WINNING Pitch Growth & Investment | Leeds City Region Enterprise Partnership | Working in partnership with the West Yorkshire Combined Authority | European Union European Regional Development Fund

Investment Readiness Programme

Investing in the future of your business

CASE STUDY

Nigel Greenwood
Simply Customer Ltd

The Investment Readiness Programme has been essential in helping me transform the business. As I was on a steep learning curve, the expert advice and guidance, especially from Jeff Long, helped me focus and move the business forwards much faster than I could have done otherwise. A great advantage of the Programme is that you are given access to potential funders and I was able to have a two hour meeting with one who very clearly explained their criteria and the steps I needed to take to succeed in getting funding.

The software is now very close to being ready to launch and we already have two licences pre-sold, a position that we would have been unlikely to get to in the timescale without the help and support of Jeff and the Investment Readiness Programme.