



## Fast Track to Fast Growth

### A competition for ambitious and innovative companies

*"I found the day both stimulating and enjoyable. I just wish you had staged the event 6 months ago and we at PGI might have saved ourselves a great deal of time, money and frustration."  
Keith Edwards of PGI commenting on the inaugural Zero-to-Hero 2005*

Do you have what it takes to join the fast track? If so, you should be entering Zero-to-Hero 2006.

Catalyst Venture Partners is seeking 20 ambitious companies to take part in a free, day long work camp. Participants will have the opportunity to interactively evaluate their business plans with five Venture Capital companies.

Places are allocated by way of competition.

Entering is simple. All you have to do is email a copy of an Executive Summary business plan (maximum 6 pages) to: [zerotohero@catvp.com](mailto:zerotohero@catvp.com).

Eligible companies are those for whom technological application and innovation provides the underlying rationale for their business.

The work camp will be held on Wednesday 29<sup>th</sup> March 2006 at the RBS Williams Formula 1 Conference Centre in Oxfordshire.

The closing date for entries is Monday 6<sup>th</sup> March 2006.

### Sponsors



### Media Partner



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## Who should enter?

Zero-to-Hero 2006 is open to companies for whom technological application and innovation provides the underlying rationale for their business. Entries for the inaugural event in 2005 came from a diverse range of business sectors including: environmental technology, biotechnology, computing software and hardware, new media, retail technology, materials technology and the application of electronic technology.

Companies who want to enter should be able to demonstrate:

- Fully-developed and protectable Intellectual Property.
- A core, experienced management team.
- A potential worldwide addressable market of at least £500 million per annum.
- A desire to achieve rapid growth with a view to exiting through float or trade sale within five years.

## What will companies get from the day?

Companies will be able to:

- Evaluate their business propositions against the standard required.
- Understand the funding process and the time required for each stage of the process.
- Develop a critical appreciation of the nature of the financing offers they are likely to receive and how to evaluate them.
- Meet key investors in their sector and develop personal contacts.

## One overall winner!

Following the event itself, the participating companies will be given additional time to re-appraise their business plans and submit a revised Executive Summary, if they wish, after which an overall competition winner will be chosen. The Executive Summaries will be re-evaluated on the basis of key criteria relating to their overall business plans, fast-track growth prospects and potential appeal to investors.

Last year's overall winner was Environmental Biotech, which has an environmentally friendly bacteria based solution to the problem of fat contaminated waste water.

## How to enter

To enter, companies should email an Executive Summary of their business plan (maximum 6 pages) to: [zerotohero@catvp.com](mailto:zerotohero@catvp.com).

The closing date for entries is Monday, 6th March 2006.

Further details about Zero-to-Hero 2006 can be found at: [www.catvp.com/zerotohero](http://www.catvp.com/zerotohero).

# Outline agenda for the day

**Registration** - 09.00-09.30hrs

**Session 1** - 09.30-10.30 hrs      **From Zero-to-Hero - can you make the grade?**

- Protectable IP.
- The market.
- The management team.
- Go to market strategy.
- Business model.

**Coffee** -10.30-11.00 hrs

**Session 2** - 11.00-12.30 hrs      **Getting the cash: valuation, tactics and process.**

- Funding up the curve.
- Maximising shareholder value.
- The process and timing.

**Lunch & Networking** –12.30-14.00 hrs

**Session 3** - 14.00-15.00 hrs      **Doing the deal: it's a negotiation.**

- Typical deal structures.
- Traps for the unwary.
- The process.

**Session 4** - 15.00-16.00 hrs      **Investment panel – Early-stage investors.**

- Oxford Capital Partners.
- Foresight.
- Quester.
- Eden Ventures.
- South West Ventures.
- Catalyst Venture Partners.

**Session 5** - 16.00-17.00 hrs      **Tour of the Williams exhibition**

## The Organiser, Sponsors and Partners



**Catalyst Venture Partners** works with media, environmental, bio-science, and information and communication companies who have the ambition to achieve fast growth and exit within five years. Catalyst helps build companies by strengthening management teams, introducing trophy customers, and raising funding. Catalyst draws investment funding from its own sources and also from its funding partnership with Quester, Foresight Ventures, Octopus, Matrix and YFM South West Ventures. Visit: [www.catvp.com](http://www.catvp.com).



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## What the Zero-to-Hero 2005 participants had to say

“I found the day both stimulating and enjoyable. The content was relevant - even if some of the views expressed were not necessarily what I wanted to hear! - and the networking opportunities most welcome. I just wish you had staged the event 6 months ago and we at PGI might have saved ourselves a great deal of time, money and frustration.”

*Keith Edwards, PGI*

“I thought the day was excellent. Invaluable, practical advice and a good chance to meet new contacts.”

*Richard Counsell, MD - Aardvark Toys*

Thanks for a really excellent day”

*Simon Currey, MD - Veloscient*

“Thank you for the opportunity to listen, converse, network etc with a great group of guys; it was very interesting and valuable.”

*Dr Richard Skipper, MD - Polymer Sciences*

“Very worthwhile and great to have varying viewpoints on the process/requirements, etc of fund raising.”

*Nick Bentley CEO - Cyphaware*

“Thank you for a most informative and enjoyable day yesterday, I have to confess that I came to the session slightly apprehensive that it might be another 'more of the same stuff' kind of day. But it was far from that, the 3 key talks were all excellent, the networking and interaction relaxed but pro-active, and the organisation and venue perfect. I have left with a much clearer view of how we should be taking our funding discussions forward and already have a meeting planned with Eden. Importantly for you, it was interesting to get a better understanding of the services that you provide and should we require that support in the future you will be our first call!”

*Peter Baumann, Commercial Director - Hanzo*

“I found yesterday most useful and would like to compliment you on the high standard of the event, both in terms of location and arrangements and especially in terms of the content. I found the sessions pithy and useful, especially the afternoon session. I found it interesting to see the representatives from the bank and VCs, who appeared to take the session very seriously. The candidate companies were most interesting.”

*Les Taylor, Private Investor*