



# Keiretsu Forum Nordics

## Academy

*Our mission is "Great Association with Quality Deal Flow"*

Keiretsu Forum is the largest global private equity investment network of accredited private investors, venture capitalists, and corporate/institutional investors. Membership in Keiretsu Forum is by invitation only and is extended to individuals who share our vision and will actively contribute to our community.

## GETTING FUNDED

### A BUSINESS TRAINING PROGRAM

- Does your company need to get funded, now or in the next 9 months?
- Does your company need to create, improve or validate your growth strategy?
- Does your company need to get ready to pitch your strategy for investors?

*Success is leveraged by great people! To maximize the effect, people must collaborate, hence we offer 3 participants for 1 price!*

Give us two days of your time and we will help you create, train and get ready to stand out from the competition, and get the funding that you and your company deserve!

### When?

Date: To be announced  
Day 1: 8:30AM – 5:00PM  
Day 2: 8:30AM – 5:00PM

### Location:

Stockholm

### Fee:

19 900 kr +VAT/company  
(1-3 participants/company)

Breakfast, coffee/tea and lunch included.

### Registration:

[REGISTER HERE](#)

### Questions, please contact:

Melina Stensö  
Director Academy  
melina@keiretsuforum.com  
M: +46 73 600 93 38

### Target participants:

- Founders, CEO's, key management team members.
- Board members and active owners

Ideally three from each company for the best results, but we require a minimum of two key decisionmakers from each company to make an impact.

This is a 2-day packed workshop for you and your team to get your basics right, evaluate them and improve so you can get to the next level.

### After two days:

- You will have a target list of investors that you can start to call immediately.
- You will understand who, why and how an investor will choose you.
- You will have improved your growth strategy to fit your team & strengths.
- You will know why your current presentation doesn't have the impact you need.
- You will know how to present to the right person, with the right content in the right way, so you can pitch your improved plan with confidence and impact.

[www.keiretsuforumordics.com](http://www.keiretsuforumordics.com)

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This program will offer new insights into the funding process. You will get ready for your next funding by understanding more of how an investor thinks, and what you need to have in place to be considered for funding.

The program will enhance your chances to make your company grow. You will be trained by leading experts in a unique mix of combining early stage investing, growth strategies and communication. You will learn how investors think and reason, how you can improve your growth strategy, and how to communicate with impact.

In the program, you will work on your own company. With a mix of hands-on work, theory and specific questions and coaching on an individual basis, you will come out from this training with new insights, confidence and skills that can be used immediately to progress your company.

### *Purpose of the workshop:*

- Get ready for your next investment and increase your chances of success.

The training is primarily for teams of two to three persons from each company who want to take their company to the next level by attracting the right investors. We believe your company makes at least 20 MSEK a year in revenue or has reached a proven position and is now looking for a bigger investment and internationalization.

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### *Your Expert Coaches:*



#### **Ted Elvhage**

Ted is a bio chemist and researcher from Harvard Medical School, who has been working with sales, is a founder of several companies and an investor. He has been working within IT organizations in how to create profitability, and developed competence and methodology. For 14 years he has been establishing new IT technologies on the Nordic market. Ted is also one of the Co-Founders of Stockholm Business Angels, and Chairman and Chapter President of the international investor network Keiretsu Forum Nordics.



#### **Lennart Almstedt**

Lennart is an expert on companies and internationalization. He has a M.Sc. from Uppsala and Stanford, and a MBA from IMD, Schweiz. Lennart has had several CEO and General Management positions in large and smaller companies, has experience from the US, Europe and Asia, and has been working with more than 60 companies. Lennart has also been lecturing in strategy and international expansion at IFL and Styrelseakademien among others.



#### **Jenny Lindblad**

Jenny is a business professional with over 15 years of experience from the tech industry. She has worked as senior advisor, pitch & business coach, startup mentor and communication specialist at some of Europe's foremost tech wonders. In addition to this, she is a Public Speaker and TEDx Moderator with a track record of over 5000 presentations to top executives, investors and royalties representing 130 countries. After 9 years as a Business and Growth manager at Ericsson, she decided to start her own communication agency in 2014. Since the start, she has coached more than 200 companies representing 14 different industries.

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