment Hub you can choose between **PITCH ONLY** through which we promote your current pitch book and **ALL-INCLUSIVE** through which we create, publish and sign-off all your fund raising documents that are presented to investors via a bespoke data room.

We pitch your fund raise to dynamically selected investors from over 1,000 Venture Capitalists, Private Equity firms and Corporate investors.

We work alongside you from the inception of a fundable project to a successful draw down. ”

David Gammond – CEO



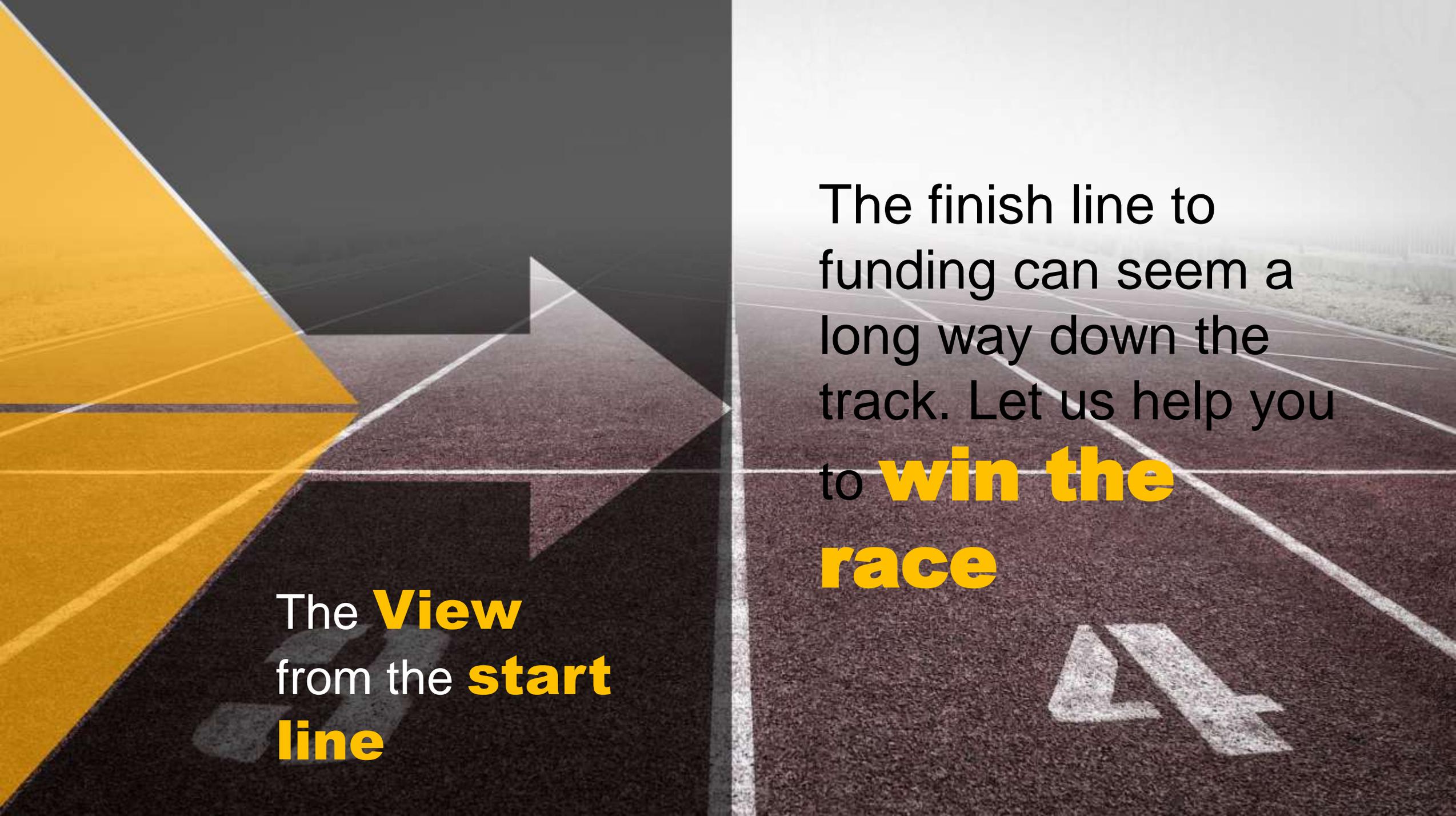
What we **are** doing

We raise debt and equity finance for fast moving start-up and scale-up companies both in the UK and Europe. Over the last decade we have built our Investment Hub to transact with thousands of professional investors.

Using AI based data analysis, big data and web services we locate, communicate with and monitor investor activity to constantly update our Investment Hub.

Our team has considerable experience of fund raising both for ourselves and for clients. We understand what it takes to fund a business in today's rapidly changing environment.

To take the first step towards funding your tech project or company contact us at: mail@racefields.com



The **View**
from the **start**
line

The finish line to
funding can seem a
long way down the
track. Let us help you
to **win the**
race



It is hard to run a start-up or scale-up company and it can be even harder to fund one.

Raising both debt or equity funding requires you to engage a top team on your side.

If you select our **ALL-INCLUSIVE** service we work with you from the beginning of your fund raise.

Through to the creation of an entire bespoke data-room including dynamic financial modelling, valuation, pitch book, pitch video and market research.

When seeking investors we don't just "spray and pray". We select potential investors by using techniques such as AI powered quantitative data analysis to match the right investors with your fund raise.

We keep relentlessly pitching because sometimes it can take several approaches to an investor before they review the opportunity.

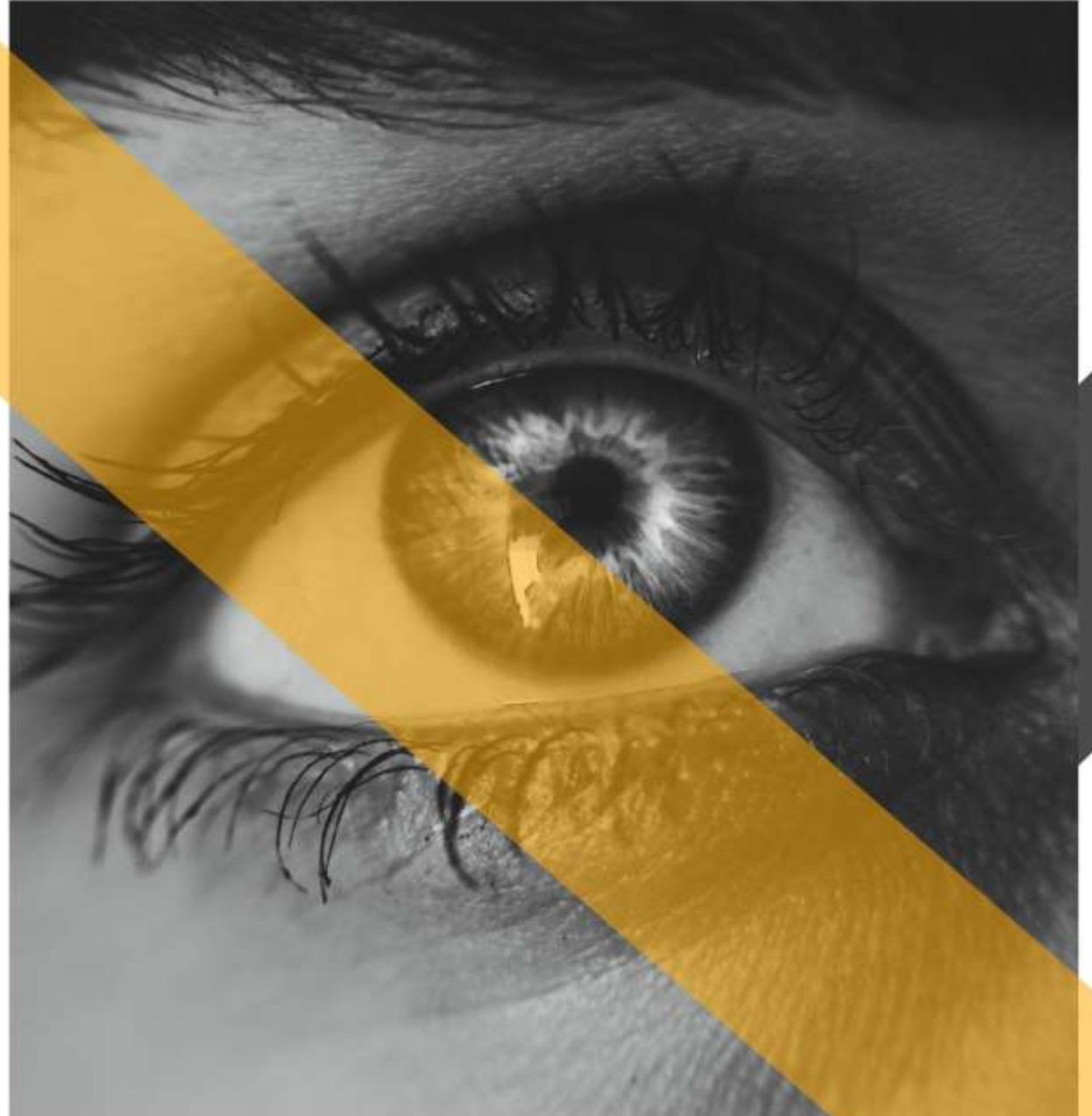
When potential investors are found we provide everything needed to guide you towards a successful close.

How do we get **investors** on your **team**?

We search for investors with money, but we also search for investors with vision. We want investors to make large capital gains but we also want our investors to make a difference, to add value to your company.

We research hard and we pitch hard. If a fund raising campaign is not going well we will advise our client on how to change things for the better.

We love feedback. We report to our clients in real-time with both positive and negative news. Communication is key to a successful fund raise.



The client journey

We take you through a step-by-step process that can attract private, corporate and traditional investors such as VCs and Private Equity firms.

1 Due diligence

2 Strategic and financial advice

3 Financial modelling and valuation

4 Pitch book design

5 Pitch video editing

6 Market research

7 Create data room

8 Pitch to selected investors

9 Initial negotiations

10 Investor meetings

11 Negotiate terms

12 Document review

13 Drawdown

14 Formal close

PITCH ONLY

The above process reflects a typical successful fund raise. A successful fund raise is not guaranteed.



What we charge as a contribution to **costs**

ALL-INCLUSIVE

PITCH ONLY

Due diligence	*	
Strategic and financial advice	*	
Financial modelling and valuation	*	
Pitch book design and publishing	*	
Pitch video edit	*	
Market research	*	
Design bespoke data-room	*	
Pitch to selected investors	*	*
Initial negotiations	*	*
Investor meetings	*	*
Negotiate terms	*	*
Document review	*	*
Draw down	*	*
Formal close	*	*

**£2,000 per month
for three months
(exc VAT)**

**£500 per month
for three months
(exc VAT)**



Why we **charge** a contribution to costs

We do not offer an automated “Spray and Pray” system. We invest a large amount of time and money in preparing our clients for funding and pitching for investment.

Creating, publishing and signing-off the entire contents of a bespoke data room is an expensive business. We also want clients to make a financial contribution to their campaign costs as it motivates their commitment to the fund raise process.

The vast bulk of the fees we will charge a client are invoiced on a success only basis. **Our success fee is equal to 4% of the capital value of funding procured by us and drawn down by our client.**

Also, unlike some of the brokers in the fund raising sector, we are directly authorised by the FCA to conduct investment business. So if we mess up you can complain to our regulator.

Checking out the track

We use AI powered data analysis tools accessing big data sets to monitor and evaluate what investors are doing. We also read as many web sites, blogs and newsletters relating to investing that we can. It's a great way to discover what is on the way up and what is on the way out.

We attend as many events as possible to network with both entrepreneurs and investors. Discussing investment trends with lots of highly motivated business people can be a very valuable resource when advising our clients.

The business sector is fast moving and we spend the time and effort to keep on top of where it is moving to. Government policy can make a huge difference to the future of any company, that is why we have an ex Cabinet Minister on our team to give us an understanding of what is driving legislation and government policy.

Start-ups are often supported by financial incentives so we always look for grants, tax relief and benefits in kind.



David Gammond CEO

David leads the team at Racefields and has been in corporate finance for over thirty years, and in the tech business for nearly forty years. Over that time he has been involved in a considerable number of projects ranging from property finance to peptide and protein prediction software, from renewable energy to supplying super-minicomputers to the manufacturing sector. He worked selling Apple computers when they launched in the UK and was involved with one of the first AI systems being developed at the time through Norsk Data's joint venture with Racal Electronics, Racal Norsk.

David is passionate about developing and implementing tech. He explains, "Tech gives society massive advantages. It can empower people giving them unprecedented opportunities for both wealth creation and personal development. I think that technologies such as machine learning, open information exchange, block chain, big data and proactive medical intervention are incredibly exciting. What a great time to be in the tech industry!".

Nicola Fernandes

COO

Nicola started her career in the retail sector first on the shop floor quickly moving up to promotional origination and design. She joined Racefields in 2010 as both a creative designer and in administration. Nicola blends high level administration with the creativity required to conceive of and then develop projects for Racefields and for our clients. She also has overall responsibility for finance and compliance. She is registered with the FCA for CF1, CF10 and CF11.

“Tech offers opportunities to both men and women, young and old, of any race and culture. I consider myself a tech entrepreneur, I understand what it takes to build a web based service and then to engage clients to that service. That is why I enjoy working with clients who are developing their tech business”.





Karl Fernandes CTO

Karl left Sunderland University with a Bachelors of Science degree in Computer Applications. He spent his early career at Flextronics where he worked on and repaired computer mother boards, hard drives and CPUs.

In 2011 Karl entered the renewable energy industry designing a database for highly distributed assets across the U.K. He also worked on remote monitoring of assets including maintenance and servicing. He was instrumental in the creation and running of a large domestic solar PV portfolio. At the end of 2018 Karl entered corporate finance focusing on tech projects and companies. In his current role he searches out potential business opportunities and matches clients with funders.

“Computer processing power is increasing at an exponential rate and with it comes the opportunity to develop products and services that we could of only imagined a few years ago. I enjoy working with clients who take advantage of this newly available processing power to build industry leading businesses”.

The Advisory Panel



Phil Woolas is a British politician and businessman based in London and Manchester. In 1997, Phil was elected as Labour MP for Oldham East and Saddleworth. He joined the Tony Blair Government in 1999 and in 2008 he was promoted to be the Minister of State for Immigration and Treasury.



Paul Thompson is the founding partner of Prosper Capital LLP and has been involved in raising capital to support young businesses for the last 25 years. He was a founder of Dover Street Capital Limited in 2001 that raised over £60 million for film and commercial property funds



Max Chmyshuk is our London-based finance professional with over 15 years' experience across corporate and investment banking, structured finance, alternative credit, and financial technology. He has worked for organisations such as Citigroup, Gazprombank, Dresdner Kleiwort and ING



Brian Baker has over twenty-five years' experience and involvement in the bridging and short-term property funding market both as a commercial broker and as a lender. Brian is also experienced in asset backed finance and venture debt structuring for clients.



Angus Thompson is a financial services lawyer who worked at law firms Herbert Smith, Bird & Bird and Howard Kennedy before moving in-house to Capita plc as Head of Legal for Capita's financial services division. He has experience of FCA regulated work both listed and unlisted as well as private equity and a diploma in EIS.

Race with us

If you want to talk about funding for your project or company contact us, our details are below:

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OL2 5HP

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Web: www.racefields.com