

How will the investment be made?

The investment will be made via a convertible note. A convertible note is loan that is provided from the Oxford Seed Fund to the company and will convert into equity when the company raises a subsequent round. The loan will convert into equity at a 20% discount to the price per share of the subsequent priced round. Convertible notes with a 20% discount are a standard investment mechanism used for early stage ventures.

What happens after I receive investment?

Then the real journey begins! We will work with you closely to understand where you want to go and how we can help you get there. We are not only able to connect you to leading investors, talent and advisors, but our team is made up of experienced entrepreneurs and operators who can help you with a range of topics, from developing your go-to-market strategy, optimising your marketing spend, or managing your finances.

What is the process after I complete the application form?

We review each application submitted and if you meet our basic investment criteria, will complete our due diligence process over typically a two week period. This will involve a phone call or meeting with you to ask specific questions or request additional documents to understand your venture more. Shortlisted companies will be invited to pitch to our Fund after which we will invest in two ventures. This year we will host our first Demo Day where all shortlisted companies will be invited to pitch in front of a range of investors, entrepreneurs and industry experts!

What if I have any other questions?

Feel free to get in touch with our team! We will be hosting regular office-hours where we can help you with your funding application – keep an eye out on our website and Twitter to find our office-hours times. Or feel free to email us at seedfund@sbs.ox.ac.uk.