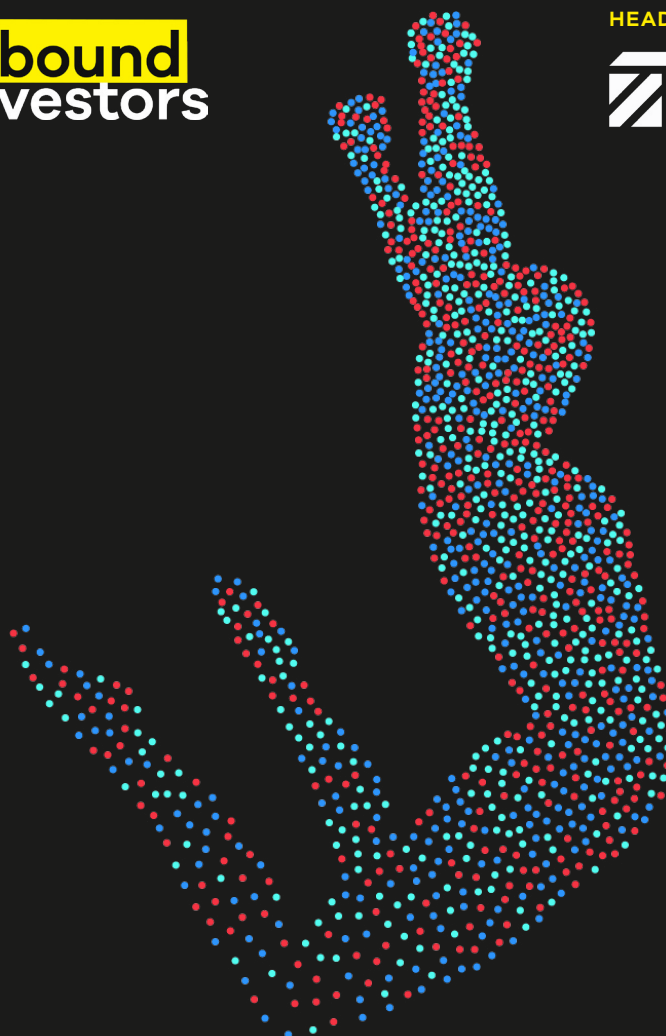


Catalyst

→ **Inbound**  
Investors

HEADLINE PARTNER



## BACKGROUND

OCTOBER 2021  
SPONSORS

In 2019 the Catalyst Northern Ireland Deal Day event attracted 40 non-NI Venture Capital companies to Belfast and scored very highly on their feedback.

Unable to repeat the event in 2020, Catalyst recently polled potential UK attendees for this year and 84% have indicated they believe they will be comfortable to fly to Belfast this October.

Additionally this year we have very senior level support from British Business Bank who will both be the main sponsor and assist directly with inviting VCs. The Bank are a major provider of capital to UK VCs.

# THE EVENTS

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Inbound Investors will run for 19th and part of 20th October and will actually be two events run in parallel:

**Inbound Investors: Deals** will allow VCs to meet the 'best' NI companies (both raising now and later). It will also introduce the players in the NI tech ecosystem and explain the creation of our innovative companies. We expect to introduce approximately 30 of the most innovative NI tech companies.

**Inbound Investors: Navigators** is aimed at Partners within VCs and will provide a higher level view of our strategy to put our tech economy into the fast lane. This will include Innovation City Belfast, the City Deals and meeting some of the established best NI companies within our Fintech and Health-tech clusters.

The events will include an element of 'sense of place' ie a feeling for the culture and how good deals originate in NI. EG the previous event included meeting the key local players and also professional instruction on how to pour a good pint of Guinness.

We will bring both of these event strands together in a gala evening dinner in a prestige Belfast venue.

We believe this will be an unprecedented gathering of external Venture Capitalists, Family Offices and Syndicates and include many very senior investors thanks to the direct involvement of the British Business Bank.

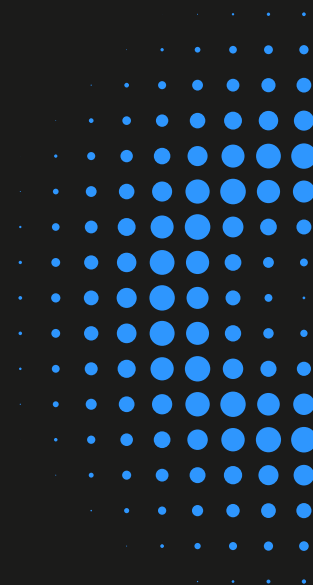
# OBJECTIVES

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To make a lasting connection with as many non-NI funders (VCs, fund managers, family offices and angel syndicates) as possible. To give them a sense of the NI ecosystem, opportunities and culture which generate the good investment deals in NI.

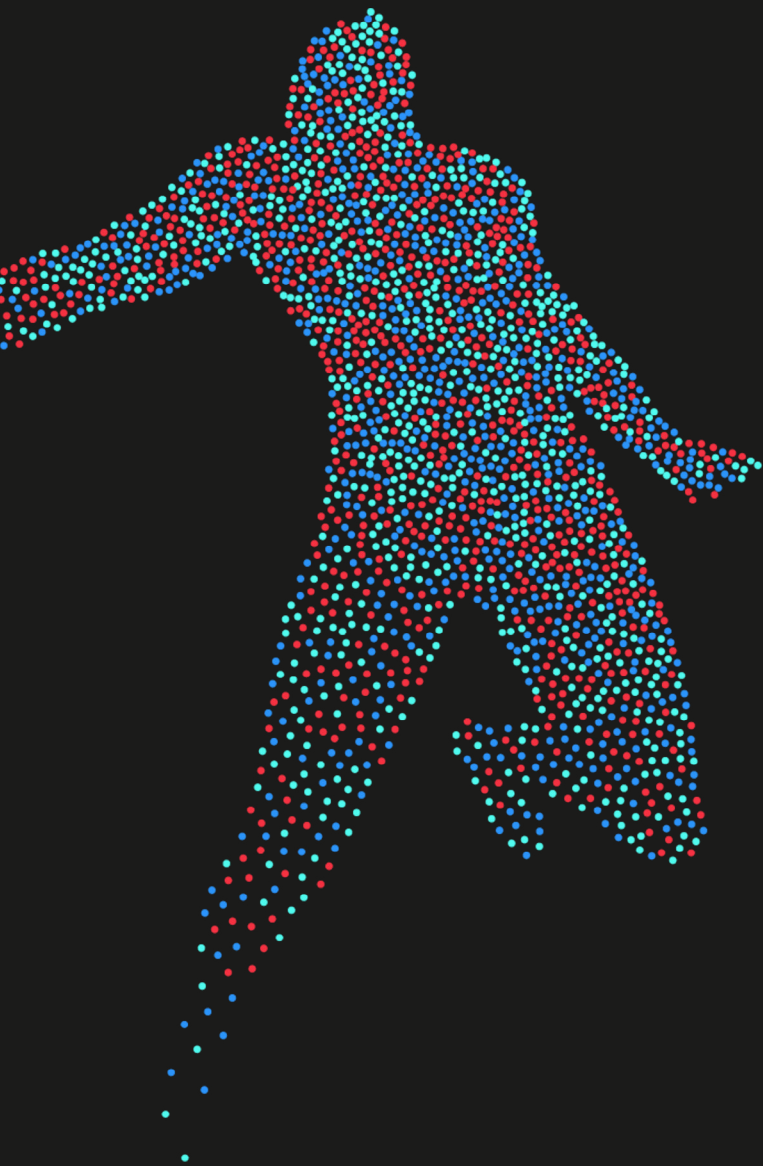
To make a significant difference to as many NI companies funding journeys (now and in the future) as possible.

To act as a launchpad for ongoing work to keep NI companies on the radar for non-NI funders.



# SPONSORSHIP

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The predecessor event was the largest incoming gathering of non-NI funders ever held. With Catalyst's carefully built relationships with funders and the active support of the British Business Bank, we believe this record will be easily broken. A target of 80 incoming funders has been set including a concerted push to bring in a group of very senior partner-level investors.

There is an opportunity for a limited number of sponsors to join key sponsor British Business Bank in supporting these events. The benefits include:

- A chance for staff to attend both events (Deals and Navigator)
- Naming as sponsors on all information provided to attendees and on external PR
- Attending the gala dinner with all delegates
- A place on the steering committee to help shape the events

**The cost of these limited number of sponsorships is £2,000 each.**

**For more info email  
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