

BUSINESS NEWS PRESS RELEASE

Spark! Consulting Ltd  
Contact: Julie Barber  
Phone: 07973 801682  
Email: [contact@spark-consulting.co.uk](mailto:contact@spark-consulting.co.uk)

FOR IMMEDIATE RELEASE



**London, 09 June 2020** – Spark! is delighted to announce that ‘Investor Ready’ the new book authored by our CEO, Julie Barber will be published by ReThink Press on **8<sup>th</sup> July** this year.

Julie Barber is CEO at Spark! Consulting and has over 20 years’ experience in business innovation, transformation and winning funding from corporate boards. She now brings her corporate experience to early stage companies through Spark!, working with startups and scaleups from pre-Seed to Series A to get them ‘Investor Ready’.

To be notified on launch day and get the opportunity to buy the Kindle edition for 99p, visit [www.areyouinvestorready.co.uk](http://www.areyouinvestorready.co.uk) and sign up to the pre-launch list. You can also complete a free scorecard on the site, which will test how ‘Investor Ready’ you are and provides you with a full report of your answers at the end.

**Investor Ready – The Guide for Startups on getting investors to say Yes**

Getting investment is tough. Competition is fierce. There are new start-ups around every corner fighting for their slice of the pie.

In this book, Julie Barber shares her proven six-step process to showcase your company at its best and wow your potential investors.

The six steps of the Investor Ready Roadmap outlined in this book will enable you to:

- Communicate your company **Vision** to investors
- Ensure the **Structure** and **Scalability** of your start-up supports your Vision
- Prove your **Market** fit and impact
- Provide business **Numbers** that give investors confidence
- Build your ideal Investor **Profile** and find investors who match it
- Create a **Pitch** and **Business Plan** that will wow potential investors

The book is also crammed full of insights from top investors, including Angels, VCs, Corporate VCs and Crowdfunding Platforms.

For interviews and further press information, please email [contact@spark-consulting.co.uk](mailto:contact@spark-consulting.co.uk)

END