



THE HALO  
PROGRAMME

# The Halo Programme Mentor Prospectus

2025

**Programme Co-Ordinator**

Laura Hood - [laura@angliacapitalgroup.co.uk](mailto:laura@angliacapitalgroup.co.uk)



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## The Halo Programme - Introduction and Background

The Halo Programme is powered by the leading Business Angel Network in Norfolk and Suffolk, designed to prepare early-stage, innovative companies for angel investment.

Delivered by industry experts, this course goes into detail about every aspect needed before approaching angel investors for growth capital.

Angel investment brings over **£2 billion of capital to small businesses in the UK** annually, and 635 of scale-up businesses have received angel investment as part of their early growth. According to research done by Harvard and MIT professions, angel-backed companies are more likely to succeed and it is logical to assume this is because of the support, experience and connections that business angels bring with them when they invest in a start-up.

Historically, Norfolk and Suffolk have suffered from being grouped with Cambridge when it comes to government assessments of investment and start-up activity. In 2021, the East of England saw 169 equity deals done, which was only surpassed by the South East and London. However, we know that Cambridge is the epicentre of nearly all of that activity. This programme has been designed to reduce this disparity by supporting and guiding early-stage companies in the region to achieve their potential by securing angel investment.

*"Startup success is all about successful execution. I have experience of many start-ups and, while no two are exactly the same, the themes that underpin success are definitely similar even if the emphasis may vary between start-ups."*

*East Anglia has traditionally been weak in providing support for budding entrepreneurs because of its geography and rural nature. It's difficult to access advice face to face. The range of start-ups in East Anglia has a much broader base than in many other areas of the UK – which often tend to focus on particular niches. The Halo programme addresses that with direct access to a range of successful people in the region who understand start-ups at a granular level, have a wide experience of different business models, markets, and technologies, and who are keen to pass on their knowledge.*

*There is nothing more exciting than creating a successful startup and whatever happens, you will gain a huge range of transferable skills, expertise, and experience. Enjoy the journey."*

**ACG Investor Member & Halo Programme Mentor**

**Programme Co-Ordinator**

Laura Hood - [laura@angliacapitalgroup.co.uk](mailto:laura@angliacapitalgroup.co.uk)



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## The Halo Programme - Course Outline

The course will run over 10-12 weeks and will culminate in a showcase pitching event where participants will have the chance to pitch live to a panel of expert judges made up of angel investors and experts.

Throughout the programme, participants will be supported by their own mentor drawn from Anglia Capital Group's network of investors and successful founders. Cohorts will be limited to a maximum of 10 participants to ensure maximum value for each founder.

Workshops will be delivered by investors, practising lawyers, accountants and professionals. They will include lessons learned by real entrepreneurs and investors. Sessions will cover key topics such as:

- **Introduction to angel investment**
  - What is angel investment and where does it sit in the funding landscape?
  - Pros and cons Vs other forms of finance
  - What do investors look for in an opportunity?
  - Importance of having an exit strategy
- **Marketing**
  - Understanding your marketplace
  - Go to market strategy
  - Market valuation and quantifying your market opportunity
  - Assessing your competition & defining your USP
- **Financial forecasting**
  - Financial forecasts and modelling
  - Understanding tax reliefs for angel investors
  - Assessing the scalability of your business
  - Internationalising
- **HR & building the right team**
  - Why is it so important to have the right team from the start?
  - Simple tactics to avoid catastrophe
  - Employee share schemes and options for recruiting the right person when you don't have the budget.
- **Valuing your business**
  - Understanding how the value of your business affects the % shareholding that an investor will take
  - An overview of valuation methodologies
  - How do you value your business today and how will this change over time?
- **Legal**
  - Understand the purpose of and differences between the various shareholder documents used by businesses.
  - Intellectual property & protection
- **Pitch perfection**
  - Understanding what a pitch for investment is about.
  - What to include in your presentation & pitch structure
  - Common mistakes

The final session will see the participants pitch in front of real Angel Investors for practical feedback.

At the end of the programme, all participants will receive a completion pack with useful materials and content as well as personalised feedback on their pitch from real Angel Investors.

If at any point the participant requires 1-2-1 support in a particular area this can be facilitated by the Programme Co-Ordinator.





## What is expected of Mentors?

- Usually 2 Primary Mentors will be allocated to each company on a cohort.
- The ACG Team will allocate Mentors to companies based on relevant experience. However, if you feel you would be better matched with a different company on the cohort, please do let us know and we can discuss re-allocating.
- Once the ACG team have facilitated email introductions, you will work with your co-mentor to arrange an initial introductory meeting or call. This is when you can introduce yourself and discuss with your mentee and co-mentor what areas you feel you can best support on.
- Lay ground rules; How would you like to communicate, any time or scheduled? Share contact details (e-mail address will be shared as standard).
- Expectations are that you should spend 1 hour per week (this is not strict and is to be agreed between you and your mentee), to talk through what the candidate has learned at each session and how it is applied to their business specifically.
- A wider mentor pool is available, so if support is needed in an area that you don't feel you can help in, let us know.
- You are welcome to attend each session in the programme but this is not compulsory. We simply ask you to let the team know in advance which sessions you plan to attend.





# THE HALO PROGRAMME

***The Halo Programme is a great introductory investment readiness programme that our business founders really valued – the feedback has been amazing. Working with experienced professionals and support from a mentor angel investor has been a game changer in helping to map out a credible investment and growth plan. The final 'practice pitch' event was amazing; founders showed great confidence and aligned their plans with investor objectives. A great programme that any business seeking investment would be well advised to join.***

***Nick Goodwin, CEO, Norwich Research Park  
Cohort Sponsor 2023***

***Thank you to Anglia Capital Group for a brilliant experience the last six weeks.***

***Grateful for new connections with fellow candidates and the support from my mentors.***

***Onwards and upwards!***

***Sarah Wright - Tom & Toto  
Halo Programme Participant 2023***

***I joined the Halo Programme and it's been a blast!***

***I can't express how much of an acceleration of knowledge it was. It gave me access to much knowledge, from financials to legal, from marketing to valuation, and gave me two fantastic mentors***

***It also introduced me to some fellow Founders and a fantastic local supportive community of other mentors and investors... It's the one thing that is pushing the scope and future of Words.Tel to much bigger and wider spaces!***

***Giancarlo Erra - Words.Tel  
Halo Programme Participant 2023***

**Programme Co-Ordinator**

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# Case Study



## PfBIO

PfBIO is an agri-tech start-up based at John Innes Centre on Norwich Research Park

[www.pfbio.co.uk](http://www.pfbio.co.uk)



Rosaria Campilongo, Founder of PfBIO joined The Halo Programme in September 2023.

Rosaria came to the programme with an impressive background in molecular microbiology, genetics, and bacteria-plant interaction. Having worked as a research scientist within the John Innes Centre for 9 years, Rosaria has been developing a technology which provides growers with an effective alternative to agrochemicals.

PfBIO is at an early stage in their development and Rosaria chose The Halo Programme to learn how to get ready for investment, improve the company pitch and acquire useful contacts.

During the programme, participants were taken through a wide-ranging course covering all aspects of investment readiness.

The culmination of the programme was a showcase event where Rosaria, joined by her fellow company Founders from the programme, delivered an excellent pitch to a group of invited guests from the local business community. A panel of 4 expert judges asked questions and gave feedback after the pitch.

## THE HALO PROGRAMME

Designed to prepare early-stage, innovative companies for angel investment. Covering:

- Understanding your marketplace
- Go-to-market strategy
- Financial forecasting & tax
- Shareholder legal documents demystified
- Valuing your business
- Pitch perfection
- Pitch practice workshop
- Showcase pitching event



**ROSARIA  
CAMPILONGO**  
CEO PfBIO

*"I'm so glad I had the opportunity to attend the Halo Programme organized by Anglia Capital Group .*

*Each session was incredibly valuable, and I learned a lot from the mentors, investors, and other participants. I would like to express my gratitude to Laura Hood and Hannah Smith for organising the programme, and to my mentors for their superb guidance and support.*

*This experience has made a significant impact on my entrepreneurial journey, and PfBIO has greatly benefited from it."*



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**PfBIO**

PfBIO is an agri-tech start-up based at John Innes Centre on Norwich Research Park

[www.pfbio.co.uk](http://www.pfbio.co.uk)



As part of the programme, Rosaria had access to 2 experienced mentors. The mentors spent time each week to go through what Rosaria had covered in the workshops, what areas she need to work on and advised on all aspects from business planning to partnership negotiations and pitching.

“ Rosaria Campilongo, my co-mentor and I, took on the challenge of developing the PfBIO angel investment prospectus as part of The Halo programme. This covered everything from legal, financial, marketing, competitive landscape and strategic aspects right down to the nuts and bolts of the pitch deck and the valuation of the company. Over a short period of time, I saw Rosaria gain enormously from the experience both in honing her investment pitch but also in knowledge and expertise in the areas in which she knew comparatively little at the start. This was testament to her hard work and drive, something always underpinning any successful entrepreneur. Even better, she received a significant offer of an equity investment shortly after the programme completed. I am eagerly looking forward to watching her future progress. ”

**Angel Investor & Mentor**

## From Investment Readiness to Investment Success

Following Rosaria's successful pitch at The Halo Programme Finale Showcase, PfBIO stood out as an interesting investment opportunity to one of Anglia Capital Group's Angel Investors. The company has since received £75k to kick-start the next stage of development.

“ It is incredibly exciting that one of our members has committed to invest in PfBIO following their participation in The Halo Programme. It is notoriously difficult for science-based start-ups at such an early stage, prior to launching a product, to raise investment. Seeing the work which had been undertaken by Rosaria during the programme and the mentors supporting the business combined with the exciting potential of this technology has provided enough reassurance for an Angel Investor to come on board early. ”

**Hannah Smith, Managing Director,  
Anglia Capital Group**

**Find out more about  
The Halo Programme**

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Laura Hood  
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[www.angliacapitalgroup.co.uk/](http://www.angliacapitalgroup.co.uk/)



Yond is a revolutionary travel app that uses social media inspiration to hyper-personalise trips for travellers.

[www.heyond.com](http://www.heyond.com)

The Yond team joined the Halo Programme in September 2023.

They signed up for the programme to get a deeper understanding of what is required when pitching for investment.

Yond is a revolutionary travel app that uses social media inspiration to hyper-personalise trips for travellers. The app helps with everything from finding the perfect destination based on personal interests, to booking flights and accommodation, creating customised itineraries and discovering off-the-beaten-path local gems. By leveraging social media data and AI, Yond provides highly curated and tailored travel experiences. During the programme, participants were taken through a wide-ranging course covering all aspects of investment readiness.

The culmination of the programme was a showcase event where the Yond team delivered an excellent pitch to a group of invited guests from the local business community. A panel of 4 expert judges asked questions and gave feedback after the pitch.



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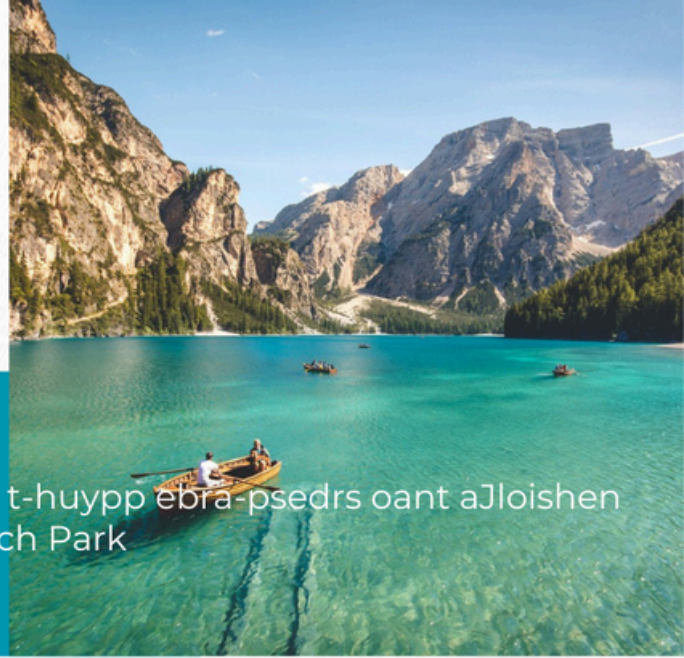


*"The Halo Programme was invaluable in shaping Yond from just an idea into an investible proposition. The comprehensive curriculum and mentorship enabled us to clearly articulate our vision and refine our pitch. This preparation was instrumental in successfully securing investment for Yond"*

**EMILY VINSEN**

Co-Founder, Yond





Yond is a revolutionary travel app that uses soPcfBiallO m ise daina aingsrpi-itreactiho ns ttaor t-huypp ebra-psedrs oant aJloishen trlinpse fso rC ternavtreell eorns .N orwich Research Park

[www.pfbio.co.uk](http://www.pfbio.co.uk)  
[www.heyond.com](http://www.heyond.com)

As part of the programme, Yond had access to 2 experienced mentors. The mentors spent time each week to go through what the team had covered in the workshops, what areas they needed to work on and advised on all aspects from business planning to partnership negotiations and pitching.



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“ Josh Davies, and I worked with the team at Yond to get them to pitch ready stage. Josh and I are from very different demographic groups and have incredibly different business experiences - Josh is an entrepreneur and I am an advisor. Bringing those two skill sets together enabled us to develop deep relationships with Mark and Emily and really challenge them on their plans and proposals and help them develop their pitch in a way that was authentic and effective. Apart from the positive side of getting involved with a brand new business and working with Mark and Emily, I really enjoyed working with and learning from Josh and his different experiences. Now that they have raised some funds, I look forward to following Yond's journey to commercial success!

”

Mark Schofield, ACG Member & Mentor

## From Investment Readiness to Investment Success

Following the programme, the Yond team successfully pitched at an Anglia Capital Group pitching event and received investment through the group and external investors.

“ The ACG team first met Yond about a year before they took part in the Halo Programme. We could see that they had a very exciting offering but were struggling to effectively communicate the opportunity to investors. The team at Yond worked incredibly hard and really made the most of the Halo Programme, working with their mentors and taking on all the information in the workshops. Their final pitch at the finale showcase was incredible and really showed how far they had come. Following on from the programme they successfully pitched to the ACG members and received investment. This is wonderful news for Yond and also for the tech start-up community here in Norwich.

Hannah Smith, Managing Director,  
Anglia Capital Group

”

**Find out more about  
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