

Venture Capital

Professional Preparation and Support of Series A and Series B Financing Rounds



- Professional preparation and execution of the transaction process
- Identification of suitable investors
- Successful fulfillment of negotiation objectives

Background

Companies that have reached their first stage of growth face a new set of great challenges. On the one hand, they have to continue to drive their business forward and, on the other hand, they must secure the financing for the expansive phase of growth. Operational tasks often prevent raising venture capital in a well-planned and structured way. Frequently, access to attractive international investors is also lacking.

eventurecat is there to assist you throughout the transaction process in Series A and Series B financing rounds. Our support will greatly improve your chances of success in financing rounds.

With an experienced specialist like eventurecat, you can avoid common pitfalls like

- Incomprehensible business models and growth strategies
- Insufficient representation of your unique selling points
- Incomplete and incorrect documentation
- Uncoordinated investor approach process
- Poorly prepared due diligence

Successful Transactions

Approach

A coordinated process is based on the creation and revision of professional documents. We assemble the necessary information with our clients in workshops. Then we synthesize the results in an investor-oriented business abstract, written with your target groups in mind. Your project or your company is presented in a way that optimizes your chances for success in financing rounds.

Our solution includes identifying and recommending relevant European and U.S. investors, based on our own continuously updated database; preparing for and following-up on, and if necessary, accompanying you to meetings with investors; as well as analyzing term sheets.

Project Team

The preparation and support of this complex financing process requires a highly qualified team of diverse specialists with detailed industry know-how. eventurecat will custom design a team for your project composed of experts in financial planning and business plan creation, project managers for process monitoring and coordination, and specialists with a variety of negotiation and transaction experience.

Your Benefits

- By reducing internal costs of procuring capital you can focus on securing your operational business.
- We create professional, investor-oriented documents. Your unique selling points will be precisely identified. Your business model and growth strategies will be formulated in clear and comprehensible terms.
- You will have access to our network of more than 100 international investors. All suitable investors will be approached in a coordinated manner.
- We will also assist you with investor meetings and take care of the professional preparation and follow-up.
- You will be able to take advantage of our transaction experience and a central project management.

Target Groups

Entrepreneurs, executive boards, managing directors, commercial managers, shareholders and investors in IT, internet and mobile enterprises.

Steps in venture capital consulting

1 Planning and Preparation

- Development of an equity story
 - Creation of a business and finance plan
 - Compilation of an executive summary
 - Preparation of a management presentation
 - Search for suitable international investors
 - Drafting of long list / short list
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2 Approach

- Definition of the approach strategy
 - Delivery of the executive summary
 - Delivery of the business plan
 - Management presentation
 - Further meetings
 - Preparation of due diligence
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3 Evaluation and Due Diligence

- Term sheet negotiations with legal advisor
 - Preliminary decision making
 - Due diligence
 - Preparation for any decision-making bodies
 - Decision in the investment committee
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4 Negotiation and Closing

- Determination of financial structure and payment conditions
- Negotiation of participation agreements
- Design of service contracts
- Closing

eventurecat GmbH

eventurecat is a leading corporate finance specialist for the IT, internet and mobile industries in Germany. Our in-depth industry know-how and entrepreneurial experience enable us to assist companies comprehensively in the acquisition and sale of companies (M&A) and venture capital transactions.

Since the company's founding in 2003, we have advised more than 400 projects in the industry and have built up an international network of venture capital firms and strategic buyers.

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