

How to Package a Deal for Funding



DEBT



DETERMINE your requirements

- Amount to raise
- Purpose of loan
- Term of loan
- Deadline for funds
- Loan drawn down:
 - In Tranches
 - All at Once
- Loan Payments:
 - With interest rolled-up
 - Amortized

ASSEMBLE key info on your business



Business Plan



CVs of Management Team



Planning Consents (if applicable)



Assets (with valuations, if available)



Management Accounts and Most Recent Audited Accounts



Existing Debt Facilities



Management Accounts



Constitutional and Legal documents



Organizational Chart

PREPARE for key investor questions



EQUITY

DETERMINE your requirements



Amount to raise



Percentage of business to give up
(controlling or minority stake)



Purpose of raise



Deadline for funds



Number of funding rounds necessary

ASSEMBLE key info on your business



Term Sheet



Business Pitch Deck



Balance Sheet



Capitalization Table



Business Plan



Management Accounts and Most Recent Audited Accounts

PREPARE for key investor questions



What % share and/or rights are you willing to give up to investors?



Are you willing to let an investor sit on your board of directors?



What is the company's core strategic plan?



How much have you personally invested in the business?



Is the company gaining market share?



Is this a scalable business?



What are the key risks and threats to your product or service?



How much has been raised so far and what does the equity structure look like?



What makes your product or service unique?



What is your marketing plan?