

# SOUTH YORKSHIRE EQUITY PLATFORM



## Instructions on registering for the South Yorkshire Equity Platform

A step-by-step guide

### Overview

The South Yorkshire Equity Platform is a dedicated resource aimed at increasing investment into businesses across our region by matching businesses looking to raise investment with investors looking for opportunities to invest.

The platform will provide businesses with an easy-to-use portal to present their investment opportunities and showcase their potential to investors from across the UK.

This platform aims to assist businesses in identifying essential capital to support them in growing to the next stage, where it can become easier to access traditional forms of finance and equity from mainstream providers.

This platform is aimed at businesses that are already located in South Yorkshire or looking to relocate here.

This guide provides detailed instructions on how to register for the platform.

### Step 1: Visit the Registration Page

1. Visit [SY Business Support](#)
2. Click on link at the bottom of the page.
3. Click “Register here”
4. Click “Register as a business”

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## Step 2: Create an Account

On the registration page, you will need to create an account. This involves filling out a registration form with your details, please click on "Register as a business". Required fields include:

- Full Name: Enter your first and last name.
- Email Address: Provide a valid email address that you frequently check.
- Password: Create a strong password that you will remember. It should include a mixture of letters, numbers, and special characters.
- Confirm Password: Re-enter your password to ensure it matches the one you provided earlier.
- Business name and Company Registration Number.

Please read the Privacy Policy and Accessibility policies by clicking the link and confirm.

After filling out the form, review your information for accuracy, and then click on the "Register" button.

## Step 3: Verify Your Email

Once you have submitted the registration form, you will receive an email from the South Yorkshire Equity Platform asking you to verify your email address. Open this email and click on the verification link provided. This step is crucial as it confirms the authenticity of your email address and activates your account.

If you do not see the email in your inbox, check your spam/junk folder. If the email is not there, then navigate back to your web browser and click "Resend Verification Email".

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## Step 4: Start Completing Your Profile

After verifying your email, you will be taken back into your account to complete the following fields, please answer the relevant questions (those with an asterisk in the system are compulsory);

- Funding. Please advise how much money you are looking to raise at this point, due to requirements of funders the minimum amount here is £100,000. If you have a pitch deck showing details of your opportunity you should upload at this stage (this must be uploaded as a PDF)
- Financials. Whilst there are no minimum amounts for these questions, most investors would have expected you to have reached a profitable position within 3 years.
- Plans. This section asks for details of documents you already have in place.
- Further business information.
- Sectors – please choose up to four sectors that relate to your business.
- Technologies – please choose up to four technologies that relate to your business.
- Skills – please choose up to four skills that you would like from your investor.
- Funding, Patents and Grants

Ensure that all the information you provide is accurate and up to date. Once you completed everything press “Next”. You will then be taken to a page where there is a welcome video and a holding message whilst your account is being reviewed by the team, awaiting. A member of the South Yorkshire Equity Platform team will now review your account and contact you to talk through your proposition.

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## Step 5: Completing Your Profile

Once your application has been approved you will receive an email confirmation, and you should go back into the site to complete your profile. The following stages need to be completed to finalise your account;

- Read and agree the Terms and Conditions, tick the box at the bottom and press “Next”.
- Complete the Payment section. There is no cost to using the platform, however due to system constraints you do need to complete the billing address and click on “Next”, no payment details are taken and there is no payment needed.

You will now be taken to your “Dashboard” where you can complete your details, upload business plans, and provide more information on the opportunity. At this point click on the “Please complete your profile” link and you will be asked further questions;

- Upload your business logo (PNG/JPG up to ten mb)
- Details on the deal, including what you are trying to raise, your estimate of the pre-money valuation, equity available for investors and potential investment that you have secured.
- Short introduction to your business (300 characters) and then a full description (no word limit).
- There is an opportunity to upload further documents you might like to share with potential investors such as business plans or financial forecasts; it is entirely up to you how much you share here. Any documents you upload must be in PDF format.

You can save progress by clicking the tab at the top. Once you are satisfied with the information you can click “Save and Publish”, at this point a member of the South Yorkshire Equity Platform team will review, come back with any questions, and then publish your opportunity to the investors that have registered on the Platform.

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## Step 6: What next after you are published?

- You can go back and update your Profile at any time.
- If an investor is interested, you will receive an email confirming “An Investor has marked an interest in your deal”. The investor will contact you separately and take forward their interest with you directly.
- If you receive equity funding from an investor it would be great if you could update your profile and enter the amount you have raised into the “Potential Investment” box under “The Deal”.
- You will be contacted periodically by a member of the South Yorkshire Equity Platform team to see how you are progressing and to confirm that you wish to stay on the platform.

Good luck in your equity raising journey and if you have problems during the registration process, please email [andrew.mckenna@southyorkshire-ca.gov.uk](mailto:andrew.mckenna@southyorkshire-ca.gov.uk)