

# Grow your business - win Pitch Perfect

Impress our judges and win a business support package worth over £5,000

**T**HE future belongs to those that prepare. That means planning. For the business owner with growth aspirations, funding requirements and success in sight, intelligent planning is imperative.

Business planning is not a once only process; it needs to be continuous and support the business at all stages of development. Plans need to be continuously revisited, adjusted and refined in order to respond fully to market opportunities, threats and forces. The value of the planning process is that it gives the business owner the chance to test ideas, thinking and strategy. It ensures clarity in establishing business direction, priorities and resources.

With that in mind Your Docklands & City magazine has teamed up with Tower Hamlets College Business Support Unit, which specialises in assisting businesses find funding, to offer a fantastic prize package to support your business' plans for expansion. But the winner will have to wow our panel of judges with their planning and ultimately, their pitch.

Ian Mistlin, Enterprise Development Specialist at Tower Hamlets College said: "We believe that a business plan is a flexible and indispensable document. Besides being your blueprint for success it is also invaluable in accessing business finance: a financially solid and well-presented plan is the key to impressing a bank or investor."

Ian stresses the importance of a well-crafted executive summary and advises business owners that it should be used to engage a potential funder, grab their attention and highlight the potential of their business. Failure to do so may see the plan passed over.

## ENTRY

Entry is simple. Just register by email, then submit an executive summary that grabs our attention along with 100 words on your business' 'Strategy for Success'.

The Tower Hamlets College Business Support team will evaluate all entries in strictest confidence and select the ones which best communicates business savvy and growth potential. Each selected candidate will then receive business planning support from the team in order to work on and work up their business plan in their bid for finance.



All plans will be reviewed by the Business Support team in order to shortlist four finalists who will be invited to attend an 'art of pitching' workshop before pitching to our panel of business experts in a bid to secure the main prize.

## THE PRIZE

As well as help in getting business plans investment ready, the main winner will receive £3,500 of advertising in Your Docklands & City magazine to help promote their business and a cash prize of £1,500 from sponsors Lloyds TSB at a presentation event. Lloyds TSB will also offer the winner time with their specialists to further assist them.

So what are you waiting for? Enter Pitch Perfect by sending your details to [pitchperfect@yourmedia.uk](mailto:pitchperfect@yourmedia.uk)

[yourmedia.uk](http://yourmedia.uk) by Monday 27 September.

Visit [www.yourdocklandsandcity.co.uk](http://www.yourdocklandsandcity.co.uk) for details on how to draft your executive summary. Good luck!

In your email make sure you include; Business name, type of business, owner, trading address, postcode, borough, email, telephone number, website, when established, number of employees.

## TERMS AND CONDITIONS

- All entries and information supplied will be treated in strictest confidence.
- Businesses operating within the London area.
- The competition is open to all businesses with funding requirements although funding is not part of the prize package.
- Businesses must have fewer than 250 employees
- The competition is not open to existing clients of Tower Hamlets College Business Support Unit.
- Tower Hamlets College business support is fully funded under the ERDF Access to Finance programme.

Sponsored by



European Union



Lloyds TSB | Commercial

European Regional  
Development Fund  
Investing in your future