

Fund Raising Process and Checklist

It is important to establish a clear framework for engagement with potential investors. It is also critical that the business opportunity is clearly laid out and objectives defined, including the financial projections.

We focus on generating a shortlist of interested parties. Our process involves the following:

1. Assessment of the opportunity
2. Drawing up a target investor list
3. Telephone contact with target investors
4. One-page, no name teaser sent to interested investors
5. NDA executed with interested investors
6. Presentation of business opportunity and fact sheet to outline forecasts/model
7. Meetings/calls with management
8. Advanced due diligence and management of interaction between the parties

In order to be able to do this we need the following information:

1. Outline of the business opportunity:
 - Business description
 - Size and structure
 - Strategy and objectives
 - Management team
 - USP and barriers to entry
 - Are there any specific CSR benefits?
2. Current status:
 - Is the project already up and running? If so, for how long?
 - How much has been invested to date? How has this been raised?
 - What has been achieved so far?
3. Existing Shareholders:
 - Stake held and historic involvement
 - Management positions
 - Reasons for exit (if applicable)
4. Details of offering:
 - Amount required
 - Stake offered
 - Debt and equity mix
 - Equity instrument(s)
 - Use of funds
 - Schedule for drawdown
 - Timetable (e.g. are there specific deadlines that must be met?)
5. Historic balance sheet and P&L (if available):
 - Current debt structure
6. Forecast balance sheet and P&L
 - Three to five year projections
 - When will the project break-even?
 - Forecast IRRs
7. Target investors:
 - Ideal characteristics - what types of investor are you looking for?
 - Who has been approached or expressed interest in the business?
8. Exit strategy and timeframe