

Funding Strategies

Our Services – More than Capital Raising Webinar

21 February 2024



About Us



BlueMount Capital

- Investment Banking and Corporate Advisory
- Equity / Debt / IPO (ASX / RTO) / Mergers & Acquisitions / Investor Distribution / Funds
- AFSL
- Offices in Perth, Sydney, Brisbane, Melbourne
- Member of Orion Partners



Funding Strategies

- Venture Capital, Finance / Equity and Corporate Advisory
- Specialising in Venture Capital & Debt / Working Capital / Investor Ready Services / Investor Distribution
- AFSL
- Office in Brisbane
- Partnership with BlueMount Capital



About Us

We are a national firm, founded in 2012, serving predominantly sophisticated investors, emerging and growing private companies, that delivers a broad range of services including:

- Corporate Advisory Services
- Strategy, Execution, Leadership
- Funding Strategies and Investor Ready Services
- Equity and Debt Capital Raisings (\$0.5-\$3m)
- Investor Distribution
- Venture Capital
- Business Exits
- Advisory Board Services
- Providing Opportunities for Investors

Leveraging our deep experience, industry knowledge and capable team.



Funding Strategies

WE ACT FOR THE COMPANY

Over 100 clients in the past 11 years and help companies on the journey.



VERY EXPERIENCED TEAM, PROVEN PROCESSES, INDUSTRY KNOWLEDGE

Assist Companies with their Funding Strategy and position the Company appropriately. Explore business models and connect the right people.



RAISED MILLIONS OF DOLLARS

Successful outcomes for private companies and investors.

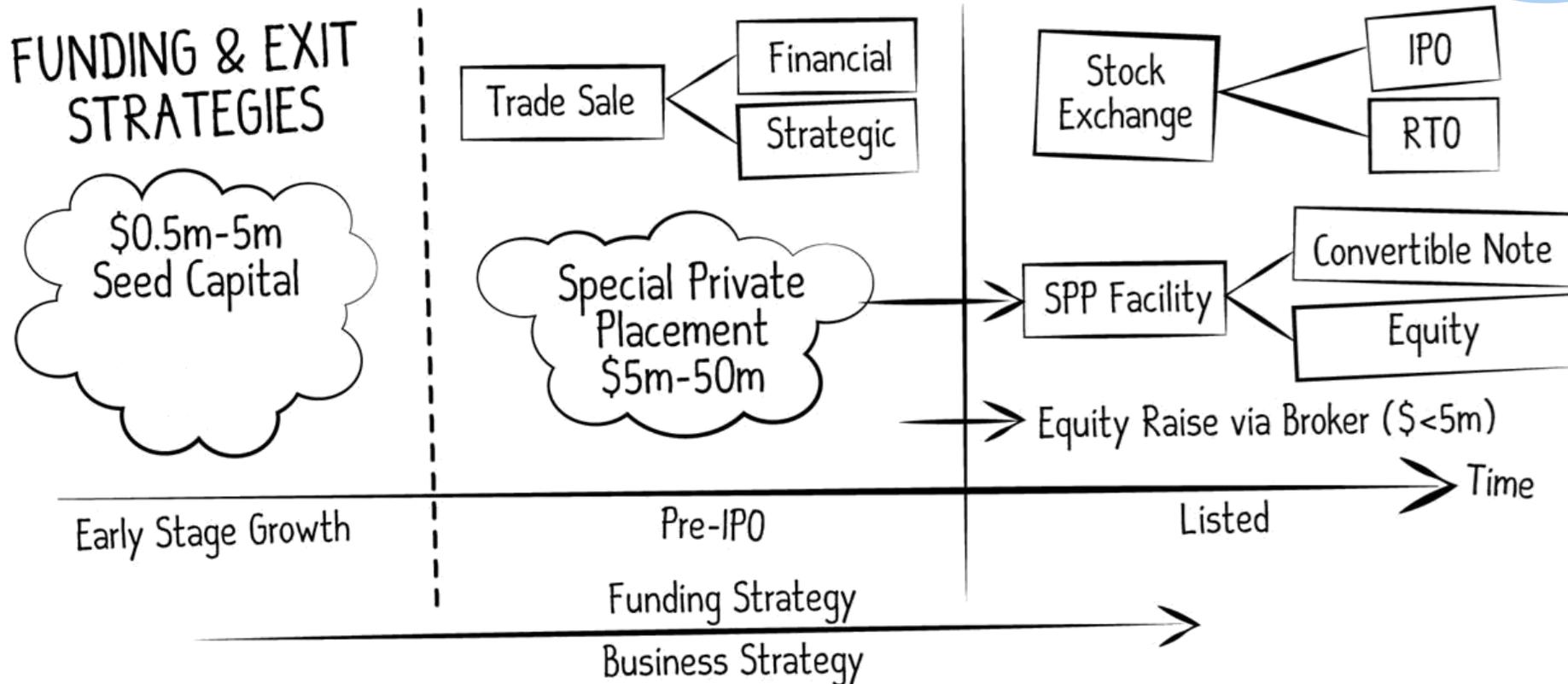


CONNECTING TO ALL CAPITAL AND FUNDING OPTIONS

Provide strategy and funding options; co-ordinate and run the agreed funding process. Dealmaking.



How? By providing funding options and working together



Funding Strategies

Corporate Advice

Strategy, Business Options, Structure, Financial Model,
Roadmap, Investment Teaser, Transaction Options, Funding Pathways, Advisory Board

Commercial & Corporate Debt

Financial Model, Investment Teaser,
Investor outreach
and close

Raising Equity Capital

Financial Model / Forecast, Share
Capital Structure, Valuation,
Investment Teaser, Investor outreach
and close

Merger and Acquisition Buy Side / Sell Side

Financial Model / Forecast, Share
Capital Structure, Valuation,
Investment Teaser, Investor outreach
and close

Technology Industry Sectors

Software, Healthcare, Energy,
Resources, Mining Services,
Manufacturing, FMCG, Food,
Agriculture, Financial Services ..

Investor Opportunities

Curated deals for investors, deal
matching and support

Partners

BlueMount Capital
Specialist Lenders and Advisors
(Tax, Legal ...)
... Large Investor Network

Corporate Advice

Strengthening companies by enabling innovation, assisting with new business models, practices, new market opportunities and strategically supporting the Board and operations. We advise emerging and growing companies.

Growth Companies

Our experienced team assists growing companies in terms of corporate advice, business and funding strategies, growth plans and structuring to move forward.

Including:

- Strategic oversight / corporate governance ("Sounding board" for owners)
- Business plan development
- Key initiative development and program management
- Corporate Structuring
- Mergers and acquisitions (M&A)
- Management Accounting / CFO support

Turnaround & Restructure

Whether you are looking for business advice or having issues with business cashflow, paying debts or just managing the business.

Funding Strategies can quickly assist with business strategy options, assisting with obtaining finance or equity, dealing with stakeholders and providing practical advice.

Board Services

Funding Strategies partners with stakeholders to increase the effectiveness, capacity and governance of the board by providing consulting services or people to fill key roles.

Funding Strategies provides advisory and Board Services to support organisations to:

- Increase the governance, capacity and financial controls, risk management;
- Raise capital;
- Appropriately structure the Board or Advisory Board;
- Provide experienced Directors including Chairman;
- Provide access to new skills and experience, ideas, networks and strategic focus;
- Having an appropriate Board strongly assists with capital raising and instilling investor confidence in the Company through strong governance and strategic oversight.

Fund Services

Partnering with Companies to review the fund strategy, structure and options and then implement the structure including the legal docs.

Funding Strategies has a range of fund related expertise including:

- Fund strategy, formation, and structure options;
- Fund operations - accounting (costings and financial model), tax, legal, trustee, reporting and custodian services;
- AFSL, compliance, and legal documentation;
- Investment, fund, and asset management;
- Experienced personnel for roles within fund and investment committee;
- Capital raising, investor marketing, and deal flow for fund targets;
- Venture (ESVCLP & VCLP), hedge, & property funds;
- Acquisition and divestment services;

Strategy Session

A half-day session that enables discussion to assist the company in building and executing a practical and **strategic roadmap** to grow the business and deliver new opportunities.



Strategy / Options

Strategy session:

- **Current state – structure, business model, financials, valuation;**
- **Objectives and goals, strategy, complications / issues;**
- **Opportunities and Future state;**
- **Possible exit options.**

Plan / Act

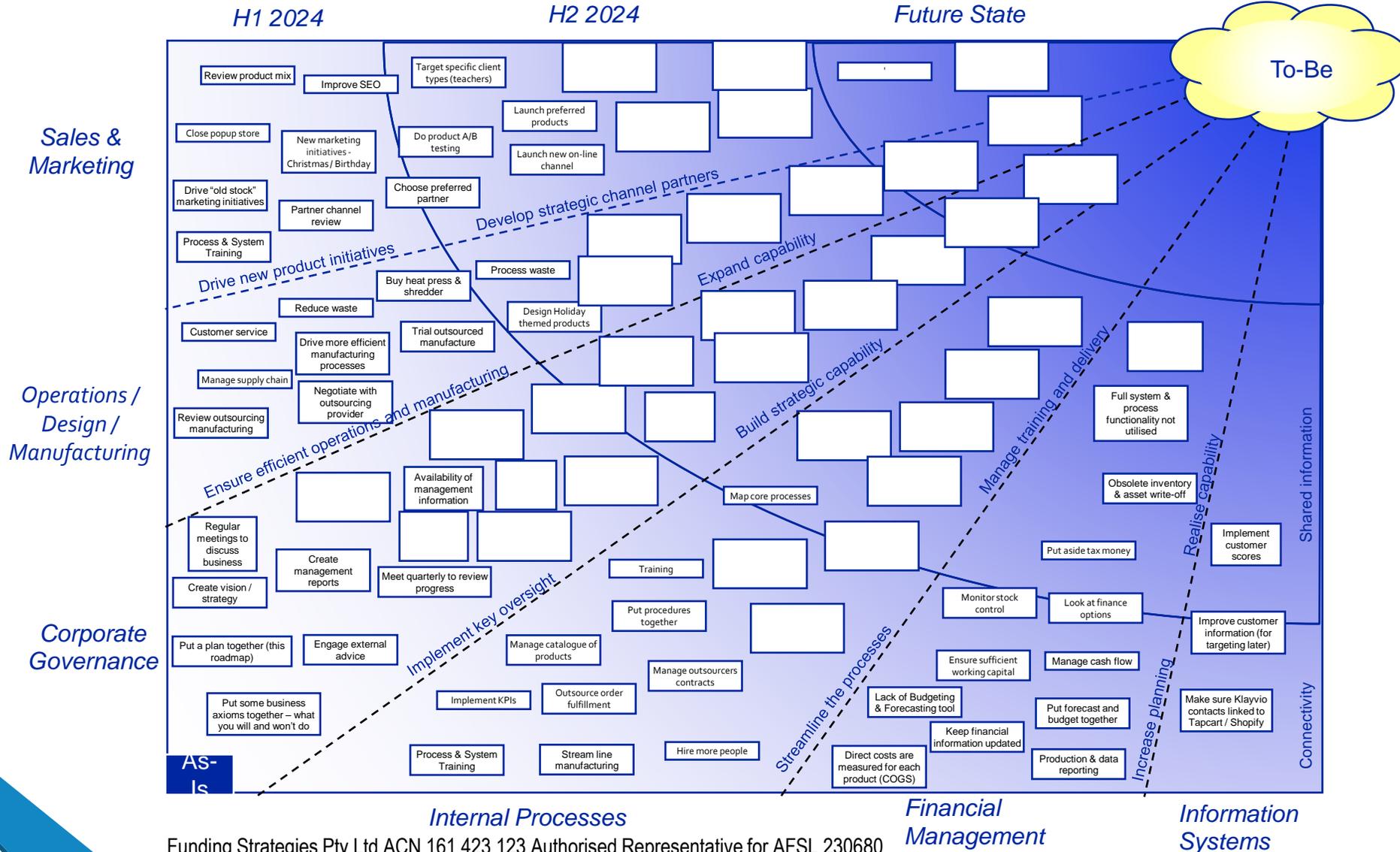
Develop roadmap and execution program of work and capability.
Review funding requirements.

Monitor / Deliver

Monitor, imbed tools and deliver benefits.
Execute strategic funding requirements as needed.

Strategy Roadmap

Funding Strategies



Funding Strategies

Merger and Acquisition Buy Side / Sell Side

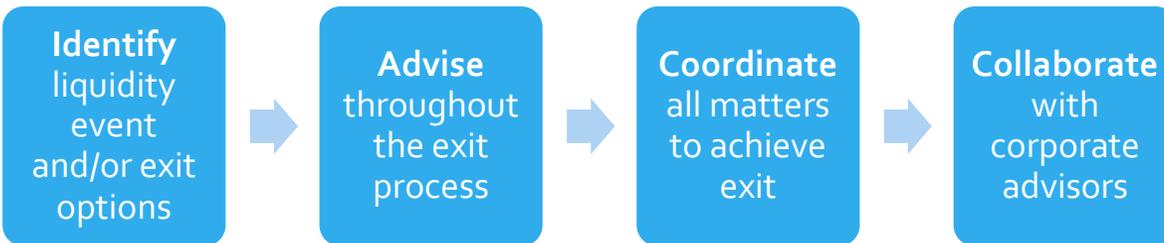
Financial Model / Forecast, Share
Capital Structure, Valuation,
Investment Teaser, Investor
outreach and close

Exits

Providing an exit for the founding shareholders and the new shareholders is of utmost importance if your company is going to be successful in raising finance.

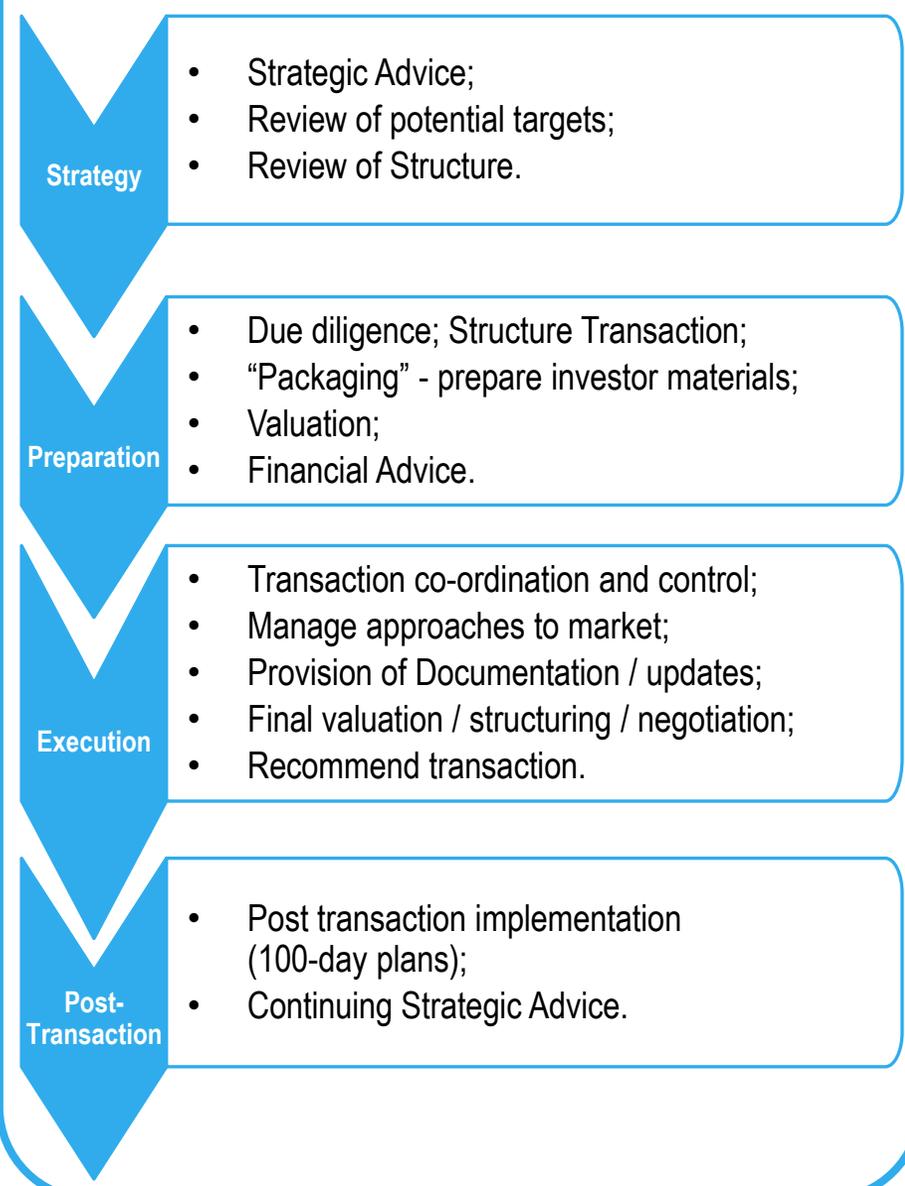
Funding Strategies specialises in:

- **Mergers & Acquisitions – growth / expansion or exit**
- Joint Ventures
- Management buy outs and funding
- Financial and Strategic Trade Sales
- Reverse Take Overs
- Buy Side Assignments for funds or corporate and institutional clients
- Sell Side Assignments



We provide corporate strategy, compliance, and investor relations liaison as appropriate.

M&A



Strategy

- Strategic Advice;
- Review of potential targets;
- Review of Structure.

Preparation

- Due diligence; Structure Transaction;
- “Packaging” - prepare investor materials;
- Valuation;
- Financial Advice.

Execution

- Transaction co-ordination and control;
- Manage approaches to market;
- Provision of Documentation / updates;
- Final valuation / structuring / negotiation;
- Recommend transaction.

Post-Transaction

- Post transaction implementation (100-day plans);
- Continuing Strategic Advice.

Financial Modelling

Modelling of current business, creditors, debtors, and understanding business drivers and creating accurate forecasts for your business. We can generate profit and loss, balance sheet, and cash flow models for better understanding and presentation of the business.

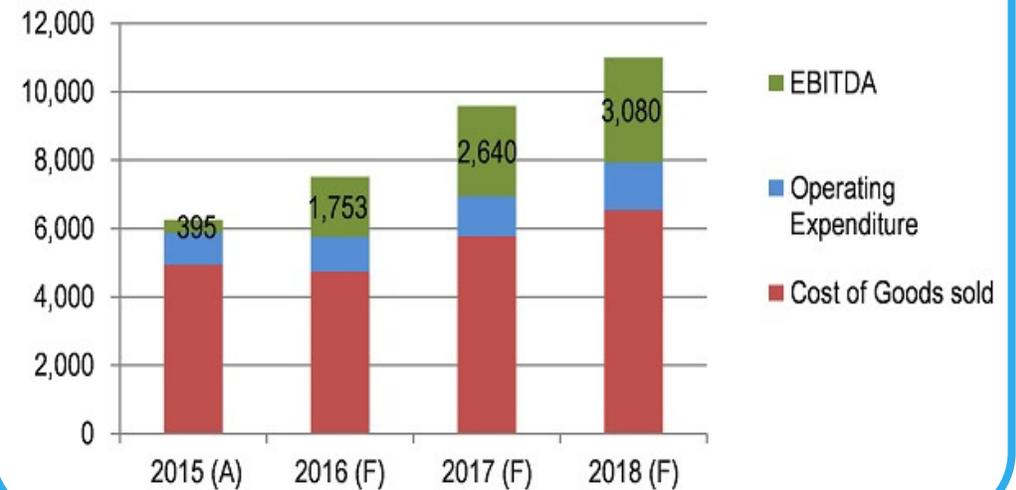
Generally used to help with finance discussions (equity / debt financing), valuations, and packaging the business for a sale or other transactions.

Virtual CFO Services

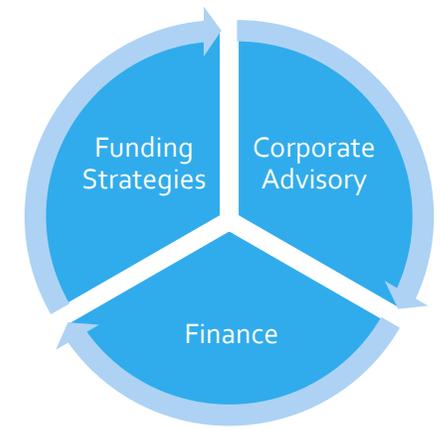
Our service provider offers highly skilled assistance to your company's financial requirements such as:

- Financial Reporting;
- Management Accounting;
- Cash Flow Modelling;
- Financial Analysis;
- Forecasting / Budgeting;
- Business Planning;
- Book-keeping services;

Group EBITDA Breakdown of Revenue (\$000's)



Common Mistakes



no forecast
not profitable
can't execute

minimising tax not maximising EBITDA

not enough run way

not scalable

share capital structure inappropriate

shareholder disputes

no exit pathway

no execution roadmap

raising too much money

expenses are too high

no teams

management not engaged

business model not proven

use of funds (too broad)

founder loans

talk about the product not the investment opportunity

capital raising mistakes

shareholders agreement

high valuation

"messy" balance sheet

not packaged

can't defend valuation

corporate structure

restricting distribution

ATO issues

poor financial reporting



Our Clients



PIONEER
INVESTMENT GROUP



Henry Morgan



REISSI EMPIRE



Funding Strategies Pty Ltd ACN 161 423 123 Authorised Representative for AFSL 230680

Phone: +61 7 3160 2840 | Ground Floor, Suite A, 201 Leichhardt, Spring Hill QLD 4000 | brisbane@fundingstrategies.com.au | www.fundingstrategies.com.au

Testimonials

FUNDED

ADK Rural

"Mark and the team have been great to work with, feeding in on strategy and helping us with funding for our growing business. They've been a valuable partner for us now and we hope into the future."

Adam Fowler
ADK Solutions Pty Ltd

Equity Capital Raising Project Orate

Instant Consult

"Our experience with Funding Strategies has been invaluable. Mark, Birgit, Stephen and their colleagues made an exceptional team. You can expect a professional, prompt, organised and personal approach when working with Funding Strategies. They also went out of their way to spend valuable time with us to talk us through each process so we understood very clearly the steps of our capital raise and both the short-term and long-term strategies for our company. We highly recommend Funding Strategies and look forward to working with the team again." To find out more about Instant Consult, please click [here](#).

Bianca Brown
Managing Director, Instant Consult

Equity Capital Raising Project Medico

Nuestra Development

"If you're a small to medium business and looking for funding to grow or acquire then Funding Strategies are precisely who you need to engage. We engaged them recently to fund a business acquisition. They structured all the documentation and strategy to ensure we got a variety of interested parties. They got the job done and we won't hesitate to work with them again."

Seth Rodgers
Nuestra Development Pty Ltd

Debt Financing Project Cargo

ScreenCoach

Harmony. Balance. Fun.

"The team at Funding Strategies (FS) really deliver. As a small start up we are budget conscious and demanding on outcomes, FS managed both of these. Mark and Stephen presented a considered approach to our capital raise leveraging their years of experience. We have encountered most of the team in our time with FS and they all convey the same willingness and commitment to our project as do the leaders. We continue to partner with FS and recommend them to other businesses looking for an elite team."

Gary Borham
COO & Co-Founder, LifeTech Balance Pty Ltd

Investor Distribution Family Harmony project

Funding Strategies

Helping founders and investors navigate the complexities and challenges of operating, growing and exiting profitable businesses



Dr. Mark Rainbird
Managing Director, Funding Strategies
mark.rainbird@fundingstrategies.com.au
+61 7 3160 2840



Eugenia Arrarte
Investor Relations, Funding Strategies
Eugenia.arrarte@fundingstrategies.com.au
+61 7 3160 2840

Questions?