**SAMPLE DEAL**

LOGO

**Company Profile:**

URL: [www.SampleDeal.com](http://www.SampleDeal.com)

Address: 444 Seventh Ave, Onehunga, Wellington

**Industry:** Electronic Instruments &

Controls

**Employees:** 12

**Founded:** 01/2006

**Contact:**

Horace B. Gillywater

sampledeal@fakeemail.com

w 111-222-3333

c 222-333-4444

f 333-444-5555

**Funding Stage:** Product In Development

**Financial Information:**

Investment Round:

Capital Raised: $250,000

Monthly Burn Rate: $45,000

Pre-Money Valuation: $5,000,000

Share Price/Total Shares Issued: $1.20

Capital Seeking: $1,000,000

Min Investment Amount: $5,000

**Investment Statement:**

Eg Shares, Convertible Loan

% of Company

**Management:**

Horace B. Gillywater, CEO

Jimmy J. Walterwash, CFO

**Advisors:**

Lawyer: Dewey and Howe

**Investors:**

Friends

Family

**Referred by:**

Joe Bloggs, XYZ Investing

**Business Summary**: We buy, sell and produce goods and services that are bought, sold or produced. We sell all the goods and services that are bought or produced. We buy all the goods and services that are sold or produced, and we produce all the goods and services that can be bought or sold. We buy when prices are low, sell when prices are high and skim fees off the top of every transaction. This question allows up to 450 characters. I have used a total of 449.

**Who we are:** Angel Investing is as much about the people as the concept. Please tell us know who you are, your background, what you offer that will make your concept successful and why our members should invest in you. Further information on all areas should be covered off in your Business Plan/IM.

**Customer Problem**: Consumers want or need to purchase goods and services that are produced. This requires a marketplace for vendors to provide these. This question has a limit of 210 characters. I have used a total of 203.

**Product/Services:** When someone wants to buy something, we provide them with the product and the vendor. When someone wants to sell something, we provide them with the consumer and the product. When a product is to exchange hands, we provide the consumer and the vendor. We buy when the prices are low, sell when our prices are high, and charge fees on each and every transaction that is made. This question allows up to 450 characters. I have used a total of 450.

**Target Market:** There are 6.1 billion consumers in the world. We create a potential marketplace for each and everyone one of them. Today we are reaching one hundred million people in the US, over one hundred fifty million people in Western Europe, and another 50 million people in Australia and New Zealand. We are confident that with your money we will be able to reach one billion people. This question allows up to 450 characters. I have used a total of

450.

**Customers:** Current customers are two hundred fifty million men, women, and

children in the United States, Canada, and the European Union. This question has a limit of 210 characters. I have used a total of only 206.

**Sales/Marketing Strategy**: We advertise using extensive marketing campaigns on television, radio, billboards, magazines, the Internet, and by word of mouth. Our advertising campaign includes a catchy tune and an easy to remember slogan, accompanied by a well recognized logo. We are looking to expand our market into Asia, Africa, South America, Antarctica, and Greenland by the end of this year. This question allows up to 450 characters. I have used a total of 445.

**Business Model**: We charge a fee of ten percent on every transaction made, at each level of production, distribution, wholesale, and retail sale. This question has a limit of 210 characters. I have used a total of only 208.

**Competitors:** Current competitors include but are not limited to shopping malls; retail, wholesale, and second hand stores; manufacturers, buyers, sellers, resellers, and advertisers; law firms, doctors offices, banks, and consulting firms; black markets, importers, exporters, and mom and pop shops; restaurants, hotels, salons and resorts; high tech, low tech, and no tech companies. This question allows up to 450 characters. I have used a total of only 449.

**Competitive Advantage/IP**: The current way of partnering consumers with vendors for the purposes of buying, selling, and producing goods and service is the age old marketplace. We provide the only alternative to that marketplace with our completely innovative model. We have intellectual property of patents, copyrights, and trademarks. We have recently cornered 80% of the potential market. This question allows up to 450 characters. I have used a total of only 445.

**Valuation Rationale**: Please provide a concise summary of how you have arrived at your valuation – please expand in your IM if necessary.

**Use of Funds:** What will the funds you are wanting to raise be used for.

**Shareholder Value**: Angel Investors are looking for value. What is your strategy for maximising shareholder value, Dividends, IPO, trade sale etc. The ultimate pay day for the investor. Please tell us about any talks in progress.

**Financials -** Actuals up to last financial year and projections. Please ensure you state your financial year ending month so that we know when the figures start & finish.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Financials\* | FY16/17 | FY17/18 | FY18/19 | FY19/20 | FY20/21 | FY21/22 | FY22/23 |
| Revenues |  |  |  |  |  |  |  |
| Expenditures |  |  |  |  |  |  |  |
| Net |  |  |  |  |  |  |  |
| R&D |  |  |  |  |  |  |  |

**Notes:**

**Investment History Statement -** Please provide details of any past capital raising you have already performed:

|  |  |  |  |
| --- | --- | --- | --- |
| Date |  |  |  |
| Pre Money Valuation |  |  |  |
| Existing Investors |  |  |  |
| New Investors |  |  |  |
| Total Capital Raised |  |  |  |
| Post Money Valuation |  |  |  |