



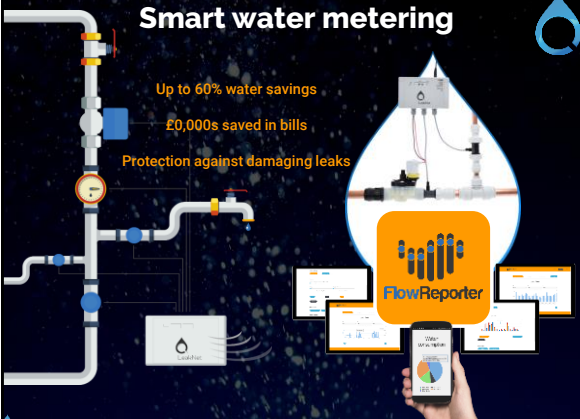
My experience – Pitching for investment

Presented by **Dr Dan Simmons**, managing director at Quensus

@QuensusLtd



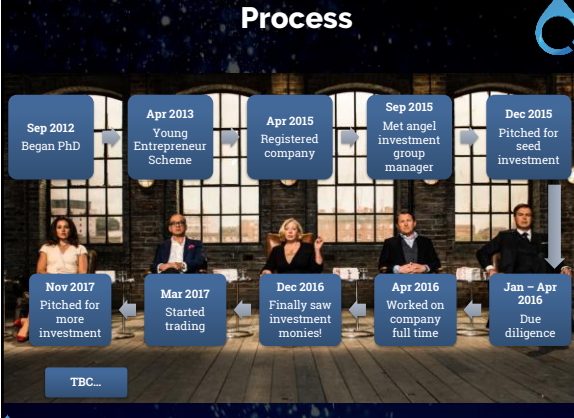
Smart water metering



- Up to 60% water savings
- £0,000s saved in bills
- Protection against damaging leaks

FlowReporter

Process



- Sep 2012 Began PhD
- Apr 2013 Young Entrepreneur Scheme
- Apr 2015 Registered company
- Sep 2015 Met angel investment group manager
- Dec 2015 Pitched for seed investment
- Nov 2017 Pitched for more investment
- Mar 2017 Started trading
- Dec 2016 Finally saw investment monies!
- Apr 2016 Worked on company full time
- Jan – Apr 2016 Due diligence

TBC...

Tips

1. Be very aware of your skills and your limits
Technical skills, marketing skills, business skills
2. Find good people who will add value
Mentors, investors, partners, employees, suppliers, distributors, consultants...
3. Build → Measure → Learn → (repeat)
4. Leave your comfort zone
5. Remember the big picture!



Detect/React/Conserve



Dr Dan Simmons

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