



## FAQ

### What is ELITE?

ELITE is the no.1 global community with a common dream: providing companies access to the skills, network, and capital needed to strengthen scalable, sustainable and economically impactful enterprises.

At ELITE, we support ambitious, private SMEs so that you can prepare and structure for the next stages of growth for your company.

We do this through engaged, structured learning, bringing you into our global network of peers, advisors and investors, raising your profile and visibility across the world's stage and ultimately providing access to capital.

### Who is ELITE for?

Ambitious private companies from any sector looking to scale up, internationalize and explore growing your business sustainably.

If your company wants to:

- **Accelerate** the growth of your company, join ELITE
- **Develop** your management teams, join ELITE
- **Prepare** to raise capital, join ELITE
- **Build** an international business, join ELITE

Companies are invited to join ELITE to:

- **Assess** where you stand compared to best practices while prioritizing areas of change/action
- **Implement** those best practices and aspirational models to accelerate your growth trajectory
- **Unlock** the full network by matching with the right advisors and boosting business and funding opportunities
- **Obtain** the ELITE accreditation as proof you're ready to engage with other ELITE companies and the capital markets



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## Why join ELITE?

**Aspire** to build a world class company: Assess your company's future growth potential to see how you stack up in the dimensions most critical for success. Compare your business to the emerging best practices used by your peers and define strategic priorities for enhancing growth.

**Gain** expertise and confidence: Complete the Strategy Series and select from a calendar of interactive Growth Labs designed to review, plan and enhance your business against a range of specific challenges. Learn through a blend of inspirational, academic and clinic style sessions delivered by a mix of expert advisors, industry leaders, academics and guest entrepreneurs.

**Access** the right growth capital: ELITE demystifies the fundraising process, allowing companies to choose the right path for growth. ELITE connects companies with capital to support continued growth.

**Be part of an international community:** ELITE companies join an exclusive global ecosystem of successful business leaders, expert advisors and engaged investors.

**Compete on a global stage:** From opening the market at London Stock Exchange Group with national press, to attending roundtables with key government stakeholders, ELITE provides companies prestige and visibility. Our global and influential network gives countless opportunities for companies to increase exposure and strengthen their brand.



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## What can I expect from the ELITE learning journey?

ELITE is 12-month engagement where we ask you to take a step back in order to work ON your business, not IN your business. If you never leave your four walls you don't know what you don't know. Through the ELITE learning curriculum there's significant elements of discovery. You'll complete the Strategy Series (mandatory) and the Growth Labs (electives).

### Strategy Series:

- Module 1 – Long-Term Vision
- Module 2 – Action Plan
- Module 3 – Funding & Communication

### Growth Labs:

- People & Leadership
- Funding Options
- Marketing & Internationalization
- Growth Strategies
- Innovation & Digitalization

\*\* ELITE encourages companies to engage in relevant Growth Labs and skip those that aren't \*\*



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## How much time should I plan to commit?

### Strategy Series

Expected time commitments: 2 consecutive full days on site for each module (total of 6 days) + half day at company's premises

Participants: CEO, CFO (recommended) + additional team member of company's choosing

### Growth Labs

Expected time commitments: 2 consecutive full days on site per Growth Lab

Participants: CEO, CFO + Head of HR, CMO, COO, Head of Legal, Head of Digital, Head of Innovation (recommended per each relevant Growth Lab for respective position)

The face-to-face engagement will be conducted over those 12 months.

Companies are invited (or required?) to participate in a Growth Lab in London at the London Stock Exchange headquarters as well as have the opportunity to attend ELITE international roadshows.

## How do I get started?

Simply click on the Apply Now button on the website. ELITE is exclusively by invitation and the ELITE team will assess your company's qualifications. Or contact us at [eliteusa@lse.com](mailto:eliteusa@lse.com)

### Company access requirements:

- High quality and ambitious company
- Evidence of past growth and future potential
- Commitment to participate in the program and motivated to implement value changes
- Desire to obtain funding in the future to accelerate growth
- Credible company management



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