

ASH ST.

PITCH PERFECT
"RAISING - YOUR GAME"





START-UPS AND EARLY STAGE COMPANIES HAVE DEMANDING GROWTH OBJECTIVES THAT USUALLY REQUIRES EXTERNAL FUNDING.

THE MAIN PROBLEM IS THAT MOST COMPANIES ARE SO BUSY WITH RUNNING THEIR BUSINESS THEY DON'T HAVE THE TIME TO DEDICATE TO RAISING FUNDS.

A solution is needed that quickly and concisely describes the company investment opportunity in a language investors understand and then provides connections with a network of investors including Venture Capital firms, private funds and high net worth individuals.

Ash St.'s Pitch Perfect solution was developed to exactly meet such a need.

PITCH PERFECT



Pitch Perfect is a proven solution of Ash St. to enable start-ups and early stage companies prepare for a perfect investment pitch and to access capital through our network of investors.

Key features include:

- Scoping
- Analysis
- Dashboard
- Investor Meetings
- Negotiation
- Settlement

The next two pages expand on these features in more detail.



SCOPING

Our scoping meeting(s) help you describe the current state of your business venture and why you need external capital. We discuss your strategy and test your assumptions and ask you to explain the use of funds required and how you currently value your company.

ANALYSIS

We analyse the context of your market and how you define your purpose and strategy. We discuss your goals and timeframe for those goals together with your growth and operational strategies. We also review your key corporate documentation.



DASHBOARD

We populate a one-page Dashboard of the above analysis that has been prepared in close cooperation with our investor contacts. We send drafts for your approval until we are both happy with the content. Once approved we use this to briefly discuss the investment opportunity with our network of investors.



INVESTOR MEETINGS

We contact our investors and briefly introduce the investment opportunity using the Dashboard and if they express interest we introduce the investor to you and assist in setting up the first meeting to enable you to pitch your investment opportunity.



NEGOTIATION



Once an investor has expressed interest in investing in your business they enter due diligence with you. Ash St. will support you in this process with any tactics needed to secure funding and the terms. (Optional) We can provide a fixed fee quote for legal support for the transaction if you don't have your own lawyer.

SETTLEMENT

We continue to monitor the progress of your negotiation until an investment is entered into and settlement terms have been agreed. We conclude our Pitch Perfect service at the point of Settlement and render our Success Fee invoice in full at this time.





INVESTORS HAVE STRICT CRITERIA TO MEET AND IT IS ESSENTIAL TO HELP THEM UNDERSTAND THE NATURE OF AN INVESTMENT OPPORTUNITY WITHIN A FEW MINUTES. MANY EARLY STAGE COMPANIES BOMBARD INVESTORS WITH REAMS OF INFORMATION MAKING IT DIFFICULT FOR THEM TO UNDERSTAND.

This led Ash St. to introduce companies to our investors with a one-page Dashboard that presents all of the information they need. This avoids weeks of diary scheduling and potentially wasted time for both parties.

DASHBOARD

The Pitch Perfect Dashboard is a way of summarising all of the key investor information onto one piece of paper (double-sided). The Investment page includes:

- Investment
- Strategy
- Growth levers
- Financials

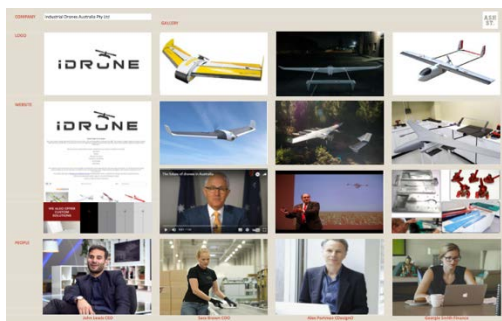
The dashboard is divided into several sections:

- COMPANY:** Overview of the company, including a mission statement and key milestones.
- FINANCIALS:** A table showing financial metrics such as Revenue, Profit, and Cash Flow over time.
- MARKETING:** Information about marketing strategies and growth levers.
- OPERATIONS:** Details about the company's operations, including production and distribution.
- TEAM:** Profiles of key team members.
- CONTACT:** Information about how to reach the company.



The Gallery page includes:

- Logo
- Website home page
- People
- Company and product photos



IMPLEMENTATION



Day 1

- Agree scope of fund raising project

Weeks 1-2

- Analysis of the market
- Analysis of the business
- Completion of Dashboard

Week 2+

- Contact investors
- Discuss the Dashboard
- Secure investor meetings
- Coordinating diaries for first meeting
- Facilitate (non-legal) discussions

Optional

- Ash St. attendance at first meeting
- Legal support for investment transaction
- Diary management for future meetings



ASH ST. PROVIDES TWO MAIN SERVICES WITH THE PITCH PERFECT SOLUTION:

DASHBOARD

Ash St. provides an independent view of the company's business plan and summarises all of this into a one-page Dashboard that has been thoroughly tested with our investor contacts. We provide this service for a fixed fee.

INTRODUCTION

Ash St. also provides an "introduction" service where we manage the introduction of the company to our network of investors and facilitate discussions.

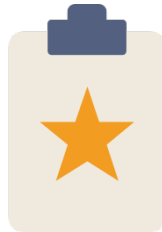


“RAISING – YOUR GAME”

Pitch Perfect is a market leading solution to enable you to communicate the essence of your investment quickly and concisely and is based on research into what our investor contacts want to know.

PRICE

Ash St. provides the Pitch Perfect solution for a fixed price fee of \$10,000 plus GST for the Scoping, Analysis and Dashboard preparation plus an Introduction Fee of 4% plus GST of funds successfully raised.



TERMS

We invoice the Dashboard fee plus GST on completion of the Dashboard and our Introduction Fee of 4% of funds raised plus GST on Settlement. Invoices are payable within 14 days. The introduction fee is not charged if funds are not raised.

CLIENTS



DISCLAIMER

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(a) selling, buying or exchanging or otherwise dealing with or disposing of businesses or professional practices or any share or interest in or concerning or the goodwill of or any stocks connected with businesses or professional practices; or

(b) negotiating for the sale, purchase or exchange or any other dealing with or disposition of businesses or professional practices or any share or interest in or concerning or the goodwill of or any stocks connected with businesses or professional practices.

We make introductions for our clients to potential investors who must rely on their own due diligence in respect of our clients' businesses.

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ASH ST.

THE NEW WAY IN PROFESSIONAL SERVICES

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