



RAMPWORTH CAPITAL SERVICES INC.

VALUE & LIQUIDITY

Marketing the Deal

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RAMPWORTH CAPITAL SERVICES INC.

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The Problem:

- Market yourself to a demanding, impatient, and in demand audience.
- Constraints:
 - Time (person hours and calendar)
 - Confidentiality (keep secret sauce secret)
 - Budget
 - Where is the audience anyway?



The Solution

- Thoughtful planning
- Do YOUR due diligence
- It is Guerilla Marketing
- The tighter your focus, the better and faster your results
- Work through a planning and execution process



How do you market a product?

- Competitive Research
- Customer Profile
- Unique Selling Proposition
- Package
- Marketing Plan
- Execute



Competitive Research (Comparables)

- Who is getting investor dollars (and who are the investors)?
- In Sector, Near Sector, and Public
- Financings, M&A
- Valuations, Multiples, Terms, Deal sizes
- If your investor knows this, you should too
- If your investor doesn't know, you'll need to show them
- Web and private databases



What does your Ideal Investor look like?



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Partner – What are you looking for?

- Attributes
 - Silent?
 - Domain, Financial, Channel Expertise?
 - Contacts? Finance, Marketing, Domain?
 - Deep Pockets? Follow on rounds?
- Come in all shapes and sizes
 - Friends & Family, Angels, VCs, Merchant Banks
- The tighter the definition, the better your chances
- This IS a partnership decision. “Till exit, do you part”.



Customer – What are they looking for?

- Good business – Necessary but not sufficient
- Exit strategy – “How do I get my money back?”
- ROI
- What is the investment vehicle?
 - Valuations, Terms
 - Shares, Convertible Debt
 - RRSP, Provincial Tax Credits



Customer – Where to look?

- Locally?
- Nationally?
- North America?
- Comparables
- Service Providers: Accountants, Lawyers
 - What are your criteria



Unique Selling Proposition?

- Competition - Known
- Ideal Investor/Partner/Customer - Known
- What are you offering FINANCIALLY that makes you worth looking at?
 - Product, Team, Market opportunity irrelevant if investment vehicle doesn't appeal.
 - This will be a negotiation, but go in with your head up.
- Stay flexible: “Know what you want, take what you can get.”



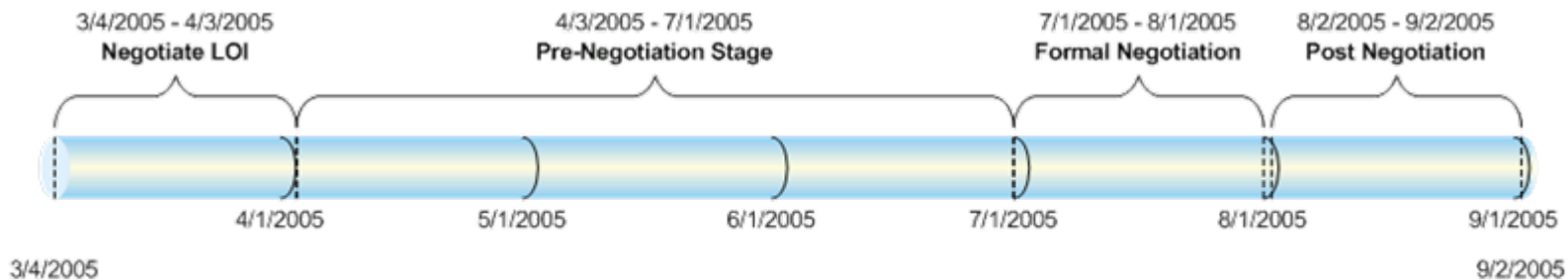
Package - Presentations

- Elevator Pitch – Networking tool
- PowerPoint – Interest generating tool
- No Secret Sauce – Opportunity Focus
- Practice, Practice, Practice
- Feedback, Feedback, Feedback
- Questions, Questions, Questions
- Hunting for ideal investor



The Plan – a.k.a. It takes time to raise \$\$\$

Negotiation Framework (Timeline)



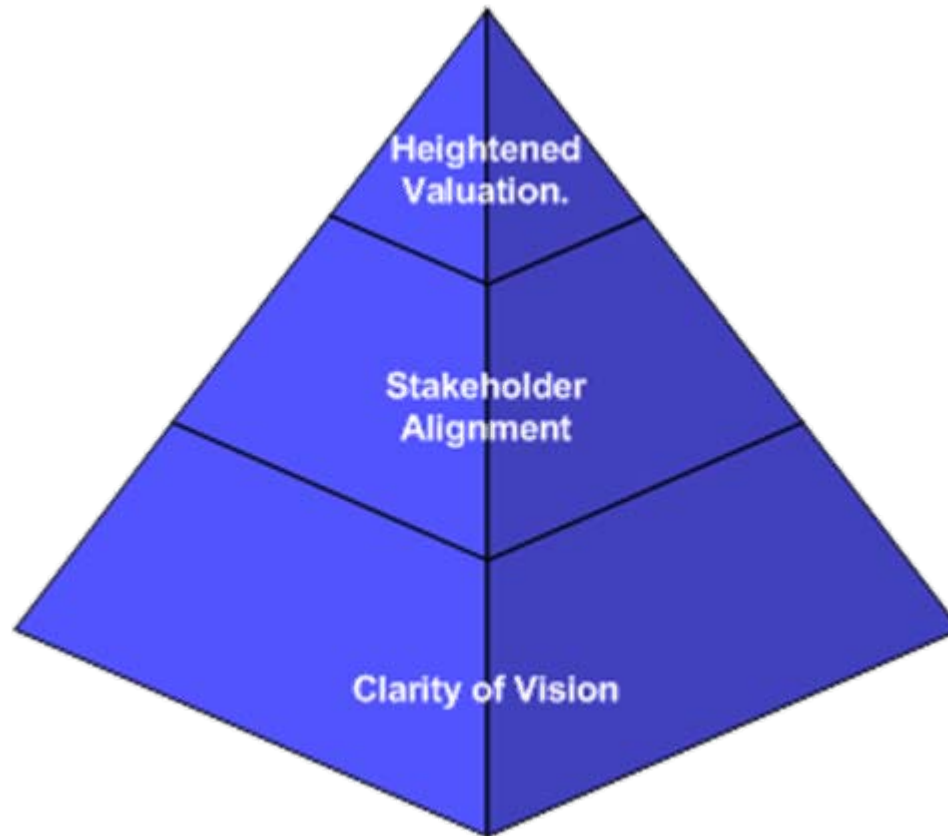


The Plan

- When do you need the money? Really
- Being reactive will get you in trouble
 - Don't paint yourself into a corner
- Build a timeline you think is reasonable
- Then give yourself at least 50% longer
- Find advisors
- Not magic, just hard work



Benefits of Careful Planning and Excellent Execution





Remember... it's better to
RAISE your VALUE BEFORE you RAISE your MONEY.