

# Performance White Paper ~ Business Launch Financing

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## Opportunity

Support acquisition of Seed Round, equity financing for Over-the-Counter, medical device startup business.

## Challenge

Formalize commercial vision, strategy and roadmap to market for prospective equity investors.

## Constraints

Device targeted for highly competitive, mature, crowded market segment with history of inflated claims.

## Execution

Created Strategic Business Plan and investor communications documents to support round.

1. Completed Investor Communications package within sixty (60) days of engagement. Documents included:
  - A. Strategic Business Plan,
  - B. Investor Slide Deck,
  - C. Executive Summary
  - D. Pro Forma Financials
  - E. Website.
2. Created initial quality system architecture for FDA compliance (Class II, 510(k) Device).
3. Formally applied to more than ten (10) Angel Funds throughout the Southeast. Engaged and secured support from the Florida Opportunity Fund, OSAGE, and the University of Florida Institute for the Commercialization of Public Research.

## Results

Secured introductory pitch with regional Angel Fund. Secured second pitch session for general membership. Approved for Due Diligence phase.

Completed first pass Due Diligence within five (5) business days with investors.

Client raised \$500,000 (friends & family) and an additional \$4 million in equity financing on a pre-money valuation of \$10 million.