

Investment Readiness Training

A full-day programme for accelerators, incubators, and innovation programmes that want their founders to walk into investor meetings prepared.

What the training covers

Introduction to venture capital

How the VC model works, what investors are actually looking for, and why most of what founders believe about fundraising is wrong.

Fund economics & what they mean for you

Return expectations, portfolio construction, and how a fund's structure shapes which startups it can back — and which it can't.

Building an investor-ready narrative

How to position your company for investment. What belongs in a deck, what doesn't, and how to tell a story that makes an investor lean in.

Investor targeting & outreach

How to build a focused investor list, the difference between warm and cold approaches, and how to use your network to get in the room.

Term sheet fundamentals & negotiation

What's standard, what's negotiable, and how to protect yourself without burning a relationship you'll need for the next decade.

Format

- Full day (6–7 hrs) or half-day condensed version
- In-person or remote
- Interactive — case studies, live deck reviews, Q&A;
- 1-on-1 sessions with individual startups available on request
- Tailored to your cohort's stage and sector focus
- Delivered in English

Who this is for

Designed for programmes whose founders are 3–12 months from raising their first institutional round — and need to understand the game before they start playing it.

WELL SUITED FOR

- Pre-seed and seed accelerators
- Corporate innovation programmes
- University startup programmes
- Government-backed incubators
- VC-affiliated founder communities

About the trainer

Alexandra Balkova has spent a decade in venture capital — first at a seed-stage VC firm in Kyiv, then as General Partner & Head of Portfolio at Startup Wise Guys, managing 450+ companies from 60+ countries across CEE, Europe, and the UK. Advisory Board Member at Money Motion (Balkans fintech). Newton Venture Program graduate (London Business School x LocalGlobe VC).

Interested in bringing this to your programme?

Get in touch to discuss dates, format, and how the training can be tailored to your cohort.

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