

# *The Art of Raising Capital*

*What they won't teach you  
in business schools...*

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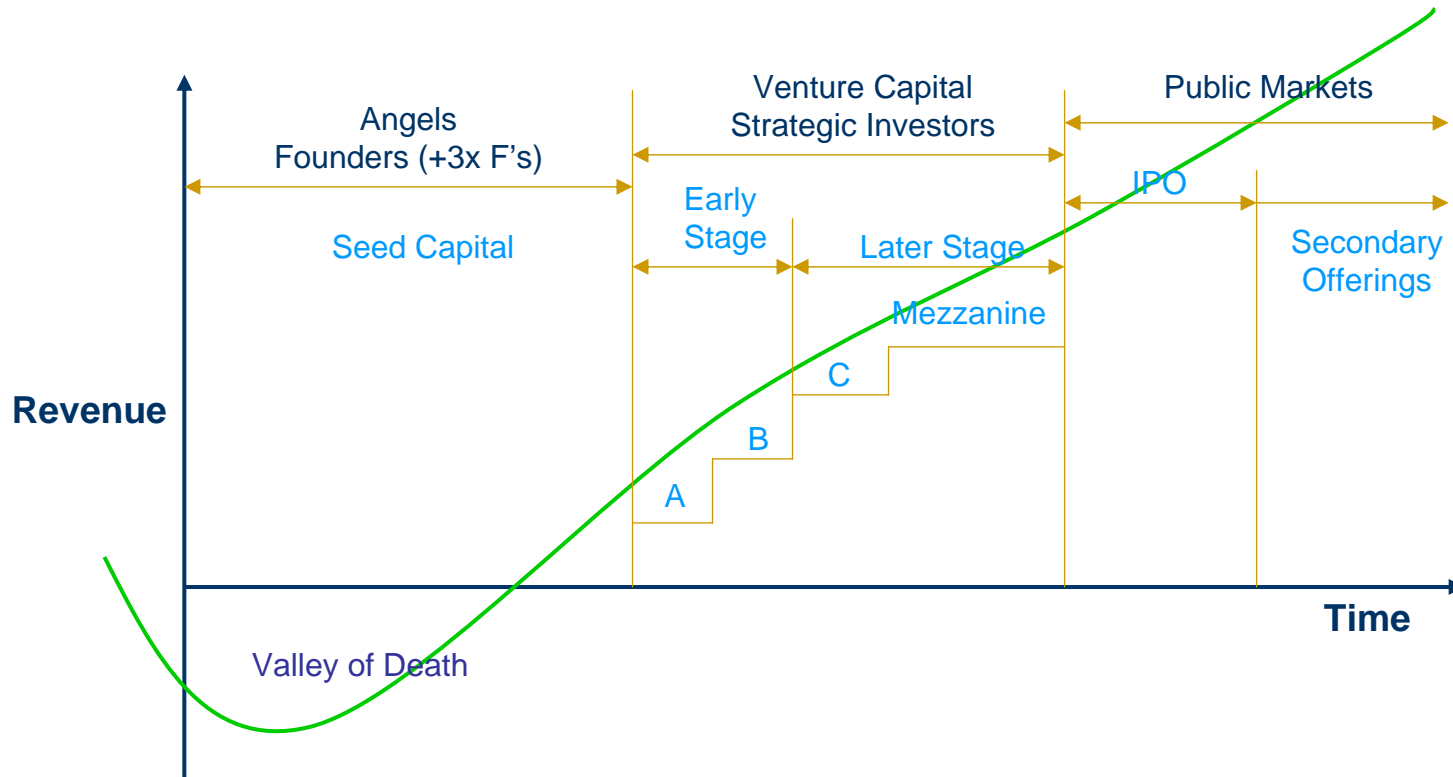
February 07



# What's your exit strategy?



# Financing Lifecycle

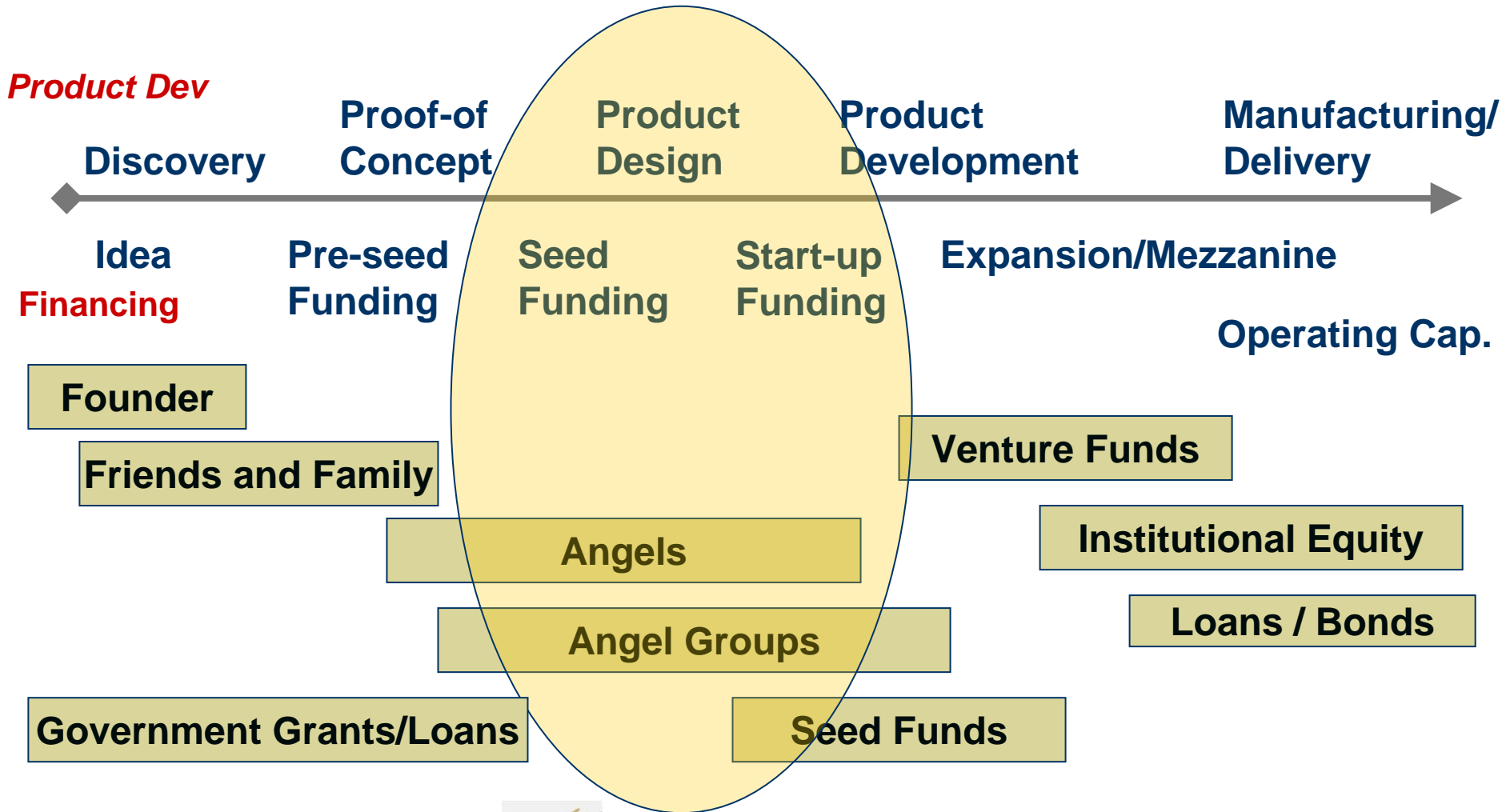


Seed or Start-up: Market research and product development.

Early Stage: Funding full-scale operations and selling products/services. Not yet profitable.

Later Stage: Funding expansion and new products. Near break-even.

# Financing Lifecycle



Do you need any help?



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# Angels and VC's – selling your company or your soul?



## Angels and VCs

- **Venture capitalists:**
  - VC value-add
    - Invest on “home-run” 1 in 10 theory
    - ROI is ultimate goal
    - Investing 3<sup>rd</sup> party money
    - Often more demanding and actively involved than angels:
      - Control often issue
      - active board and corporate actions involvement
- **Angels:**
  - The value-add of angels vs. VCs is totally dependent on the individuals involved
  - Invest for returns – may be more modest expectations
  - Social /community aspect to investments
  - Individuals investing their own wealth
  - Patient money



Ready to play with the big boys?

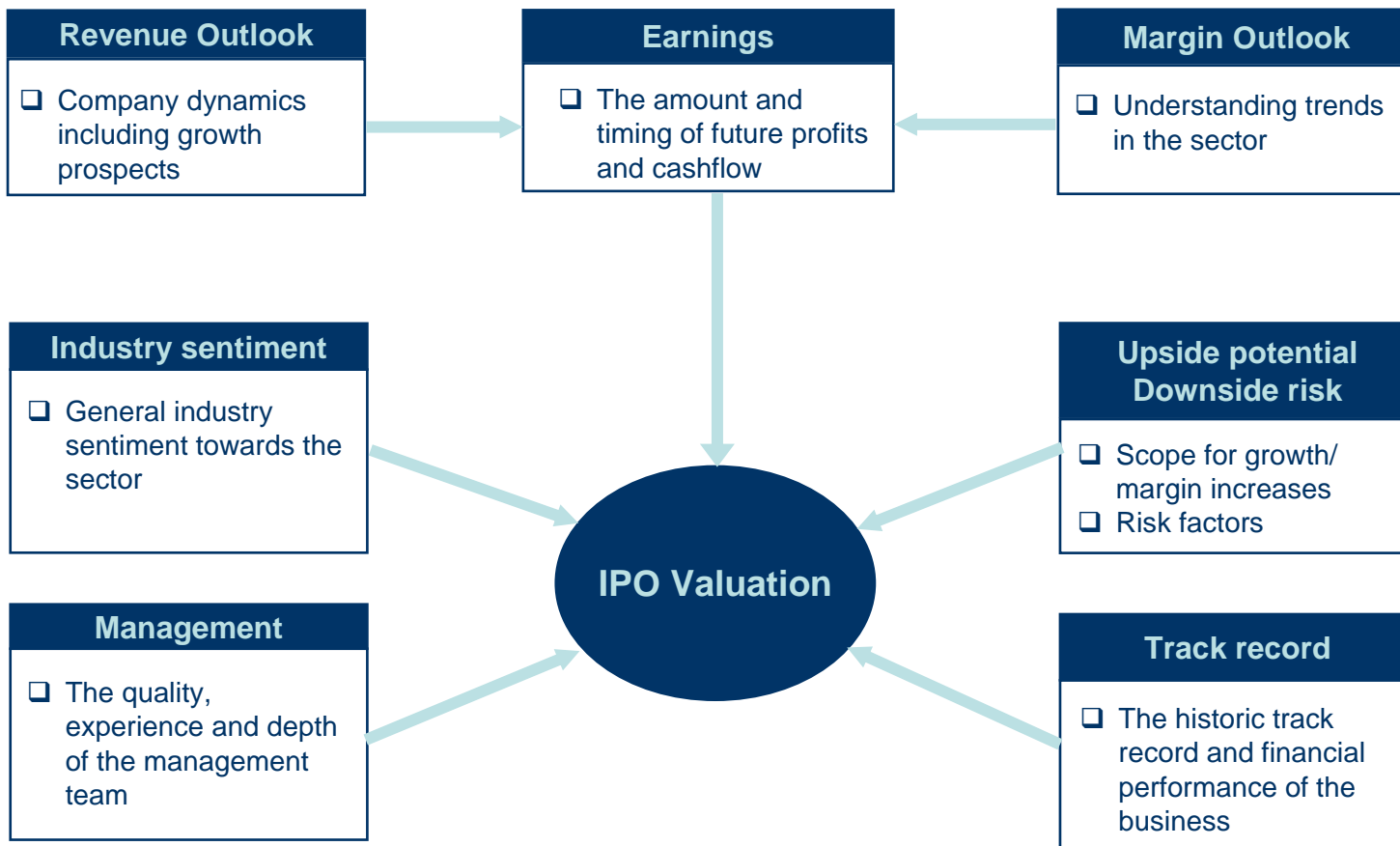


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# Valuation

❑ *The key valuation drivers on IPO include*



**Institutions remain focused on earnings/PE valuation methods**

# The Presentation – do you have what it takes?

- What are the key ingredients of a good presentation?

**Product, the market, business model, team, projections and forecasts, capital raise and use of proceeds, exit strategy.**

- Did you tick all the boxes?
- How do you come across to your investors?
- Culture gaps

# What Professional Investors Are Looking for?

## Investable Companies:

- Clear path to profitability
- Solid management - track record
- Realistic business concept and plan
- Scalable business
- Competitive edge/Technical superiority
- Market acceptance
- Realistic financial projections
- Realistic valuation
- Clear, well-articulated exit strategy

**Bottom line: Opportunity for financial return**



# Being: who do you need to be to get the “YES”



Finally, don't forget to enjoy the game !



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- *Thank You* -

