

**De-risking investment decisions by helping business owners articulate the \$1BN vision**



“Male entrepreneurs are 86% more likely to be VC funded than their female counterparts and men were 59% more likely to secure angel investment.”

The Guardian  
06 08 2015

The economic potential of women-owned businesses is not being realised for society and investors are missing out on potential return.

“Investors are [typically] looking for businesses that can grow to over \$1 billion in valuation,’ [Bonnie] Crater said. ‘Think about how to do that.’”

Business News Daily  
02 04 2015

**Pimp My Ideas** is a distillation of knowledge, experience and skill into a short sharp intervention that helps entrepreneurs scale their business and correctly frame their ideas, adopting the “\$1BN” view.

This means an additional level of assurance in the investment decision and more businesses in the pipeline which have sound investment potential.

### **What our clients say**

“I could really see you visualising that this could work and I started to believe it too! I realised just how much impact I could have - this really fired up my vision and I have since thought that I could actually grow the business bigger, faster than I had previously thought. I would absolutely recommend you.”

Debbie Edwards, CEO, FDisruptors

### **Who we are**

Pimp My Ideas was founded by Barbara Dennis and Catherine Johns in a lightbulb moment of realising that that this is what they had been doing their entire professional careers. Between them, they have over 50 years of experience of transforming ideas, aspirations and ambitions into reality. And they have always delivered results.

Now their unique combination of pragmatism, intuition, structured strategic thinking, contacts and networks, and masses of experience is available to help you de-risk your investment decisions.

**Contact us now...**

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What our  
clients  
say...

pimpmyideas



Effective

Clear Challenging

Eye-opening

Clarity Confidence-boosting

Focused Amazing

Enjoyable Actions

Exciting Ideas Brilliant

Helpful Global

Illuminating

Supportive

Powerful

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