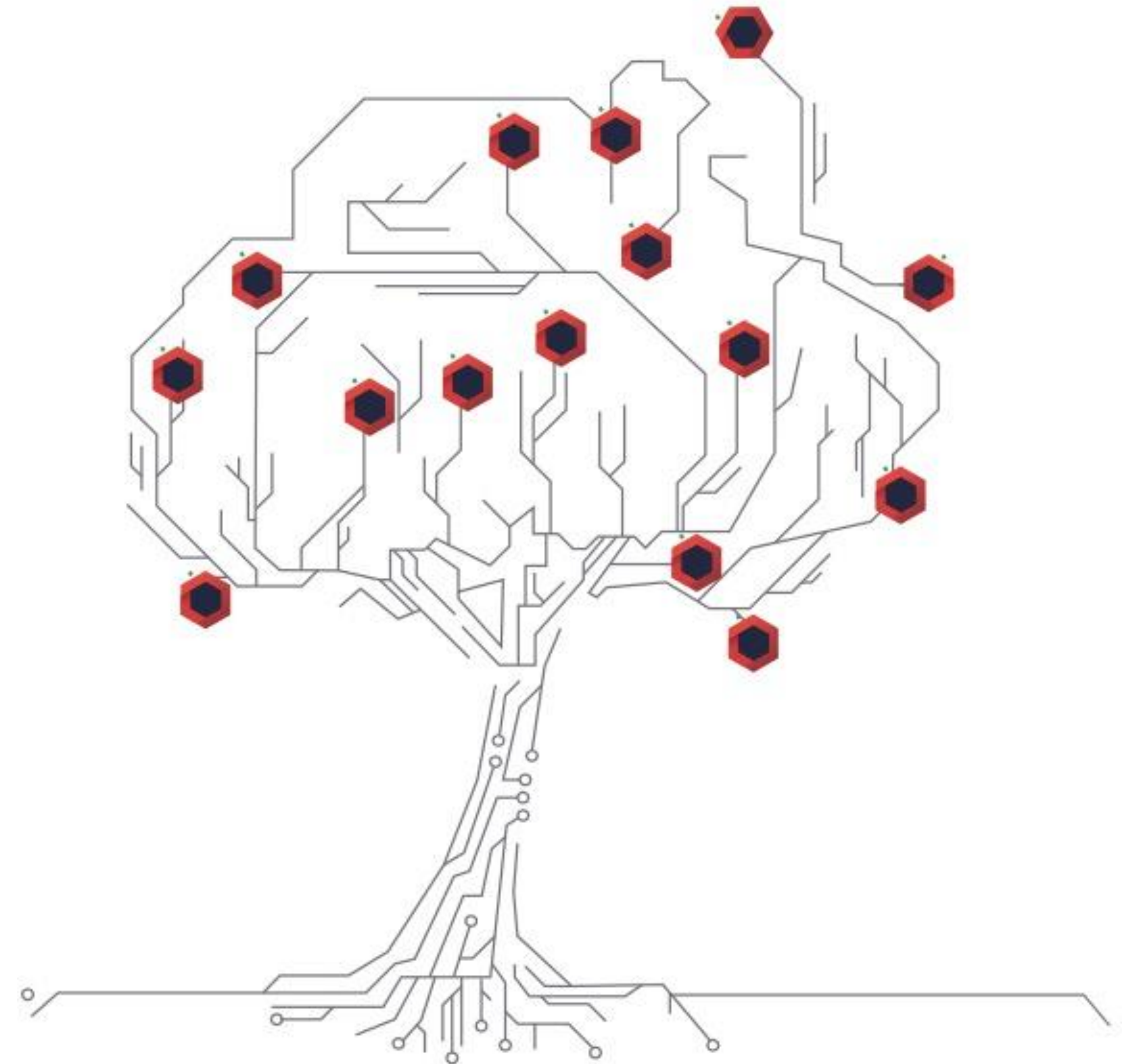


# STAGES OF GROWTH

How we work with innovative,  
purposeful ESGTech companies to  
**spark ideas** and **ignite growth**



RedPepper  
MERGERS



# ABOUT REDPEPPER MERGERS

RedPepper Mergers is a team of skilled business advisors and topic experts supporting early-stage and going concern companies, to build practical commercial strategy, raise supportive capital and grow revenue sustainably.

For eligible startups we get them investor ready and help them close their investment round by presenting them to strategically aligned investors on our capital raising platforms. For later stage companies we lead the investment round, via GreenPepper Capital, as well as identifying strategically aligned investors to co-invest with.

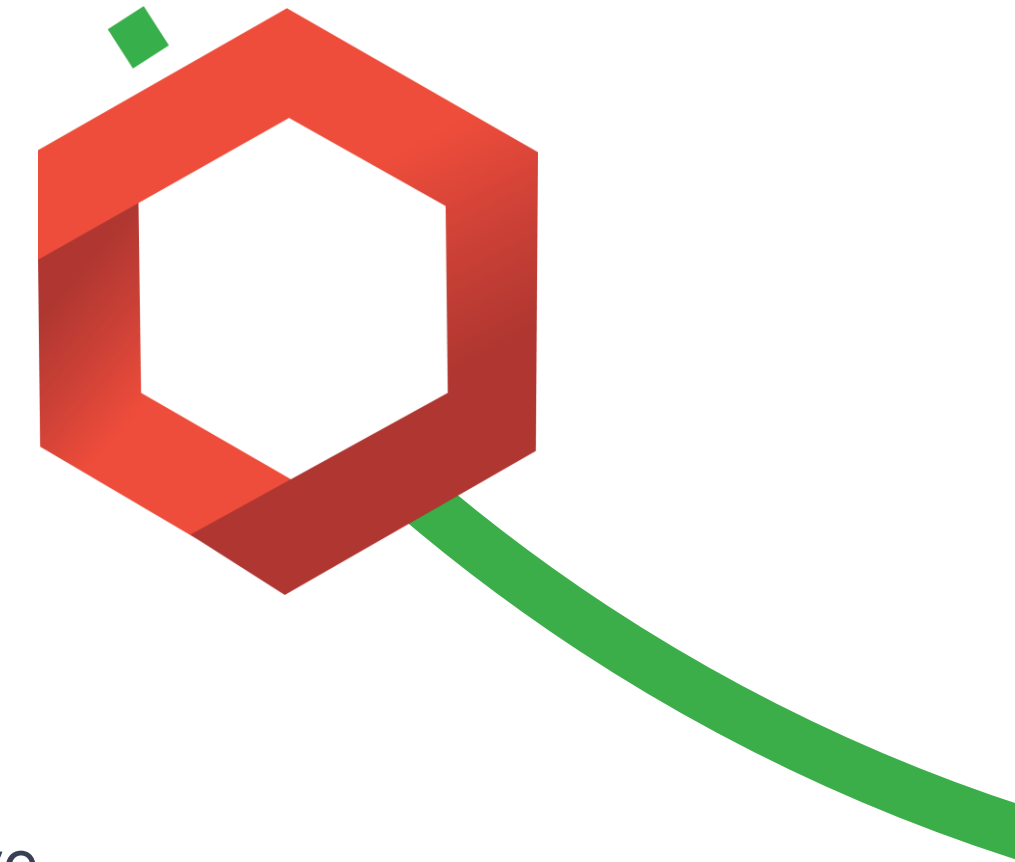
For all investors we are a professional filter, showcasing only the best investor-ready business evidenced by rigorous and transparent business plan and financial decks. We are credible because we actively manage this portfolio.

## Why are we here?

Entrepreneurs look to solve society's most pressing problems but lack of access to capital stifles this innovative ability to create meaningful, deep and pervasive change.

We believe accredited & professional investors would substantially de-risk their investments, at all stages of companies' lifecycles, by focussing on those commercially active in these 10 solution categories. As a benefit, the partnership also supports a sustainable future for planet and people and RedPepper Mergers actively advocates for triple bottom line focus business practices and investment principles.

WHERE CAN REDPEPPER MERGERS HELP?



# Sustainable growth solutions for Start-ups, Investors and Going Concerns



**BUILD**  
INVESTOR READY



**RAISE**  
CAPITAL RAISING



**GROW**  
SALES MAGIC  
CARPE DIEM



**EXIT**  
EXIT SUCCESS

STAGES OF GROWTH



# RedPepper Mergers

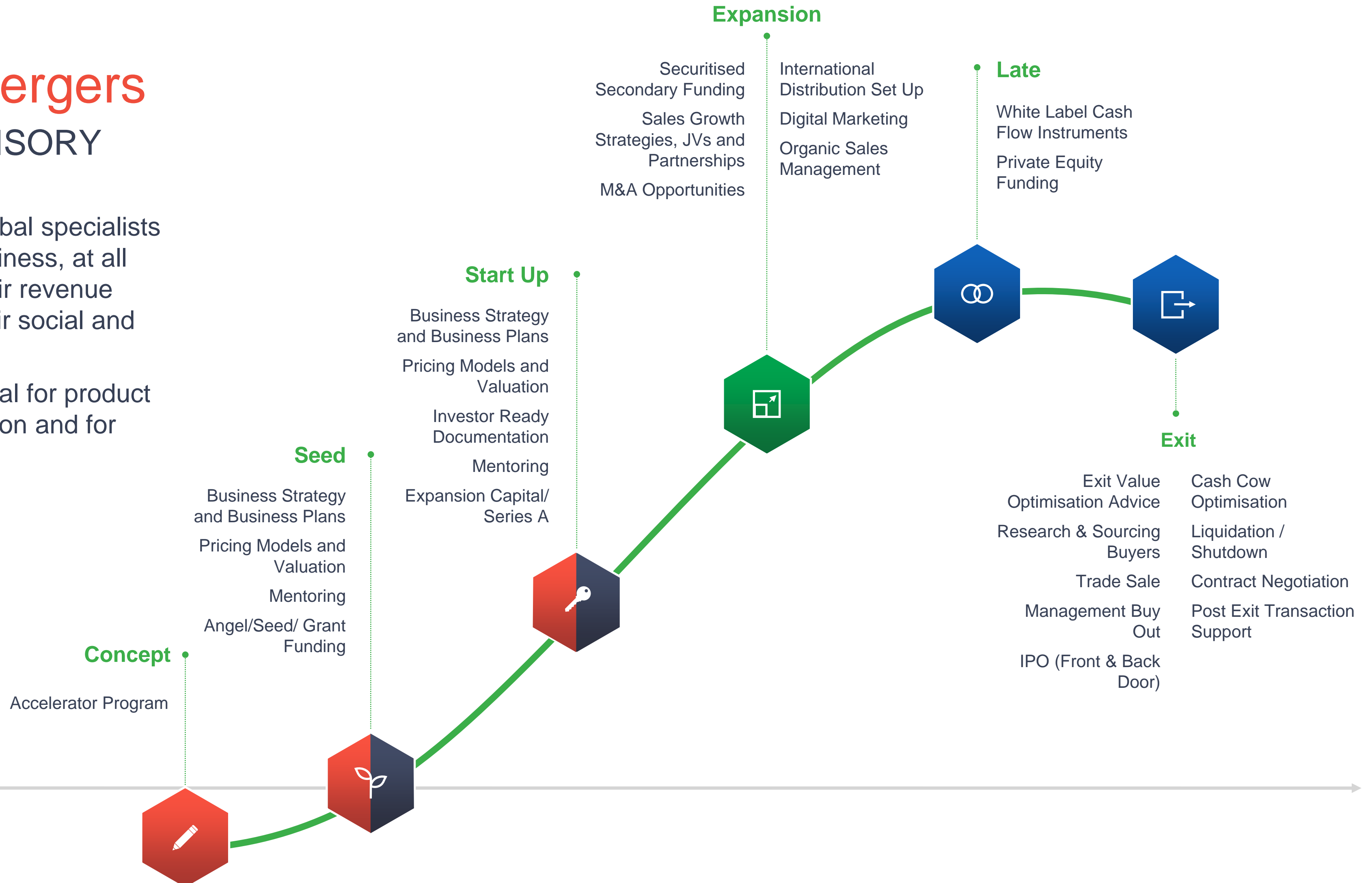
## COMMERCIAL ADVISORY

RedPepper Mergers are global specialists at structuring ESGTech business, at all lifecycle stages, to grow their revenue while actively managing their social and environmental impact.

We raise Responsible Capital for product development, sales expansion and for Mergers and Acquisitions.

Revenues

Financial Stages



**BUILD: STRUCTURING**  
ADVICE/MENTORING/INVESTOR READY

**RAISE: CAPITAL RAISING**

**GROW: SALES MAGIC / CARPE DIEM**

**EXIT: EXIT SUCCESS**



# SUPPORTING CONCEPTS

Pre seed startups tend to be associated with the early prototype, pre-revenue stage. Increasingly, start-ups are required to be product-market fit or minimum viable product ready. Investor personae are also changing. Corporates are buying innovation - concepts and teams - to drive growth or brand repositioning and we work with many multinationals to identify this creativity.

Most pre-seed startups are funded via bootstrapping (i.e. founder's funds), and the FFF method (friends, family and fans). The really successful ones are those who look for angel investors, co-founders and partners who can roll up their sleeves and help build and validate a concept product.

Hubris is a poor substitute for thoughtful strategy creation. Working with RedPepper Mergers builds an authentic and sustainable foundation.

Networking events, rewards-based crowdfunding (like GreenPepper Capital), friends, family and others in your own personal or extended networks will have some of the best solutions to your access-to- capital problem at this stage.

Remember that it's NEVER too early to get customer validation of your concept. If you have not done this yet, then now's the time to start.

A concept should always look to how it can generate revenue and show investors that the idea has commercial and impactful potential.

For more information about pre-seed ESG aligned innovation structuring, please contact us for expert advice.





# INVESTOR READY

RedPepper Mergers are business pragmatists. It should therefore come as no surprise that our first stage to joint client involvement sees us covering off on critical documentation:

- External validation of the business' strategy, and
- Formulation of a well narrated and ethical business vision for communicating to potential investors

We call this stage 'becoming Investor Ready'. It is about attracting external investment money. But it is also about ensuring that the founder's own limited energy, time and resources are spent generating commercial value!

RedPepper Mergers is also all about value add – our work proves it. We make sure that the sustainable growth you seek for your business, is embedded change, well communicated and justified with sound financial rationale. Our ESG thematic focus ensures you apply triple bottom line metrics.

In everything we do, we move your business closer to understanding their expansion plans and the related investment requirements.

The output is a dossier of accurate and credible "investor ready" material, which articulates the businesses strategy, both for the team tasked with delivering the growth and the investor investing in the growth.

#### Key Products:

Valuation  
Investor Ready Preparation  
Mentoring  
Advisory Board  
Leadership Training

[BOOK A FREE 30 MINUTE CONSULT](#)



# SEED

An ideal seed round startup, typically has a product, even if it's just a minimum viable product (MVP), and is generating some revenue per annum. At this stage, the company would look for a capital injection for research and development, to scale initial sales & marketing activities and respond to product-market fit. Investment should speed up the proposed impact and theory of change.

There may also be some additional investment in improving the product; however, that should not be the predominant use of funds.

You should also look to creating and defining a well thought-out growth strategy, and due diligence information for potential investors at this stage.

Most importantly, seed round startups should look at acquiring customers and positioning yourself to graduate from a startup to a scaleup.



# CAPITAL RAISING

RedPepper Mergers is firmly of the view that ambition and business growth are just expensive dreams when people attempt to fund them with pixie dust.

At some point, all ideas need money and a scalable responsible investment partner, which sweat equity simply cannot provide.

This means giving away a piece of the pie. Done strategically, at the correct point in time and at the correct valuation, it significantly catapults an A-team's ability to succeed.

RedPepper Mergers seeks to work with existing business models, proven concepts and credible management teams.

By building on our "investor ready" strategic documentation, we assist in raising staged capital in a number of conventional and more non-mainstream ways, including on our own FinTech platform GreenPepper Invest.

**Key Products:**

- Govt. Grant Funding
- Impact Capital
- Angel / Seed Capital
- Expansion Venture Capital
- Cashflow Finance



FOR FOUNDERS

FOR INVESTORS







# SOURCES OF INVESTMENT

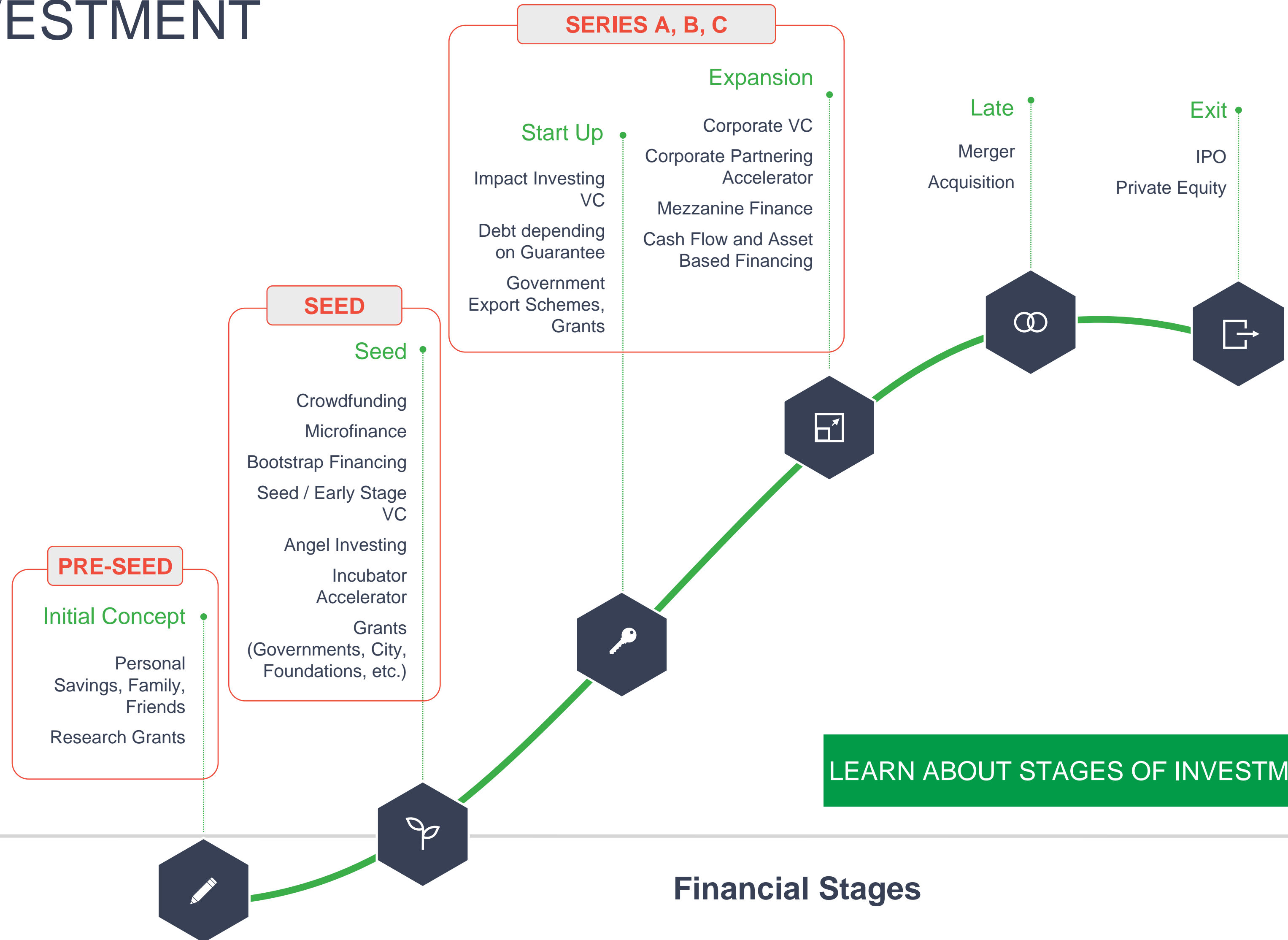
Startups can fall into three main categories, pre-seed, seed, and series.

It's essential to identify how far along the financial stage process your business is to identify the most appropriate fundraising options available to you.

Disregarding the maturity stage, the business that we support all create a theory of change, identify with metrics to measure their effective impact and have a plan to create ongoing triple bottom line impact.

Revenues

Financial Stages



LEARN ABOUT STAGES OF INVESTMENT

RAISE



# GROWTH

RedPepper Mergers believes all business activity should drive strategic triple bottom line growth. We are not pen pushers : we have done it before ..... 18 startups ourselves and 100s of times for clients.

Whether this growth comes from buying revenue or an organic sales effort, RedPepper Mergers loves the positive world of innovation and seeing YOU realise your dreams through smart work.

The RedPepper Mergers team identifies growth opportunities and negotiates joint ventures and partnerships which succeed.

Our specific client expansion model and this new global reach, means that we can introduce our clients to untapped markets, sales opportunities and networks, which they may be otherwise unaware of.

We can also offer low cost service models, which save 50% or more of strategic marketing and communication costs, digital marketing overhead and back office processing expenses.

There is nothing more rewarding than seeing our clients join the often elusive 'hockey stick club' which measures triple bottom line impact.

Sustainably. Smartly.





# SALES MAGIC

Sales leads are crucial to revenue and customer growth and ultimately determine business success. Lead generation is an essential part of the sales process that aims to keep the 'tap' turned on and the business moving forward.

Sales Magic is our answer to the lead generation challenge. We leverage the right B2B tools at the right time to bring more quality leads into our client's sales funnels, ultimately enabling them to develop these leads into new, profitable customers.

We achieve flexibility and scalability for our clients through a selection of lead generation tools, ranging from digital channels to physical selling, which can scale to meet demand dynamically.

## Key Products

Digital Revenue Growth: Marketing Qualified Leads (MQL) & Sales Qualified Leads (SQL)

Organic Sales Management: Outsourced Sales Development Representatives (SDR)

[EXPLORE OUR GROWTH FRAMEWORK](#)

GROW



# CARPE DIEM

Inorganic growth is an efficient way to rapidly achieve revenue growth. It can be achieved by either increasing market share, or vertically integrating to acquire new segments of the supply chain. Both strategies deliver accretive value through synergistic absorption.

Carpe Diem is the catalyst to growth through M&A. We take a strategic, hands-on approach to identifying, evaluating and closing complex opportunities that are well positioned for our clients.

We work with both new and established companies looking to make strategic investments, establish corporate partnerships, joint ventures and growth equity deals.

We provide guidance and advice through bespoke growth strategy, identifying off-market acquisition opportunities that support our clients' expansion goals. We facilitate negotiations for a successful M&A event.

There is nothing more rewarding than seeing our clients exceeding purpose-led growth expectations.

### Key Products

- Buy-side M&A: Acquisition
- Joint Venture Negotiation
- International Distribution Setup
- Strategic Partnership Negotiation

[EXPLORE OUR GROWTH FRAMEWORK](#)



# EXIT

RedPepper Mergers manages both buy-side and sell-side Merger & Acquisition (M&A) mandates.

Eventually, all founder-led businesses require an exit strategy.

An exit is the process by which a founder or owner of a business sells their stake in the business to another party. Exit strategies are typically implemented when a founder or owner feels that their stake in the business has become too large for them to manage effectively. This can be due to a change in personal circumstances, such as retirement or illness, or because they feel that they no longer have sufficient time and energy to devote to their business, or simply because the owner/s are ready to turn the page to the next chapter in life and undertake a new challenge.

In contrast to an exit strategy, succession planning involves handing over management responsibilities to another executive who has been groomed to take over the day-to-day operations of the business. This process is often a pre-requisite to the execution of a Management Buy Out (MBO), wherein a new executive team will raise debt or equity capital to purchase the business from the owner.





# EXIT SUCCESS PLAN

RedPepper Mergers manages both buy-side and sell-side Merger & Acquisition (M&A) mandates.

Why Exit Success? When founders hear the term “exit strategy”, most assume this means failing to thrive and closing their doors.

But there are other reasons to exit a business – some planned.

While much effort goes into starting a business, seldom does the same thought go into the exit strategy and we encourage founders to plan for this exit proactively. We affectionately call this Exit Success Planning (ESP-ing) your venture.

The most common form of an exit is a business sale and the nature of the acquirer is diverse – a joint venture company, a supplier, a management or staff buy-out to name a few. It is less common to exit early-stage business via IPO and to have this as the sole exit option can be distracting and unrealistic.

Disregarding the exit, growing a business which is cashflow positive and triple bottom line profitable should always be the goal. Losses are only sustainable, if someone is funding them and even then this requires a solid reason to justify temporary “red ink”.

To this end, liquidations and disaster events are unfortunate situations, which RedPepper Mergers exclusively transacts in as a buyer’s advocate, through a 3rd party acquisition mandate.

## Key Products

- Trade Sale / Buyout
- Sell-side M&A: Divestment
- Management Buy Out
- Cash Cow Optimisation
- Liquidation / Shut Down

[EXPLORE EXIT SUCCESS](#)

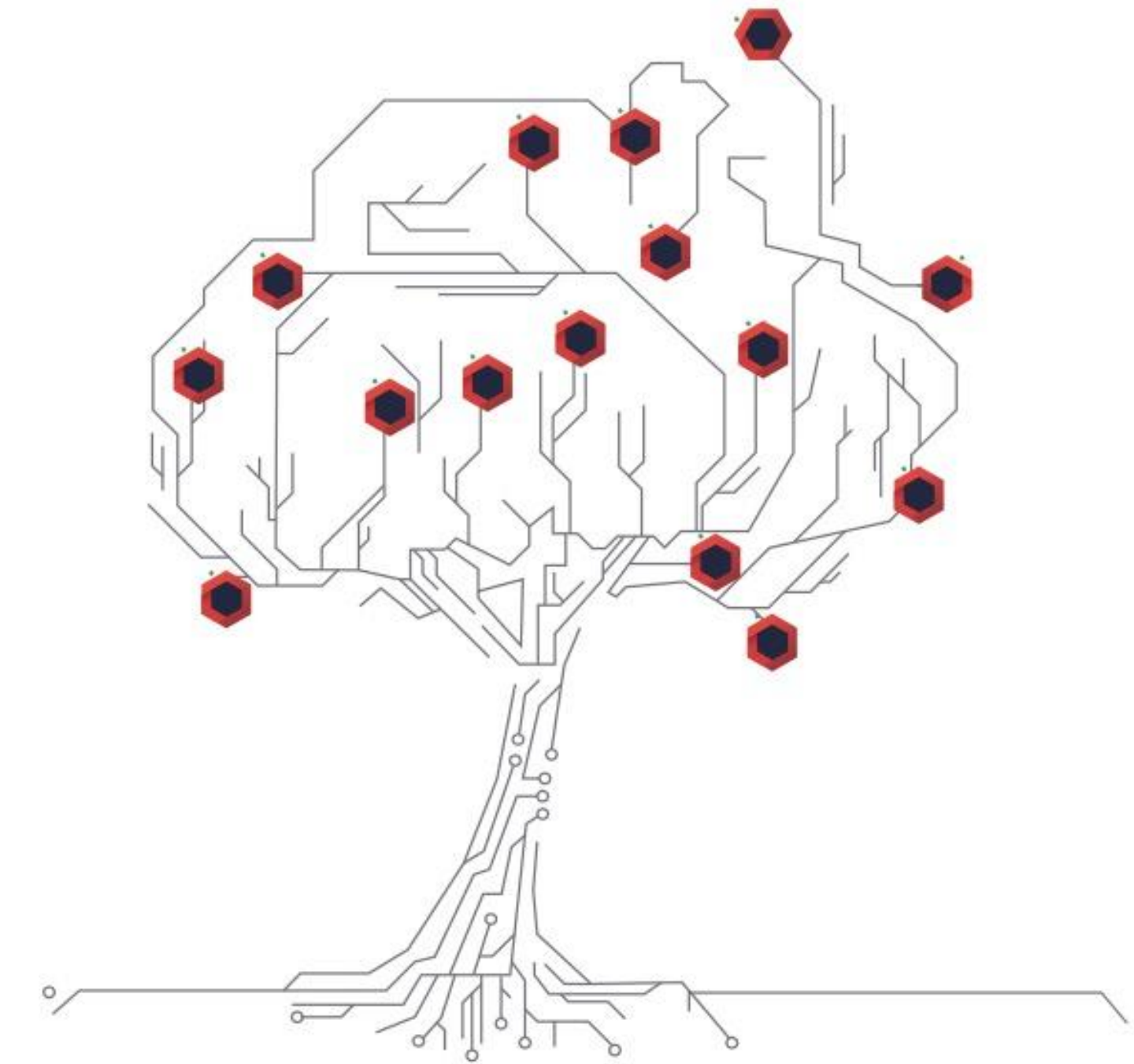


# LET'S CHAT.

Whether your business is in its start-up, scale-up or expansion stage our passionate team of specialists are ready to help you build, raise, grow or exit your business.

Let's **spark ideas** and **ignite growth**. Together.

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