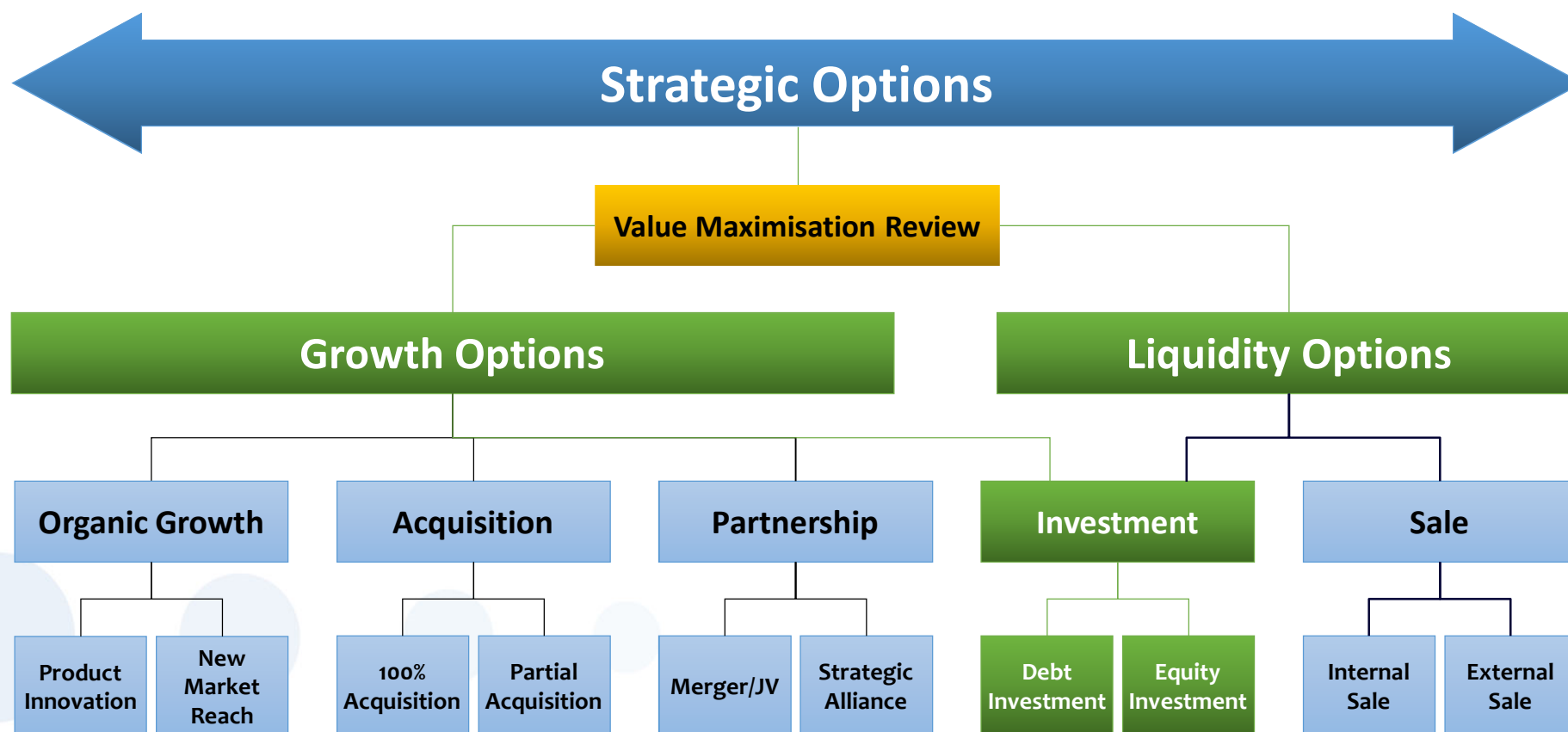




What Are Your Options?

Strategic options drive optimum investment requirements



Business Model vs Business Plan

A static business plan is nothing more than creative writing



FOUNDATION FOR VALUE CAPTURE

WHAT YOU DO
WHY YOU DO

RESEARCH, BUILD, TEST

GET OUT
OF THE
BUILDING



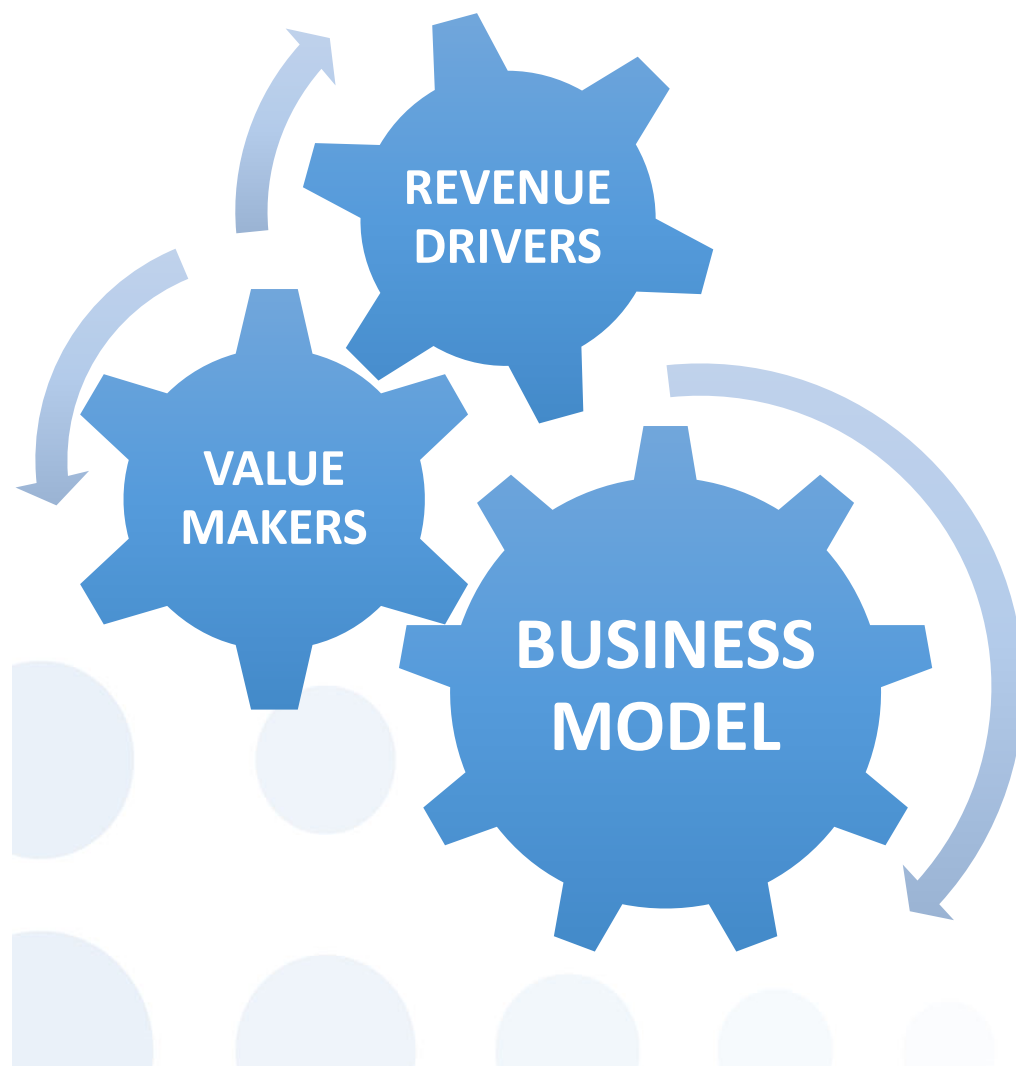
EXECUTION OF “KNOWNs”

WHAT TO DO
WHEN TO DO

OPERATING PLAN HIGHLIGHTING
EXECUTION STRATEGY

Understanding Your Business Model

A business model underpins how value is created and revenue generated



TYPICAL BUSINESS MODELS



BUSINESS MODELS SHOULD BE FLEXIBLE & AGILE AND CAN OFTEN REQUIRE PIVOTS ▲

Investment Preparation

Respect “preservers”, avoid “eroders” and seek “enhancers”



Understanding Your Audience

Different investors will have different priorities



Size of
Investment



Business
Lifecycle
Stage



Current
Business
Model



Purpose of
Investment



Executive
Team



Market
Dynamics



DEBT



Balance
Sheet
Strength



Security of
Debt



Forecast
Cash Flow



Headroom
& Interest
Cover



EQUITY



Investment
vs Valuation



Equity Stake



Growth
Potential



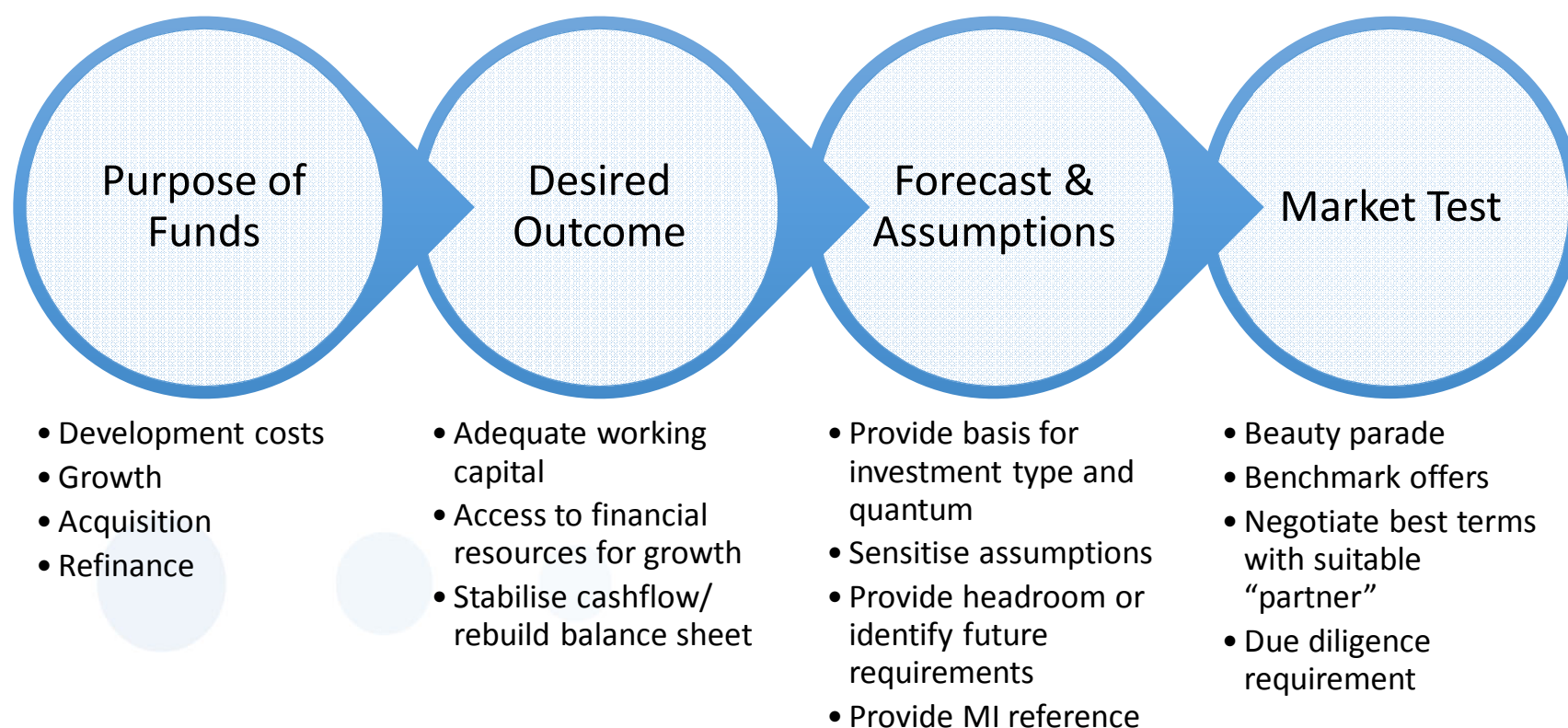
Exit Strategy

What Investment Do You Need?

Purpose	Bank Debt	Equity	Asset/Trade/ Invoice Finance	Alternative Finance
SEED FUNDING		●	●	
WORKING CAPITAL	●		●	●
ASSET PURCHASES	●		●	●
ORGANIC GROWTH	●		●	●
FACILITY INVESTMENT	●	●		●
GEOGRAPHIC EXPANSION	●	●	●	●
ACQUISITIONS	●	●	●	●
Considerations	Debt Service Security Covenants	ROI "Hurt Money" Exit	Cashflow Stock Bonds	Pension P2P Lease

How Much Investment Is Required?

Raise enough to achieve objectives, avoid piecemeal risk and dilution potential



Do's & Don'ts

Your knockout idea is one of many sitting on investors' desks

