Dear Entrepreneur,

I am writing to invite you to participate in the **ESA Investment Readiness Webinar**,from **9:30 am to 11.00 am**,on the **3rd of June**. This webinar has been specially designed for **ESA BIC** **Sud France** portfolio companies who are unable to attend in person, the Investment Readiness Programmes in [Noordwijk](http://www.e-unlimited.com/esairpndw), [Bavaria](http://www.e-unlimited.com/esairpbv) and [Lazio](http://www.e-unlimited.com/ESAIRPLZ). It is also geared towards coaching and preparing the startups for presenting at the ESA Investment Forum 2014 on the 2nd of July.

In the one and a half hour webinar, Rick Salmon will work together with the participating entrepreneurs to give them specific tools to win investors, fine-tune their business models and sharpen their business propositions.

### Topics to be discussed include:

* The Difference that makes all the Difference - How you communicate with Investors?
* Why should I invest in YOU? - Your business proposition
* Essentials of an attractive business model

### Key takeaways from the webinar:

* Communication tools to attract Investors
* Get your business ready for investment
* Clarify your company’s Unique Selling Proposition
* Write, review and perfect a 15-second elevator pitch for power networking

To **register** for the webinar, please reply to this email with a short introduction of yourself and description your company.

Should you need more information, feel free to contact me directly.

Kind regards,

Hanife gul Ozturk

Direct: + 31 (0) 2 643 36 97

Hanife@e-unlimited.com

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**Europe Unlimited SA**
Place E. Flagey, 7/7 - BE-1050 Brussels - Belgium
Tel: +32 (0)2 644 65 80 - Fax: +32 (0)2 644 65 81
www.e-unlimited.com