

Fish 2.0 Workshops & Investor Receptions

Agenda Overview

Note: Each Fish 2.0 workshop is unique and tailored to the focal points of the track and the businesses in attendance. The below is a general overview of topics we will address in every workshop in 2018-19.

DAY 1

Focus of the day: Group activities, learning games and instruction to get into the mind frame of an investor and clarify investor types, investment options, as well as partnerships and when each is right for a business. We then move into the value proposition, integrating impacts, your 'why' and preparing for a pitch to investors or strategic partners.

- Welcoming remarks & introductions
- About Fish 2.0 and workshop expectations

- Thinking like an investor –and making investment decisions
- Investment readiness –critical elements and requirements

- Type of financing – what is your business currently suited to?
- Financing and Strategic partners – how to find the right ones for you?

- Developing a compelling value proposition
- Integrating and communicating on social and environmental impacts
- Introduction to pitching: review & discussion of successful and failed pitches

DAY 2

Focus of Day: Refining and practicing your pitch and communications to investors and partners; Using Fish 2.0 effectively to build your network and business

- Marketing communications: Features vs benefits
- About Fish 2.0: participating in the competition and leveraging the global network
- How to know when your venture is ready to join the global Fish 2.0 network
- Pitch practice and feedback throughout the day to prepare for the pitch session

INVESTOR, GOVERNMENT, EXPERTS PITCH SESSION & RECEPTION

Workshop participants joined by investors, government and industry experts, Fish 2.0 sponsors

- Welcome and introductions
- Pitches by all participating businesses from the workshop to the investors and experts
- Informal networking