

## Johnston Carmichael Pitch Rehearsal Panel



### March 2<sup>nd</sup> & March 5<sup>th</sup> 2018

The Johnston Carmichael Pitch Rehearsal Panel helps fast growth tech companies prepare for a pitch to potential investors in a safe environment. This is an invite to come into our offices and meet with a panel of successful entrepreneurs, all with extensive tech and fundraising experience. After you've done your pitch, the panel will sit down with you and advise on your pitch content & delivery, challenging your structure, scale of market opportunity, financial assumptions and give suggestions on how to strengthen your business proposition.

The biographies of the panel members is below; there's a mixture of tech CEOs, investors and business leaders. It's taking place over two days and is first come, first served so [email Kirsty](#) to book your slot now.

### Panel Biographies: Friday March 2<sup>nd</sup>

**Gavin Littlejohn:** fintech entrepreneur with extensive experience of developing innovative solutions to mass market problems. He is well-renowned as the Founder of Money Dashboard, and acted as its CEO until July 2015. More recently he was appointed as Convenor of the Fintech Stakeholder Group of the UK Open Banking Implementation Entity, and serves as a Director and Non-Executive Chairman of the Financial Data and Technology Association

**Albert Nicoll:** An EIE17 alumnus with MicroSense Technologies, a foodsense technology company in addition to recently leading Freedom One Life, an innovative mobility company through a successful fundraise, Albert has extensive experience in leading large corporate medtech companies such as Orthofix and Stryker.

**Brian Butchart:** Managing Director of Viavidis, a management consultancy in the life science and tech sectors. Brian previously served as CEO at Sirakoss, a University of Aberdeen med-tech spin out and raised over \$5 million. He has extensive UK and international expertise in medical devices & diagnostics from his 22 years with Johnson & Johnson plus 15 years with SME B2B and B2C businesses.

**Adam Hardie:** Business Development Partner at Johnston Carmichael, Scotland's largest independent firm of business advisers and accountants. Adam has particular expertise in unlocking routes to market and the development of strategic plans for fast growth early stage companies. His early career was in Business-to-Business Sales Management in blue chip corporates in London and Scotland before setting up and running his own small business.

**Neil Jordan:** an experienced entrepreneur and executive director who has spent the last 20+ years starting, managing and growing technology companies in the UK and internationally. Neil has helped raise more than £8.5m of investment and currently advises a portfolio of early stage companies on achieving growth and scale.

### **Panel Biographies: Monday March 5th**

**Sarah Hardy:** Chief Investment Officer at ArchAngels, a prominent business angel syndicate, which has been at the forefront of early stage investing in Scotland for more than two decades. Sarah has extensive international experience of financing early stage opportunities in the technology sector and has managed a large portfolio of academic programmes, charitable organisations, SMES and larger companies (public and private) to add value and achieve a commercial exit.

**Dr Jamie Graves:** Information security expert, enterprise software entrepreneur. CEO & founder of ZoneFox, an award winning User Behaviour Analytics product that uses AI to rapidly detect internal threats. Jamie pitched at EIE 2010 and has gone on to raise ~£6m for ZoneFox to help expand their customer base worldwide.

**Andrew Noble:** Acquisition lead and investor at Transition Capital. Andrew was formerly a management consultant at McKinsey & Co, specialising in Sales Optimisation for FTSE 100 clients, and prior to that worked for Edinburgh's Par Equity where he focused on Par's pre-investment activities, including the initial screening and commercial due diligence, deal structuring, fundraising and transactions for technology businesses. He is an enthusiastic angel investor and has supported more than 20 high growth companies across the UK.

**Andrew Walker:** Partner at Addleshaw Goddard, Andrew is very experienced in general transactional corporate work including acquisitions, disposals, buy-outs and equity investments and commercial contracts of a wide variety. Andrew has a specific interest in assisting high growth businesses, often but not exclusively in the technology and food and drink sectors, and is a Non-Executive Director of Fizz Benefits Limited (technology business operating in the employee benefits space)

**Graeme Gunn:** former partner of SL Capital Partners with over 25 years of experience in the private equity industry. Graeme was responsible for overseeing primary fund investments, secondary transactions and invested a portfolio of direct co-investments across Europe. He was on the SL Capital investment committee for private equity and infrastructure and served as an advisory board member on a number of European private equity funds.

[Email now](#) to book in your slot.