

INVESTMENT PACK

Why do I need it?

In our Investment Pack, we offer a comprehensive look at your idea that will ensure the investors get a feel for the overall product direction, branding and will enable them to experience some of the highlight areas within the product via functional prototypes.

By also providing full project costings and key marketing approach, in addition to the product specific items, the chances of investment will be much greater.

What do you need from me?

You only really need your idea to get started with the Investment Pack. Any previous work you may have done, such as market research, user personas etc., is useful but not required. Do come to the initial workshop with questions though as this is the perfect time to refine the idea.

How long does it take?

The investment pack usually takes between 4 and 6 weeks depending on the idea and how much time you have available to work with us.

What do I get?

Investment Workshop

The initial session between clients and the team. The aim of this session is to get an understanding of the idea so as to put together a plan on how to best pitch this to potential investors.



Competitor Research

A competitor analysis to provide download figures and revenue counts for competing products, or where no direct competitor, products in a similar space. This will provide details of market segmentation by country.



Branding Overview

Some basic logo designs and colour palettes shown in a device mock-up highlighting the reasoning behind the branding choice.



Design Sample Mockups

Some high quality mockups of what the app could look like.

NOTE: This is purely for a visual feel to the pitch deck and is not necessarily indicative of what the app would actually look like as this is decided in later stages as part of the main project.



How much does it cost?

You get the full investment pack for only £3,995 + VAT.

Key Technical Overview

An overview of how the technical infrastructure and architecture would be set up, including cloud services, mobile apps, different technologies for each device etc.



Full Project Costings

An idea of the breakdown of costs for the further aspects of the project so Investors know what each stage will cost (as a rough range).



IP Audit

An overview of the potential Intellectual Property within the product and how it offers unique value for investors.



Key Marketing Approach

The high-level activities that would be put together as the potential marketing plan to bring the product to market.



Pitch Deck Creation

A high-quality pitch deck to attract investors and also to offer as a PDF handout where required.



Sound good? Get in touch to book your investment workshop today!

Call us: +44 (0)20 3026 3293
Email us: enquiries@thisisglance.com