



I have an amazing business...will you invest in it???

Show me your business plan....



LAUNDRY LIST OF QUESTIONS

- How much money do you need?
- Why do you need money?
- What is your strategy?
- I need to see your financial projections
- How much stake will I get in your company in return of the money that I invest? (What is your valuation expectation?)
- I need to know your team
- Show me the marketing plan
- What is so unique about your product? How are you different from other vada-pav wallas?

Collateral Material for Fund Raising

Information Memorandum

Financial Model

Teaser

There is no template available for
any of these

Preparation of a business plan and a financial model

Investor Pitching

Initial screening

Detailed business diligence

Investor Committee meeting

Issuance of termsheet & Negotiations

Due-diligence

Negotiations & SHA

Closure

IM is the document that hits the
inbox of the investor

It is the first piece of information
about the company that the
investor reads

“I go through at least 75 business plans per week...I
don't read beyond the first 2 pages in most cases...”

- Investment manager of a Marquee Fund

You might be the next Facebook,
but unless you cannot articulate
your business plan and put it on
paper in a beautiful way...
probability of funding is low...

1. Team
2. About your business and the journey so far
3. Business model & Value proposition
4. Current Status
5. Market Opportunity & Industry
6. Monetization Model
7. Entry Barriers & Competition mapping
8. Future growth strategy (Plan and numbers)
9. Sources and uses of funds

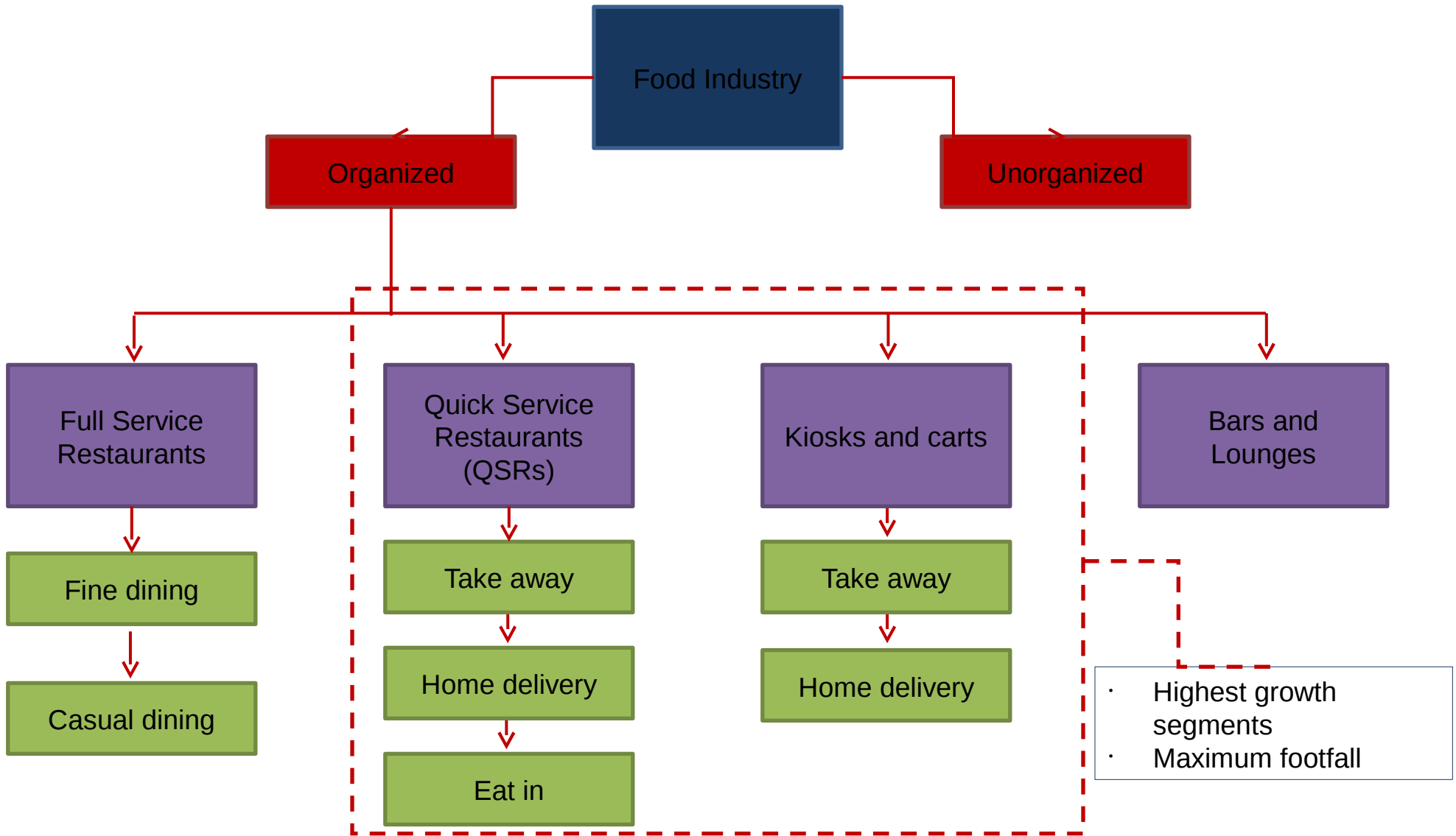
Articulate | Put on paper | Create a Story*

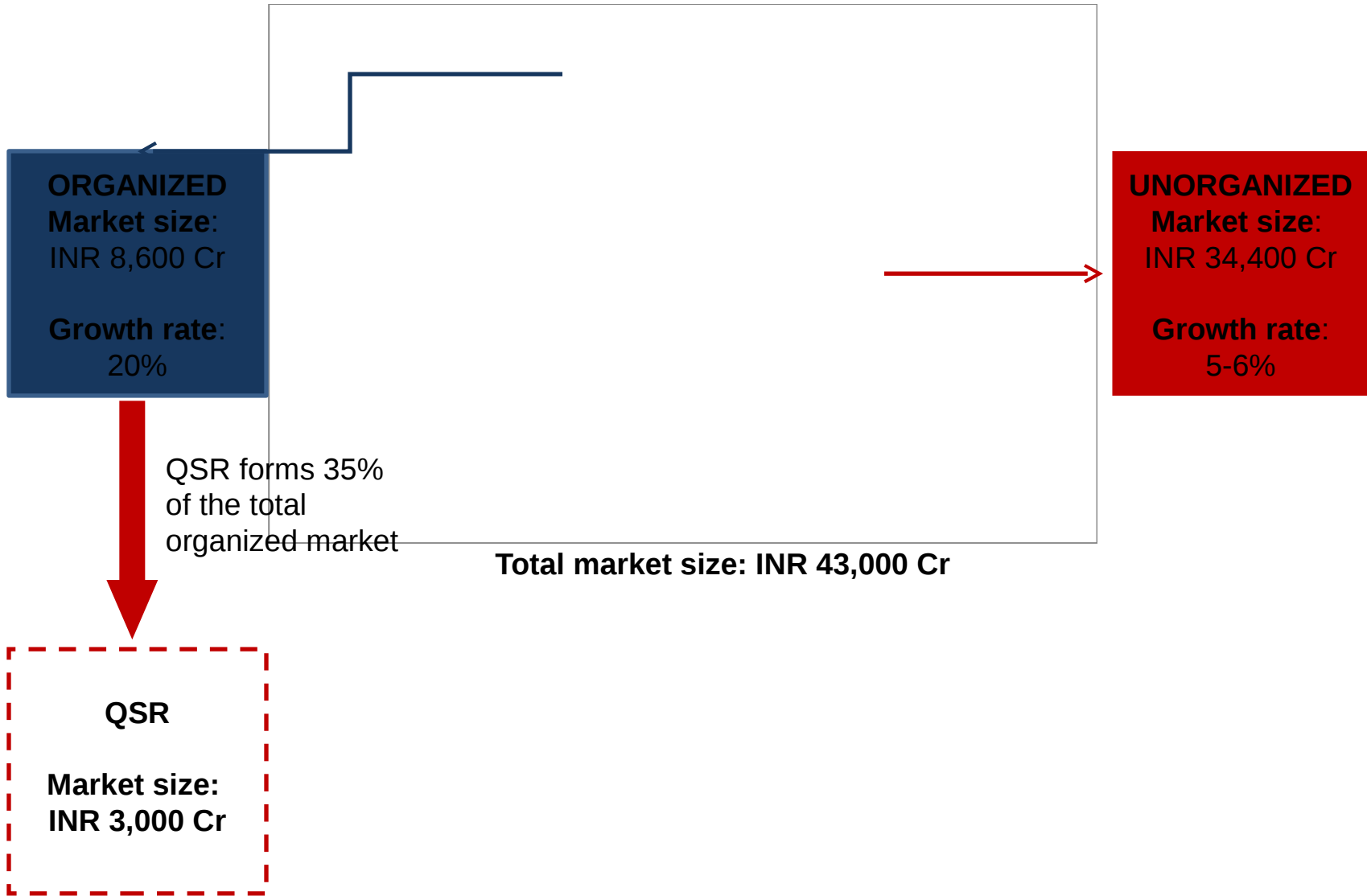
*Backed by solid facts

Create a strong executive
summary covering most of the
above points

Determining the size of
addressable market is extremely
critical

Total food market in India is
43,000 Cr





TruckFirst received 10 million
dollars of funding from SAIF
Partners

Online Truck Logistics Platform
that connects truckers with
shippers

India has 50 lakh trucks

Total truck trips per year – 12 Cr

Average freight cost – INR 30,000

TruckFirst charges 2% of freight cost as fees –
INR 600

Total opportunity size – 12Cr trucks x INR 600 =
INR 7,200 Cr

Create an equally strong
investment summary as
conclusion

Translation of strategy and future
plan into numbers

1.

Understand the business

2.

Past can give you an insight into
future

3.

It's a game of assumptions

4.

Think Capacity!

5.

Know **Excel** in and out

6.

Your Financial Model should be
flexible

7.

Ultimately its **not about** number
crunching on excel spreadsheet

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