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Scaling for Growth: Becoming Investment Ready

Presented by:



VENTURE CAPITAL ADVISORY

Becoming Investment Ready

1. Company Valuation
2. Digital Marketing
3. Financial Considerations
4. Legal Matters
5. Sales & Market Analysis
6. Strategy for Fund Raising
7. Gearing up for Venture Capital

1. Company Valuation

- What is my company worth?
- Equity: how much should I give away?
- Capital injections: how do they affect my company valuation?
- What do investors look for?

2. Digital Media

- Search engine optimisation
- Mobile and Social media:



- Online reputation management
- Viral Marketing

3. Financial Considerations (i)

- Sources of finance (debt and equity):

- 3 Fs

- Banks, Angels and VCs

- Crowd Funding: Kickstarter, IndieGogo

KICKSTARTER

INDIEGOGO

- Grants e.g. Infodev-Mobile Application Lab (e.g. <http://www.startupafrica.com/2010/05/grant-available-for-mobile-application-lab>).

- Incubators (e.g. Afrilab:



- First and cheapest funding solution: find customers!!

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3. Financial Considerations (ii)

- Financial instruments that need to be understood
- Forecasts and accounting
- Exit Routes i.e. the Investor's Perspective e.g. MBO, IPO, Sale

4. Legal Matters

- Intellectual property e.g. patents, copyright, trademarks and design rights
- IPR exploitation as a revenue stream
- Contracts and other agreements

5. Sales & Market Analysis

- Sales funnel
- The buying cycle: AIDA
- 4Ps: Product, Price, Place and Promotion
- Competition and risk analysis: SWOT & PESTLE

6. Strategy for Fund Raising

- Proof of Concept/Market
- Structure the team
- Choose Investment Strategy
- Investment Documents
- Negotiation
- Transaction

7. Gearing up for Venture Capital (teaser for tomorrow)

- Golden rules and common misconceptions
- The investment process including key points and time scales
- Deal structuring: entrepreneur/investors point of view
- Post-investment focus

Questions

- Thank you for your time
- Please feel free to ask any questions



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