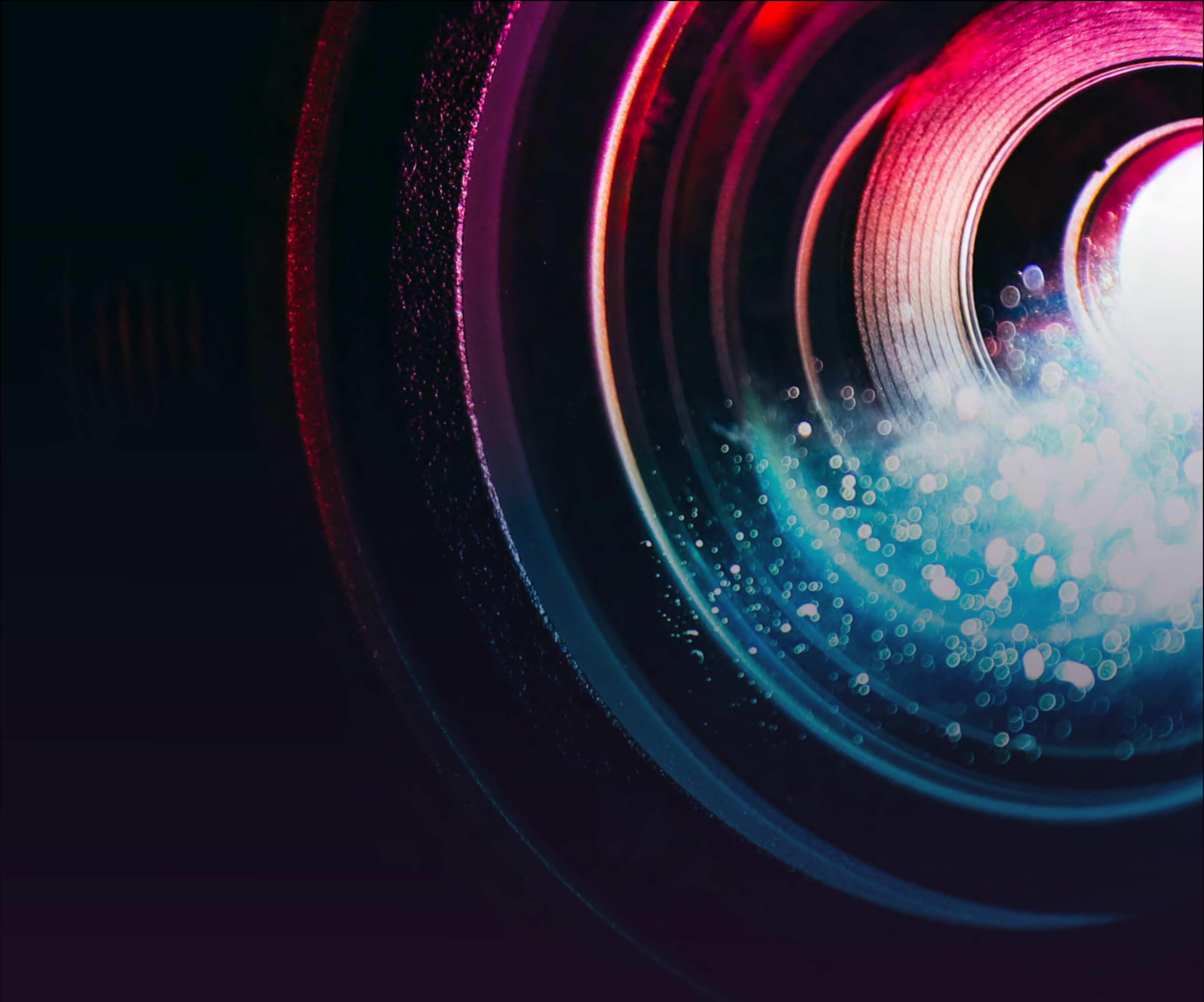

Blackfinch Ventures
Our Investment Process:

From Pitch Deck to Term Sheet and beyond

BLACKFINCH
VENTURES

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Securing investment is one of the biggest milestones in a founder's journey.

But it can also feel like a black box - what really happens once you send your pitch deck to an investor?

At Blackfinch Ventures, we aim to keep things transparent. Our process is structured, thorough, and designed to give founders clarity at every step. We look at every opportunity on its own merit.

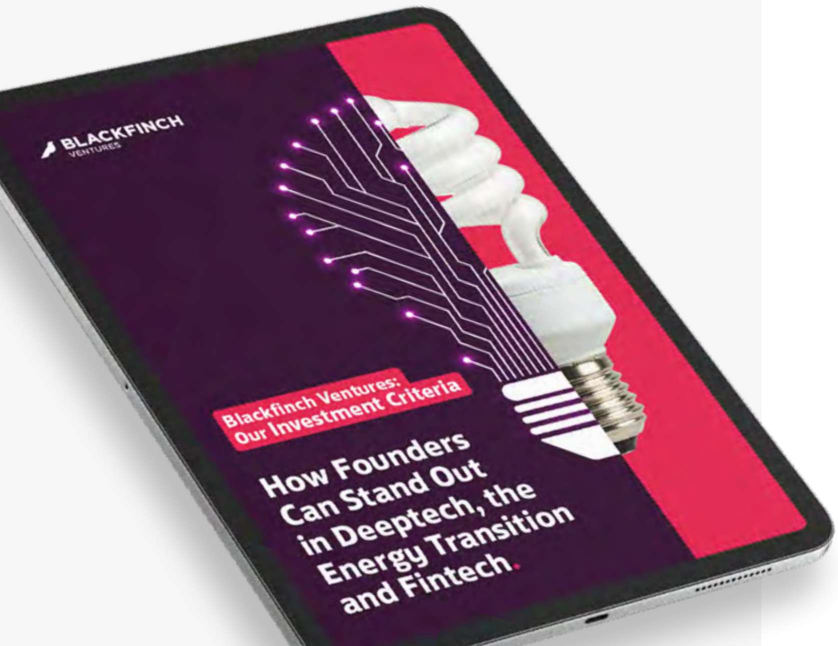
Here's a simple breakdown of how we go from first contact to term sheet - and some tips to help you put your best foot forward at each stage.

Deal Flow:

First Impressions Matter

Every year, we review over 1,000 opportunities. These come through accelerators, incubators, referrals, our research platforms, and our own networks. Out of these, we typically make 5–15 new investments annually.

You can submit your pitch deck through our website



Tips for Founders from:

Dr Nic Pillow
Ventures Director

Make your deck concise and clear

In just a few slides, show what you do, who your customers are, why it matters to them, who you are, and your traction to date.

Know our focus

Show us exactly how your business aligns with our generalist tech investment criteria. We also have three additional focus themes: deeptech, the energy transition, and fintech. If your business aligns with one of these themes, be sure to highlight it.

Pipeline Process:

Filtering and Long Listing

If your company meets our requirements - right sector, stage, and potential - we'll start discussions with you and place you on our "long list."

From there, one of our team will contact you to arrange a call to collect further details. Our whole team then meets internally to regularly review prospects, gather more information, and decide which opportunities move forward.

Tips for Founders from:

Corey Price
Ventures Manager

Be responsive

Beyond capital, consider what kind of partnership will best support your goals.

Be ready to show your latest financials

Be ready to demonstrate traction, customer engagement, and key metrics that show progress.

Anticipate questions

Strong relationships are built on honesty and shared understanding - it's as much about fit as it is about figures.

Pitch Sessions:

Going Deep

Shortlisted companies are invited to pitch. These sessions can run for many hours and involve “deep dives” into data, metrics, performance, and financials. It’s about proving your vision, your approach, and your numbers.

Don’t be put off by the time it takes – it’s also us showing our commitment to understanding you fully!

Tips for Founders from:

Richard Harley
Ventures Director

Tell your story

Don’t just walk through slides – show your passion and explain the “why” behind your business.

Bring your team

Having both commercial and technical leaders gives us a much better picture of the business and how it operates.

Show openness

Every startup is a work in progress: be willing to discuss challenges as well as wins - transparency builds trust.

In Person Meeting:

Building the Relationship

After initial discussions and before moving to a term sheet, we'll arrange an in-person meeting with your founding team.

This is an important part of our process; investment periods are often between four and seven years, and it's essential that we all feel confident in working well together over the long term. These meetings allow us to better understand your culture, communication style, and ambitions - and for you to get to know us too.

Tips for Founders from:

Winston Mathew
Assistant Ventures Manager

Think about what you want in an investor

Beyond capital, consider what kind of partnership will best support your goals.

Have data to back up your thesis

Be ready to demonstrate traction, customer engagement, and key metrics that show progress.

Be authentic

Strong relationships are built on honesty and shared understanding - it's as much about fit as it is about figures.

Term Sheet:

Setting the Framework

If we're confident after the pitch stage and after taking input from our Investment Committee, we'll move to a term sheet.

This document sets out the proposed investment valuation, key conditions, and governance terms. There's usually some negotiation on terms, and it's not uncommon for a term sheet to go through a few reviews before everyone can sign off on it.

Tips for Founders from:

Ask questions

We encourage dialogue to make sure terms work for both sides.

Think about alignment

Term sheets are about partnership, not just money. Look at what support comes alongside the capital.

Apply for EIS Advance Assurance

We'll usually need confirmation that the proposed investment is eligible under the EIS scheme. HMRC can take several weeks to review the details, but we offer support in making the application.

Due Diligence:

Testing the Details

Before final approval, we run a detailed due diligence process. This includes:

- A questionnaire covering financials and operations.
- Conversations with customers.
- Checks with a tax specialist to ensure VCT/EIS qualification.
- A sector expert review of your technology.
- A senior team interview with your leadership and much of the team.
- Conversations with existing investors.
- Our Investment Committee then makes the final decision.

Tips for Founders from:

Dr Simon Porter
Principal

Organise your data room

Keep financials, cap tables, legal docs, and customer contracts updated and easy to access.

Be consistent

Make sure your story matches across the deck, financial model, and due diligence documents.

Flag any challenges early

At investment, you'll need to confirm that all information is correct and complete. The sooner you share any details that may be a hurdle, the easier it is for us to handle them – and the smoother the process can be.

Legal Process:

Finalising the Deal

While due diligence is underway, we will also move into the legal stage. This phase formalises all agreed terms and ensures compliance before funds are transferred. It typically follows a three-turn process with lawyers reviewing, drafting and finalising documents.

Tips for Founders from:

Kimberley Hay
Ventures Director

Get input from existing investors early

We usually use our BVCA-based templates unless there's another lead investor in the round, in which case they will draft the documents.

Understand the documents

Take time to review the key terms in the investment agreement, articles and shareholders' agreement so you're clear on the details.

Stay responsive

Providing prompt feedback and answering queries quickly helps keep the process efficient.

Post-Investment:

Ongoing Partnership

Investment isn't the end - it's the start of a partnership. In consultation with you we often appoint a value-add non-executive director from our network – someone we think will add genuine value to your business.

A Blackfinch Ventures team member will also act as a board observer. The observer tracks financials and performance and gets monthly input from the rest of the team in how we can support, and in guiding you through challenges and growth.

Tips for Founders from:

Stay close

Regular, honest communication with your investors keeps support aligned.

Use the network

We can open doors to customers, hires, advisors, and especially to other founders who have faced similar situations - lean on that.

Think long term

Show how you're building towards significant growth and exit potential.

Ready to start your journey?

At Blackfinch Ventures, we know the funding journey can feel daunting.

That's why we've built a clear process that combines rigour with support. From pitch deck to term sheet and beyond, we want founders to know what to expect, and how to prepare.

If you're building in the generalist tech sector, possibly within deeptech, the energy transition, or fintech, and are looking for investment of £500k–£3m, we'd love to hear from you.

Share your deck with us and let's explore how we can build the future together