

CAPITAL RAISING PROGRAM FUNDING FOR HIGH GROWTH BUSINESS STRATEGIES FOR SUCCESS



This Program has been designed for New South Wales companies seeking to expand or to commercialise their products and services.

Funded by:

In this Program:

- Professional business mentors will guide and navigate individuals businesses in the development of business and financing plans through a series of informative workshops and tailored consulting
- Companies will be provided with direct avenues to secure finance through Government grants, debt, equity, and the corporate sector utilising a targeted approach and showcasing to potential investors.



First for Business

Department of State and
Regional Development

Participating businesses will:

- Understand the ingredients of a successful business and investment plan
- Create a plan aimed at securing commercial opportunities
- Evaluate the full range of financing options
- Fast track their preparation for finance
- Access government assistance
- Access mentoring from professional advisers
- An opportunity to showcase their business to potential investors

Businesses Targeted:

- Early stage companies that have national and international opportunities.
- Research and development companies seeking to commercialise technology.
- Successful companies with turnover between \$200K - \$20 million that are seeking capital for local and international expansion, acquisition or to restructure.

About the Team Delivering this Program:






This Program will be delivered by Strategon Capital Pty Ltd; a leading provider of corporate advisory, funding, and business and strategic planning services to growing Small & Medium Enterprises. Strategon has a proven track record in the Business Angel marketplace and extensive experience in the commercialisation of technology, capital raising and implementing domestic and international market growth strategies. Strategon owns and operates one of the largest Business Angels groups in Australia, *Australian Business Angels*.

Program Funding

This Program has been made possible through funding provided by the New South Wales Department of State & Regional Development.

NEW ASSISTANCE PROGRAM FOR GROWTH COMPANIES

Overview of the Program

PHASE	
1	<p data-bbox="302 226 959 252">BUSINESS EXPANSION – STRATEGIES FOR SUCCESS</p> <p data-bbox="302 279 558 304"><i>This phase will involve:</i></p> <p data-bbox="302 321 589 346">Two Growth Workshops</p> <ul data-bbox="326 354 1135 531" style="list-style-type: none"> ◆ Establishing Foundation for Successful Expansion/Commercialisation ◆ Identifying and Protecting Assets ◆ Accessing National & International Markets ◆ Documenting Your Growth Strategy ◆ Developing Financial Forecasting ◆ Building Value in the Business <p data-bbox="699 537 938 604"></p> <p data-bbox="302 600 526 625">Tailored Mentoring</p> <ul data-bbox="326 646 1208 823" style="list-style-type: none"> ◆ Strategic Review of the business ◆ One-on-one feedback as part of the mentoring process ◆ Feed back on draft business plans and drafting focused action plans ◆ Gain reviews and input from specialist in the industry ◆ Development of an action plan to identify key issues impacting the business ◆ Assistance with the development and review of Business Plans <p data-bbox="358 821 591 909"></p> <p data-bbox="1118 821 1351 909"></p>
2	<p data-bbox="302 926 850 951">PROFESSIONAL ADVICE & CAPITAL RAISING</p> <p data-bbox="302 978 558 1003"><i>This phase will involve:</i></p> <p data-bbox="302 1020 764 1045">Two Investment Readiness Workshops</p> <ul data-bbox="326 1054 1474 1129" style="list-style-type: none"> ◆ Business will gain access to workshops to help them prepare to raise capital. The workshops will assist companies in articulating their funding requirement, developing a concise Information Memorandum and present their investment offer <p data-bbox="699 1136 938 1203"></p> <p data-bbox="302 1199 526 1224">Tailored Mentoring</p> <ul data-bbox="326 1245 1417 1484" style="list-style-type: none"> ◆ Feedback on the Information Memoranda ◆ Investment readiness coaching ◆ Advice on appropriate sources of funding & the development of a tailored capital raising strategy ◆ Assistance in identifying available Government grant funding ◆ Guidance in draft and rehearsed an investment presentation ◆ Coaching to ensure companies are well prepared for investor due diligence <p data-bbox="695 1482 933 1549"></p> <p data-bbox="302 1566 483 1591">Capital Raising</p> <p data-bbox="302 1600 1406 1650">Companies will be provided with direct avenues to secure finance through Government grants, debt, equity, and the corporate sector utilising a targeted approach and showcasing to potential investors.</p> <p data-bbox="302 1654 553 1680">Investment Targeting</p> <ul data-bbox="326 1688 776 1713" style="list-style-type: none"> ◆ Targeted shortlist of potential investors <p data-bbox="302 1717 586 1743">Investment Showcasing</p> <ul data-bbox="326 1751 1459 1801" style="list-style-type: none"> ◆ An investment forum will showcase businesses to the investment community and potential industry partners <p data-bbox="302 1806 740 1831">Investor Follow up and Negotiations</p> <ul data-bbox="326 1839 1442 1885" style="list-style-type: none"> ◆ Strategon will provide assistance in the negotiation process to ensure the investment process runs smoothly.

NEW ASSISTANCE PROGRAM FOR GROWTH COMPANIES

Assistance Available to Participants:

Phase 1: BUSINESS EXPANSION – STRATEGIES FOR SUCCESS

Tailored Business Assistance, Mentoring and Workshops

Eligible companies can access this component of the Program valued at \$5,000 per company at a subsidized cost of \$2,500 including GST. (50% payable by the business)

Phase 2: PROFESSIONAL ADVICE & CAPITAL RAISING

Specialist Professional Advice, Workshops and Capital Raising

Those eligible companies requiring specific specialist advice (e.g. finance, marketing or intellectual property issues) and wishing to raise additional capital can access this component of the Program valued at \$5,000 per company at a subsidized cost of \$2,500 including GST. (50% payable by the business)

Introductory Workshop

An introductory information seminar will be hosted on Thursday 22 June 2006. Businesses are invited to submit the attached Expression of Interest in participating in the Program.

Supporters of the Program:

The “**Capital Raising Program**” is a project aimed at attracting investment to New South Wales companies. This Program has been funded by Department of State & Regional Development. The



First for Business

Department of State and
Regional Development

EXPRESSION OF INTEREST Capital Raising Program

YOUR ORGANISATION:

Name			
Position			
Company			
Address			
ABN			
Telephone		Fax	
Mobile		Email	

Principal Activity			
Industry Sector		ANZSIC Code	
Staff (excl business owner/operators)		Turnover	
Years in business		Current Ratio	Current Assets / Current Liabilities >.75

YOUR ADVISOR:

Name			
Company			
Telephone			

Accountant Solicitor Other advisor

PROFILE OF YOUR BUSINESS

Description of the business:

In no more than 300 words please describe your business, its competitive advantage and the opportunities for growth (if you run out of space attach additional page/s).

NEW ASSISTANCE PROGRAM FOR GROWTH COMPANIES

Do you have a business plan?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Do you have a current finance submission?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Have you identified and secured Intellectual Property?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are there opportunities for you to expand sales within Australia?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are there potential export markets?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Do you wish to develop national and or overseas distribution channels?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are you seeking additional finance for growth?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Assistance Required:

Please identify the assistance your business currently requires to achieve its growth objectives.

PHASE ONE ENGAGEMENT Capital Raising Program

Payment		
The program fee of	\$.....	has been received by the Contractor
Signed by
	Contractor	Participant

Further information can be gained by contacting Lisa Nolan on 1300 264 527 or nolan@strategon.com.au

Expressions of Interest can sent to Level 1, 88 Foveaux Street, Surry Hills, NSW 2010, or faxed to 02 9282 9144. www.strategon.com.au

Disclaimer: All program details correct at time of printing. Programs are subject to change.

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I do not wish to be included on this mail list. Strategon Capital 28 101 413 414