



ELIGIBILITY CRITERIA

LONDON, MIDDLESEX UNIVERSITY BUSINESS SCHOOL | 20 JUNE 2024, 11.00 – 14.00

Participation criteria – For both SMEs and investors

SMEs and investors	Who can apply?
Ambition (sustainability focus)	<p>Proposing business models or investment in enterprises that are:</p> <ul style="list-style-type: none"> • Sustainable (i.e. working within planetary boundaries and keen to genuinely integrate nature impacts into business model) • Seeking to be nature-positive • If in a traditional industry preparing to become transformative in addressing environmental issues
Capacity	<ul style="list-style-type: none"> • Have in place a team that is prepared to commit to the goals of the training
Sector	<ul style="list-style-type: none"> • Any, but the SME Nature-Positive Finance project sectors are prioritised (e.g. agri-food, fashion and textiles, freight and logistics, planning and construction and environmental tech)
Region	<ul style="list-style-type: none"> • UK but can be from any region • Can also include international companies seeking to est. a UK entity in wider ongoing scale-out plans

Participation criteria – SMEs only

SMEs	Who can apply
Size	<ul style="list-style-type: none"> • SMEs - Micro and Small Enterprises (1-49)
Length of time in operation	<ul style="list-style-type: none"> • Pre-start (e.g. seeking funding for an initial idea) • Early-stage (e.g. 1st round angel investors) • Scale-out phase (e.g. seeking VC investment)
Ambition (finance)	<p>Actively seeking private investment from:</p> <ul style="list-style-type: none"> • Angel investors • Crowdfunding (crowdfunding platforms, including VC, e.g. Seedrs, Cube) • Private with match funding with local public funds, equity crowdfunding), Accelerators • VC finance
Experience of investment	<ul style="list-style-type: none"> • No prior investment experience necessary but have at least a proof of concept and a reasonable pitch

Participation criteria – investors only

Investors	Who can apply
Investors	<p>Angel investors</p> <ul style="list-style-type: none"> Participating investors who are self-certified 'Sophisticated Investors' or 'High Net Worth Individuals' (and who can sign a declaration that confirms this in accordance with FCA regulations) <p>VC funders</p> <ul style="list-style-type: none"> VC funders that have an investment fund that can support the scale of investment sought by SMEs in the programme

Principles and commitment – all participants

By agreeing to attend this programme SMEs and investors agree to the following shared principles and actions:

	<p>All</p> <ul style="list-style-type: none"> You will be required to give your informed consent so that your data and contributions can be recorded, used, and stored by the research team You agree to Chatham House rules where you will not share any details discussed during the workshops and events (unless you have the explicit consent of the relevant individuals)
	<p>SMEs and investors</p> <ul style="list-style-type: none"> Be prepared to put into practice lessons learnt during the workshops (e.g. customer engagement, run a pilot) Taking part in activities to contribute to the design of a toolkit to make sure it is useful to the needs of your business Commit to completing an evaluation form sent out by the team after the events Agree to approved 'observers' participating e.g. Middlesex University Staff, PhD Students, local government and any other relevant non-SME or investor participants.
	<p>SMEs</p> <ul style="list-style-type: none"> Recognise the selection process will be based on objective criteria which will determine if participants can progress to the pitch event on the 20th June Provide the team with an (early) draft pitch before attending Have at least some initial traction with investors or sales (i.e. beyond just 'an idea')
	<p>Investors</p> <ul style="list-style-type: none"> You are genuinely seeking investment in environmentally-focused enterprises and will consider to supporting and investing in the participating SMEs where possible You will be upfront regarding the extent environmental measures are being used, i.e. share indicators and frameworks (where applicable) used to your investments