



Key Services for Start-ups, Scale-ups and Small Businesses

- *Idea Development*
- *Business Plans*
- *Investor Pitch*





We don't operate like a normal consultancy, we focus on honest advice, using real-life examples and experience to drive real value.

JIWAN LALY
Managing Partner

YOUR BUSINESS GOALS, OUR BUSINESS KNOWLEDGE

We're a London-based boutique consultancy with global reach.

–
With decades of real life business and technology expertise, we're by your side to help shape and deliver your biggest business ideas.

–
Former financial services' leaders rather than consultants, with decades of experience across all customer segments and spanning functions including COO, strategy, technology, change delivery, sales and risk

–
We help businesses shape their strategic vision by partnering to define their future – mission, objectives, values, culture and operational leadership.

–
We deliver change across technology, process, operations, and people applying rigorous governance, planning and structure.

–
Our team combined with the latest strategy and technology tools can help shape and deliver your biggest business ideas effectively.



The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.

–
ANNE MORRIS
Founder and CEO
DavidsonMorris Solicitors



WHY WORK WITH AURORA?



OVERVIEW OF OUR SERVICES

IDEA DEVELOPMENT	BUSINESS PLANS	INVESTOR DECK
<p>CLASSIC</p> <p>Overview around the creative process of developing and communicating your business idea</p> <p>£500</p>	<p>CHECKING</p> <p>Checking of an existing plan that is close to completion or completed</p> <p>£500</p>	<p>PITCH PERFECT</p> <p>A highly presentable pitch deck that gives you the best possible chance of receiving an investment into your business</p> <p>£3,000</p>
<p>DEEP-DIVE</p> <p>In-depth 1-day session including all stages of the thought cycle from innovation to development to actualisation</p> <p>£2,000</p>	<p>TEMPLATED</p> <p>Collaborative business plan process that efficiently structure your finances, shows potential investors the strength of your business. This service requires written input from both the client and Aurora</p> <p>£1,500</p>	
	<p>FULL</p> <p>Creation of a robust business plan that efficiently structure your finances, shows potential investors the strength of your business, and focuses your efforts on developing your business. Aurora undertake all creation and write up.</p> <p>£2,500</p>	

PRODUCTS & PRICING



SERVICES AND FEES

STANDARD

Overview around the creative process of developing and communicating your business idea. This includes stages from innovation to development to actualisation.

Briefly covers the following

- Your skills and abilities
- Your idea
- The opportunity
- The obstacles
- Market outlook
- Summary

- 2 hour face to face review

- 1 hour write up of the discussion with supporting roadmap around next steps

TOTAL (EXC. VAT): £500

DEEP DIVE

In-depth 1-day session including all stages of the thought cycle from innovation to development to actualisation.

Understand your idea and discuss if the idea resonates with your target market

Discussions around the following:

- Your skills and abilities
- Your idea – services, customers, technology and goals for the future
- The opportunity – The problems your idea solves for customers, target sectors and USP's
- Obstacles – The obstacles to overcome, risks to take, risks you're helping clients avoid, uncertainties from the wider market and how you will avoid these issues
- Market outlook – Competitors in the market, others solving the same issue, market saturation and the future outlook of the sector.
- Summary – Condensed points giving an overview of the idea

We leverage 'Mural' technology to connect globally with clients around the world

TOTAL (EXC. VAT): £2,000

IDEA DEVELOPMENT



SERVICES AND FEES

CHECKING

- Checking of an existing plan that is close to completion or completed
- The team will review the document and provide you fixed time guidance and advice about how to improve the document in the form of a set of questions and observations
- The team will undertake this on two occasions to ensure that the feedback has been applied and that there is the appropriate level of quality and suitability
- **Note: With this service the team are not involved in any writing services just guidance, feedback and observations**

- 2 x 1.5 review sessions
- 1 x Associate

TOTAL (EXC. VAT): £500

TEMPLATED

- Creation of a robust business plan that efficiently structure your finances, shows potential investors the strength of your business, and focuses your efforts on developing your business
- The business planning process will give you a feel for the various elements that will determine your success by the Aurora team guiding you through a template, from cash flow, to sales forecasting to your personnel structure to help you write a plan
- 2 x 1-hour workshops to inform you as to what is required in the business plan
- 2 review iterations of the business plan to ensure its quality and suitability.

- 2 hours of business planning workshops
- 2 iterations reviewing the plan
- 1 x Associate
- 1 x Managing Partner (oversight & review)

TOTAL (EXC. VAT): £1,500

FULL

- Creation of a robust business plan that efficiently structure your finances, shows potential investors the strength of your business, and focuses your efforts on developing your business
- The business planning process will give you a feel for the various elements that will determine your success by the Aurora team guiding you through a template, from cash flow, to sales forecasting to your personnel structure to help you write a plan
- 3 x 1-hour workshops to gather the content for your business plan, covering objectives, vision & mission, products & services, market analysis and financials, amongst other areas
- 4 review iterations of the business plan to ensure its quality and suitability.

- 3 hours of business planning workshops
- 4 iterations reviewing the plan
- 1 x Associate
- 1 x Managing Partner

TOTAL (EXC. VAT): £2,500

BUSINESS PLANS

SERVICES AND FEES

PITCH PERFECT

- A highly presentable pitch deck that gives you the best possible chance of receiving an investment into your business.
- Utilises information from ide generation and the business plan to demonstrate the USPs of your company.
- A well-polished presentation, both visually and verbally, to ensure you have the best chance for success with endorsing bodies.
- We prepare a set of questions applicable to your business idea to test your knowledge and confirm confidence in the proposal.

- 3 day write-up of pitch deck
- 2 hours of pitch deck workshops
- 2 hour preparation meeting
- 1 x Associate
- 1 x Managing Partner

TOTAL (EXC. VAT): £3000

Why do I need an Investor Deck?

An Investor Deck is a crucial part of your toolkit when looking for funding to drive your business forward.

Our highly visual presentations highlight the strengths of you and your business, giving you the best possible chance of investment.

What does an Investor Deck look like?

Your pitch deck comes in the form of a visual presentation that will be used when pitching your business proposition to an Endorsing Body, Angel Investor, VC or Private Equity house.

The deck utilises information from both the ideation sessions and the business plan to demonstrate the innovativeness, viability and scalability of your new company.

INVESTOR DECK

“

Walking into work thinking about my business differently today... thanks to the team at Aurora.

—
JEREMY ARNOLD
Managing Director
ArnoldDaSilva

”

“

The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.

—
ANNE MORRIS
Founder and CEO
DavidsonMorris Solicitors

”

“

The Aurora team have a genuine interest in helping my business succeed... a breath of fresh air in the Small Business space

—
JAMES ALDRIDGE
CEO
Aldridge Landscape

”



We believe the small business community, regardless of size, deserves better advice - honest, informed, tailored. Just because you only have a small team doesn't mean you should be excluded from strategic and process advice and guidance

MATTHEW BENHAM
Managing Partner

CLIENT TESTIMONIALS

