



**NORTH
OF TYNE**
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**COMBINED  
AUTHORITY**

 Creative UK

**North of Tyne  
Culture & Creative  
Investment Programme**

# Equity Pitch Competition Guidelines and FAQs



**Creative UK has a  
live pitching  
opportunity for  
businesses working  
in the culture and  
creative industries in  
the North of Tyne  
Combined Authority  
Area.**



Through the North of Tyne Culture and Creative Investment Programme, we are investing over £2 million through loan and equity investments, on behalf of the North of Tyne Combined Authority.

This document relates to the live pitch competition taking place on 27 September 2023 for **up to** £100k of equity financing. Applications to pitch are encouraged from commercially viable, growth-minded businesses that are innovative, operate in the creative and cultural sector, and able to deliver meaningful impact in the region.

### **The Live Pitch**

The live pitch for equity investment will take place as part of the Creative UK Investment Summit North East on 27 September 2023 at Tyneside Cinema. Successful applicants will be invited to pitch and will receive complimentary tickets to the full event. The pitch will take place in front of an audience of around 100 people including a decision panel comprised of the North of Tyne Investment Committee.

Your pitch will last for 20 minutes with 5 minutes for the presentation and 15 minutes for questions from the panel. The winner of the pitch will be announced during an evening reception on the same day. Following the announcement of the winner, our investment team will work with you to clarify any further due diligence or information we require to make the investment. We will also need to undertake some background checks on your business. The investment will be subject to our satisfaction of this further information.

### **The Event**

The Creative UK Investment Summit will celebrate our continued investment into the Creative Industries with new funds launching from Creative UK's Creative Growth Finance fund and the North of Tyne Cultural and Creative Investment Programme. In addition to the live pitch, the summit will include an evening reception, a keynote speaker and debate about the importance of continued investment into the region's creative sectors and what needs to be done to bolster this.

### **Who can apply to pitch? What are the eligibility criteria?**

To be eligible to apply, businesses must:

- be based in the North of Tyne (Newcastle, North Tyneside or Northumberland)
- operate within the cultural or creative industries
- be able to provide a suite of financial information and an investment deck that demonstrates a compelling return on investment proposition

### **Can businesses outside the North of Tyne area apply?**

We are primarily looking to invest in businesses that are registered and trading in the North of Tyne region and contributing to the local creative and cultural economy. However, we will also consider investment into businesses:

- that are looking to relocate to the region and can demonstrate a committed timeframe to do so, and a strong case for economic, creative and cultural impact
- who are registered outside the region, but their main business/trading activity takes place in the North of Tyne area and can demonstrate that the investment will drive significant economic, creative and cultural benefit to the region.



## **How does the pitch work?**

Details on how to apply to pitch can be found below. Once applications close, we will select 3 or 4 companies to pitch for investment. Pitchers will be given 20 minutes for pitch and questions from the decision panel. We advise keeping your pitch to 5 minutes and leaving 15 for questions. In advance of the pitch, you will need to prepare a presentation deck outlining your investment proposition including:

As a guideline, a company's investment proposition should cover the following elements:

1. A clear description of your product.
2. Product/market fit:
  - a. Your addressable market – is there a strong opportunity?
  - b. The problem your product solves.
  - c. Is there evidence of demand / need for your product?
3. Your competitive landscape
  - a. Are there other businesses operating in the same market?
  - b. What differentiates you from the competition?
4. A route to market strategy – how will you gain customers?
5. The use of investment – what will the investment be used towards? (product development, hiring etc.)
6. Your team
7. What are the exit opportunities for investors?

The Creative UK team will be on hand to help you prepare for your pitch and can provide some guidance on how to prepare.

## **Can freelancers apply?**

To be able to apply you need to be a limited company.

## **How much is available?**

We will invest up to £100k through equity investment into the winning company subject to satisfaction of additional due diligence and background checks.

## **What can the investment be used towards?**

We are interested in commercially viable, growth-minded businesses that are innovative, operate in the creative and cultural sector, and able to deliver meaningful impact in the region. In line with this, permitted use of funds are:

- Developing revenue-generating products and services
- Developing or diversifying into new business models
- Diversifying forms of cultural and creative practice
- Other general expenditures that enable business growth such as recruitment, marketing and equipment costs etc.

## **How do I apply?**

Applicants need to apply on our online system using this link

<http://applications.creativeengland.co.uk/application/371>



To be selected for the pitch event you will need to provide an investment deck. However, some of the additional information we may request as part of the investment process includes:

- Financial forecasts and plan
- Details of existing and new co investors (if applicable)
- Company Management Accounts
- Company bank Statements
- Any other information which will support our understanding of the business proposition.

For more information, please contact the [Creative UK team](#).