



Finance webinar: Engaging with prospective investors – sending the right messages to get the right investors



EU



UK



US



Our business



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Engaging with prospective investors
sending the right messages to get
the right investors



WHY should we try to finance the transition towards net-zero
emissions and a circular economy

Well

I have Monsieur Macron to thank for “there is no planet B”
Every conversation about this **MUST** commence with a version of
that statement

So 1 of 5 is make sure that you are having the right conversation

Engaging with prospective investors sending the right messages to get the right investors



WHO cares?

Everyone – Right? No.

Everyone should but not everyone does – if they did this would be
done by now

So 2 of 5 is make sure that you are having the right conversation
with the right people



WHAT do you say?

Doesn't really matter right? Such a "good thing" to do that the messaging isn't important – right?

No.

People – and yes investors are people – respond to stories. It is essential that you tell the story that you have
So 3 of 5 is get your narrative right



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Identify drivers, assume venality and ignorance

Ok – so this looks complicated but its not really

If you don't know what might make someone want to do what you
want them to do how can you appeal to them?

Make sure they will as a matter of course get what they need from
investing in you

So 4 of 5 is research your audience

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Frame your ask

What we are trying to do is good

The benefits for any business investing are good

The dynamics of the conversation are completely different if you
can have investors say to you

“ So, how do I help you?” is SOOOOO different from
“ So can you help me?”

So 5 of 5 – don’t always ask for money



Agreed common objectives

Flexibility in the public funding – because that is where the strategic element lies and where the flexibility should be

Co invest to attract investors – and de risk it for them

A good delivery team

Strong consistent policy and political support

A programme of size with an initial declared long running time



Are you looking to achieve too much too little the wrong things?

Is matching realistic or an impossible barrier?

Are the timelines necessary? Achievable?

Is it funded to fail or funded to succeed?

Working with applicants to shape projects to qualify

Can you leverage cash?

Should you try to leverage in learning and acceptance from debt and equity providers rather than cash?

The need for Advisory Boards

Flexibility Vs Accountability – each rule around a grant will preclude a funding opportunity



Equity & Debt

Equity

Build relationships; find supply chain partners who have an interest; find strategic investors /end users.

Ask for assistance first –money may follow

Equity can be very demanding – make sure you understand the demands that come with the £

Debt

Sculpt it to fit the project

Offer up de-risking instruments to help leverage debt in – e.g.

PPA's; guarantees; support tariffs



Attracting Investment – Learnings from Scotland

- *If you want to attract investment then talk to potential investors about what they need /want in order to come*
- *Stable policy environment essential*
- *Upside essential*
- *De risking instruments & strategies essential*
- *An easy to read landscape essential*
- *Accessibility to key decision makers in the policy making environment essential*
- *A good pipeline of projects of some quality that can scale or where the “how” can scale*



Conclusions

- *If you want to attract investment then research investors, qualify them, establish their drivers*
- *Old adage – fail to prepare = prepare to fail*
- *Get your narrative right and tight*
- *Have versions of the narrative for different types of investor*
- *Anticipate and prepare for obvious questions*
- *Collect information from responses and adapt your narrative*
- *Engage early with the first cheque writers*





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Thank you!

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