

# How to pitch successfully for investment

We facilitate and guide talented recruitment professionals in the right way that sets them up for future success. With that in mind our selection criteria for those who we choose to invest time, expertise, and money in is rigorous.

## Are you who we're looking for?

- A minimum of 5 years' recruitment experience
- UK-based office and operations
- A specialist expert in a chosen sector, with proven in-depth industry knowledge and a strong network of contacts
- A demonstrable track record of consistently high billings and repeat business with key clients
- Previous experience in managing and growing a successful team – on average, we look for £10k billings per consultant per month
- A vision or strategy for attracting top talent to your business
- Commercially minded with strong strategic and business acumen, as well as a high level of personal accountability, integrity, and authenticity
- The desire and passion to grow a business and become a better leader

## Ready to pitch? Follow our outline on how to structure a great business plan

### 1. Your recruitment and management experience

When an investor is evaluating the opportunity and your business, they want to see that you have what it takes to lead a team to success and can run a tight ship. Write a paragraph about your background in recruitment and your experience in management. If you have partners or a leadership team with relevant backgrounds, include details on them also.

### 2. Your vision for the business

Your vision is your 'why'. What do you want to create and why do you want to do it? This is the part of your plan where you show what will make your business different from everything else out there. After all, if you're not going to be unique, what's the point?

### 3. Market opportunity and competition

You need to show that you know the market you want to operate in inside and out. Use statistics and real numbers to show how you expect to fit into the market. Think about who your clients will be and how many you need to win to achieve your goals. You must also think about your competitors. What are their strengths and weaknesses, and how will you compare to them?

#### **4. Recruitment services, likely average fees, and margins**

What services are you going to offer. You need a niche in which you are going to build a foundation. Then, what are you going to charge for your services and how much profit will you make on that? If you don't know that before you start, you will probably end up charging your clients too much or too little. Either can be a disaster.

#### **5. Sales strategy**

How are you going to sell your services? You have worked out who your target clients and candidates are, but how are you going to reach them? Be as thorough as you can with the numbers. Lay down a plan for targets for the first 3-5 years. Think about how many consultants you will need to hire and the channels they will use.

#### **6. The amount of investment and support needed**

If you are pitching for investment, you need to have a specific amount of money in mind, and clarity on what it's needed for, as well as what you are offering in return – that's the 'why' for the investor. You also need to think about what you will need from investors; importantly, what's required beyond money. Can they help you navigate the hurdles, barriers and pitfalls that sadly become the demise of many start-ups?

#### **7. How you will use the investment (financial and operational)**

Investors want to see what you will do with their cash. Whether it is to hire more consultants, create a new division, create a sustainable growth model, or any other project, you must specify what it is and how it will help grow and sustain your business to provide the payback to all.

#### **8. Financial and headcount projection for the next three years**

What are your financial goals for the near future? These numbers should be traceable back to everything you have set out so far. You should also set out your hiring plans. How many people do you intend to hire and in what roles?

#### **9. Headline financials - GP/EBIT over the last three years (for existing businesses)**

If your business is already up and running, how has it fared so far? At what rate has it grown? How profitable are you? What are your honest projections and what assumptions underpin these?

#### **10. Stake your claim for your "Why?"**

Starting a business is an exciting event, which requires deep thinking, ambition, detailed planning and great preparation. But before you do this, ask yourself why? Knowing why provides the drive to ensure you stay true to your dreams and build the right business. Know your why before you think about investment and be honest with your ambitions.

**When you put all this in writing, your ideas start to become a clearer reality. Don't regret what you don't do in the recruitment industry. Create your business plan today.**