

INVESTMENT TEASER GUIDELINES

These guidelines may be used when seeking funding from capital seekers. These are questions investors will ask and you should be prepared to answer.

1. Business Name

(Option to remain anonymous and present under the USAID TradeHub's name)

Provide a brief and to the point description on each of the points below.

Overview: *(Background of the business and description of the business & revenue model)*

Vision: *(The one-line grand vision e.g. to be the leader of affordable southern African cargo transport)*

Investment offering/opportunity. *(What the capital provider will be investing into/funding, Amount required/ invested, is it Debt, equity or both & % split, key highlight of the opportunity)*

Problem and Solution: *(What is the existing general problem which you see opportunity to; and the specific problem you are solving and why a solution is needed)*

The Product: *(Exactly what your product will solve – don't mention features or details)*

Founders and Key Management: *(Brief intro of past experience and successes specific to the project)*

Market: *(The total available market, the market the business can actually serve, the part of the market you estimate you will reach, the market drivers/challenges (what's the increasing and growing demand); competitive landscape (fragmented market/market leaders), barriers to entry/defence, your competitive advantage – one line items)*

Social Impact: *(Is there a developmental impact – income levels increased, job creation, skills transfer, import substitution, growth for women, etc.)*

| Business' Product Revenue Streams (revenue sources per product) | | | |
|---|-----------|-----------|----------|
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| Financials: (Highlights of historical and forecasts) | | | |
| Summary of historical Profit and Loss (US\$, over the past 3 years): | | | |
| | Year (-2) | Year (-1) | Year (0) |
| Revenue | | | |
| Total Expenses | | | |
| EBITDA | | | |
| Net Profit/Loss | | | |
| Exports | | | |
| Summary of forecasted Profit and Loss (US\$, over the next 3 years): | | | |
| | Year (1) | Year (2) | Year (3) |
| Revenue | | | |
| Total Expenses | | | |
| EBITDA | | | |
| Net Profit/Loss | | | |
| Exports | | | |
| Deal Structure: (Current investors and %-holdings, Total project size, Investment requirements (amount and % equity offered); How new equity will affect existing shareholders e.g. shareholder exits/dilution) | | | |
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| Use of Funds: (List of items and the amounts to be purchased/invested into e.g. expansion capital to purchase new equipment, working capital needs, trade finance needs) | | | |
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| Funding Utilized to Date: (Seed/Grant/Friends and Family/Bank loans etc.) | | | |
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| Expected Returns and Exit Scenarios: (Estimated valuation and return on investment to investors / Debt repayment, IPO, M&A, Trade or third party buyout) | | | |
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| Disclaimer | | | |
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Thank you for your cooperation!