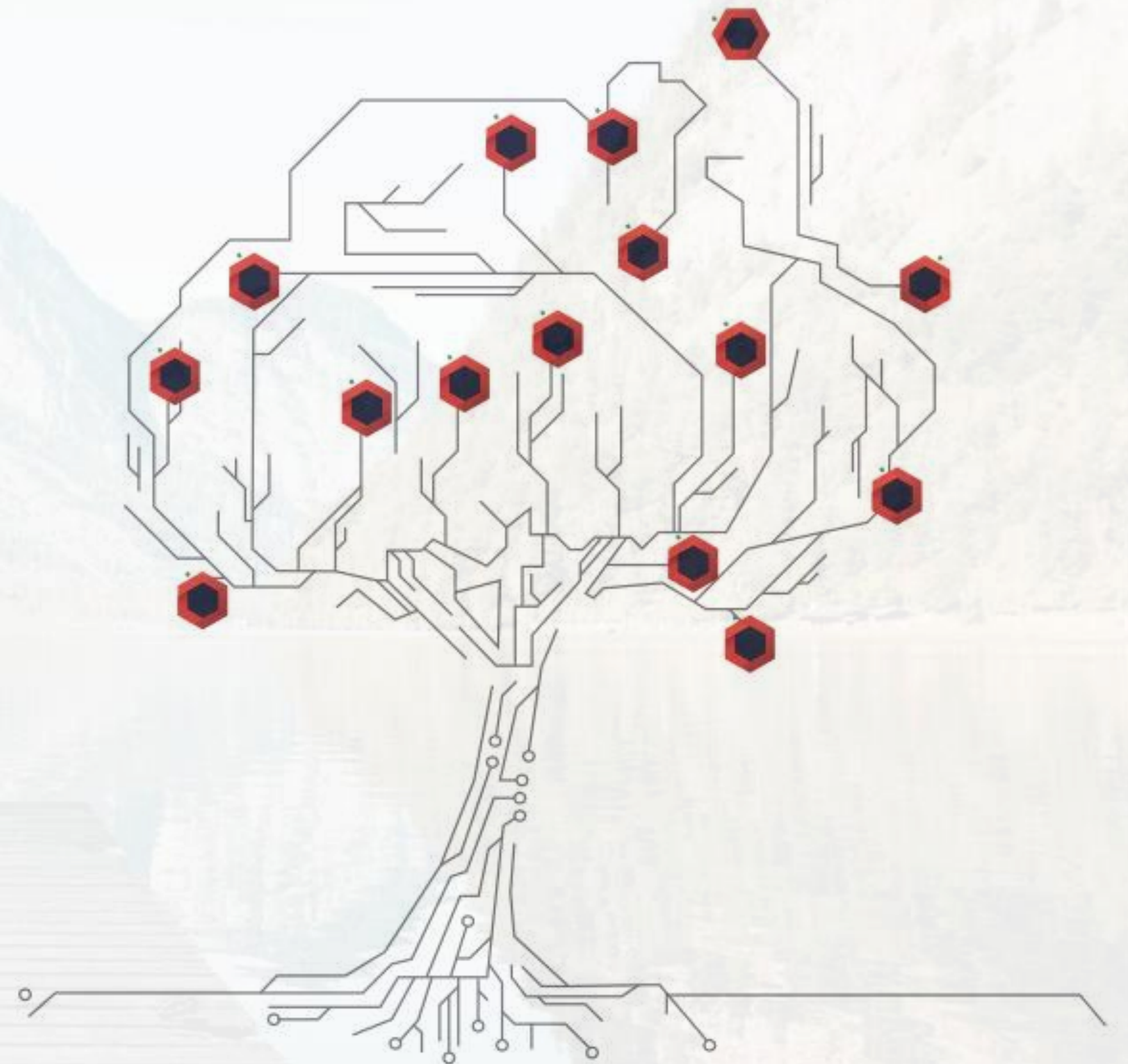


INVESTOR READY STRUCTURING ADVICE

Moving innovation - in start ups and / or going concerns -
closer to being Investor Ready



RedPepper
MERGERS





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 quality assuring critical documentation. This includes:

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

We call this stage 'becoming Investor Ready'. It is about attracting external investment money or internal corporate budget funding. But it is also about ensuring that the founding teams' own limited energy, time and resources are spent generating commercial value!

RedPepper Mergers is all about value add – our results prove it. We make sure that the sustainable growth you seek for your business is embedded change, well communicated and justified with sound financial rationale.

And in support of a sustainable tomorrow, our ESG-centric methodology ensures you focus your decisions on high-impact triple bottom line metrics.

Your journey with Investor Ready



Pre-engagement

- Project plan & timeline
- Proposed framework
- Approve plan and fees



Discovery

- Bespoke content workshops (1-on-1)
- Market research
- Goal Strategy critique
- Valuation



Business Model Development

- Pricing Model
- Sales Model
- ESG metrics and Model
- Market Research
- Financial Model (incl. expense sequencing)
- Operational Delivery Model



Artefact Outputs

- Pitch Deck / Information Memorandum
- Financial model and commentary
- Theory of change
- Triple bottom line metrics
- Marketing Teaser



Capital Raise Readiness

- Awareness
- Education
- Evidence Based plan of action
- Independently reviewed Strategy

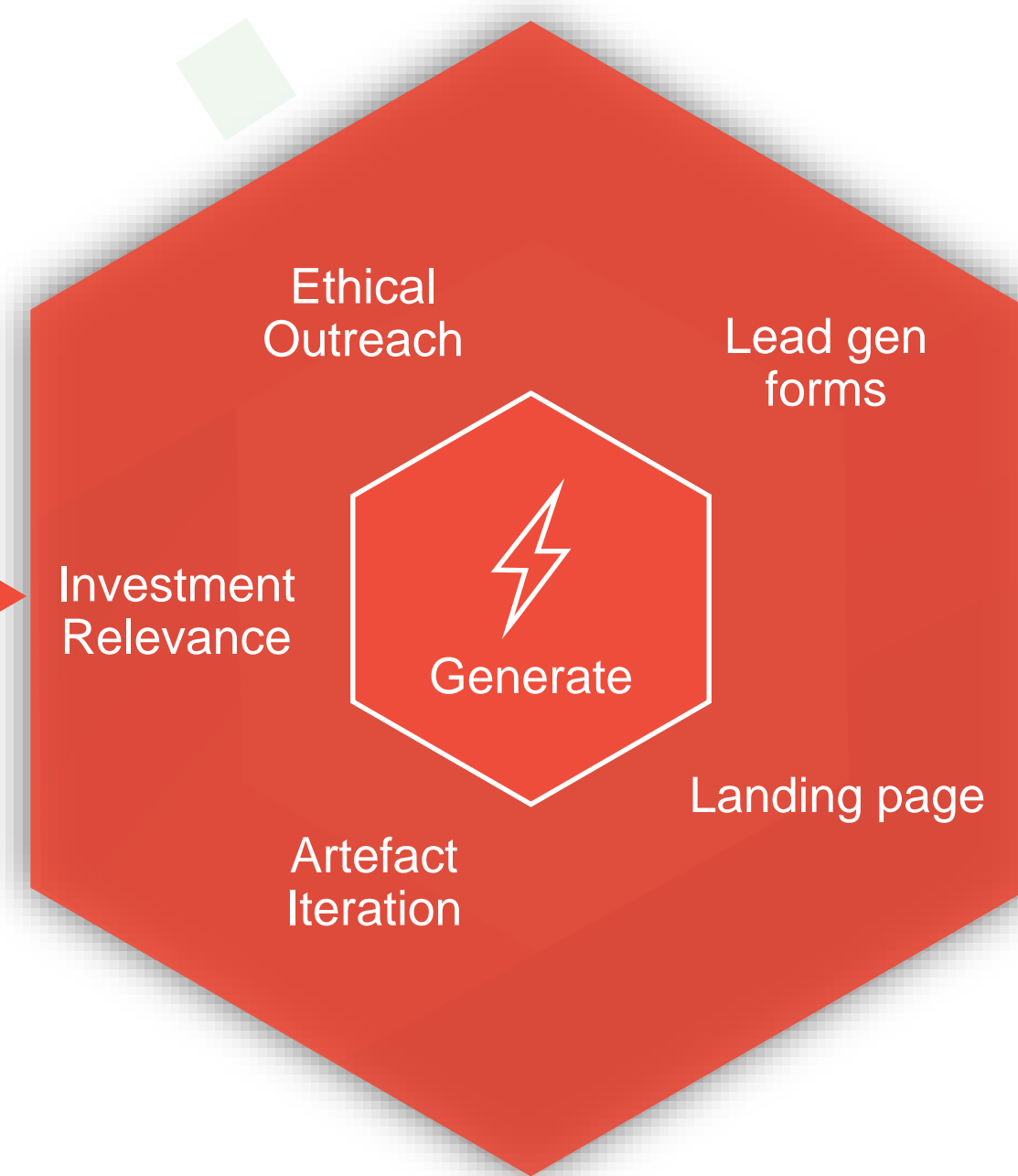
BUILD

INVESTOR READY PROCESS

GOAL CLARIFICATION AND STRATEGY

FINANCE SOURCING OR CAPITAL RAISE

BUILD





ESG STRATEGY

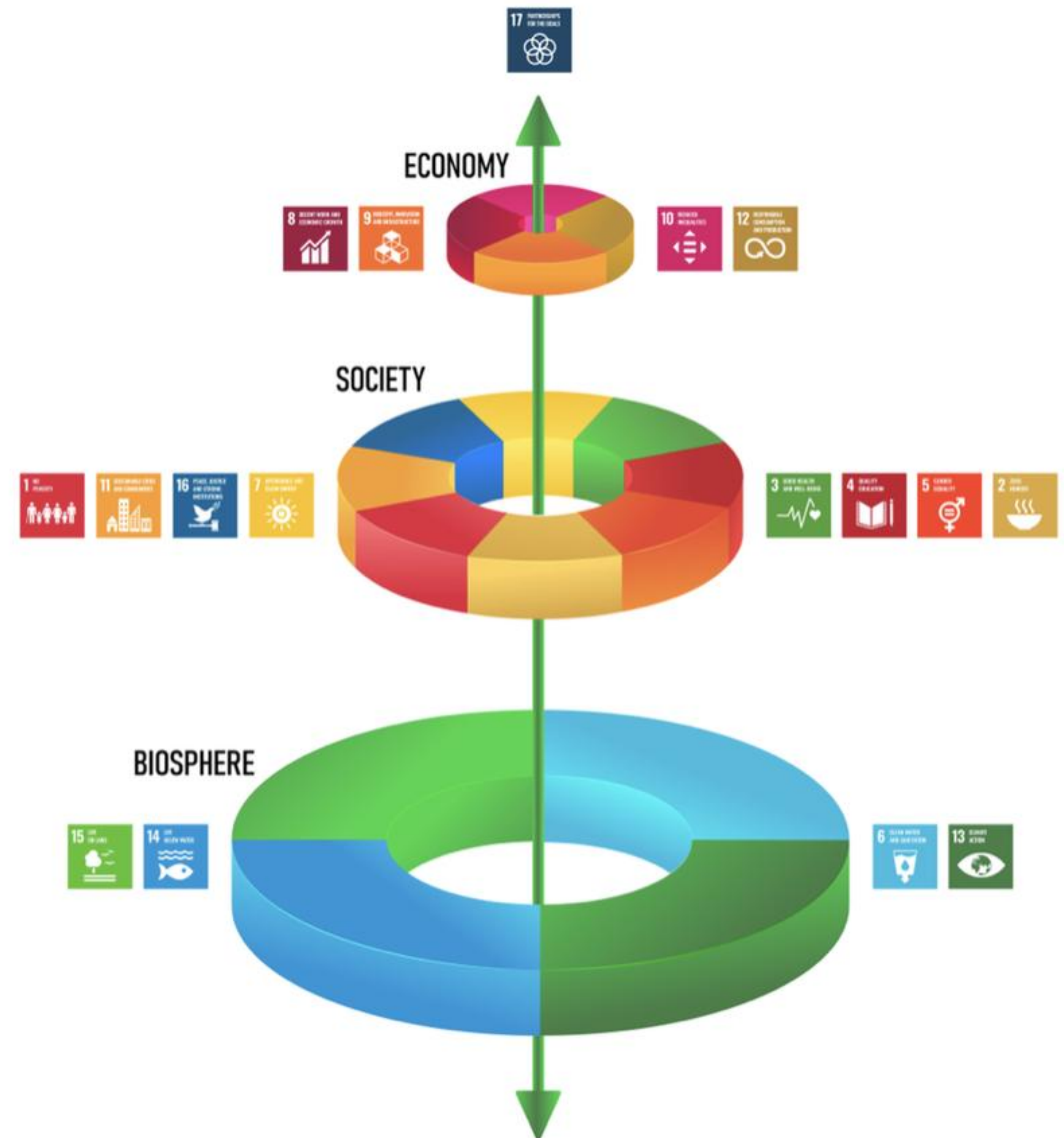
In the near-term, there will be no viable business that does not actively state its vision for moving its operations and products to a wholly sustainable model - whether that be in relation to (amongst other SDG principles) social diversity recognition, modern-day slavery, water scarcity, biodiversity protection, circular economy principles or carbon footprint management.

RedPepper Mergers establishes 3 core concepts for every business model we help create, in anticipation of measuring future foundational necessities and creating a better world for tomorrow.

These 3 documents are:

- a formal and clear theory of change
- a collection of impactful, relevant metrics that when measured and trending correctly indicate that the theory is becoming reality; and
- an impact management plan to bring the theory to fruition.

In support of the 17SDGs

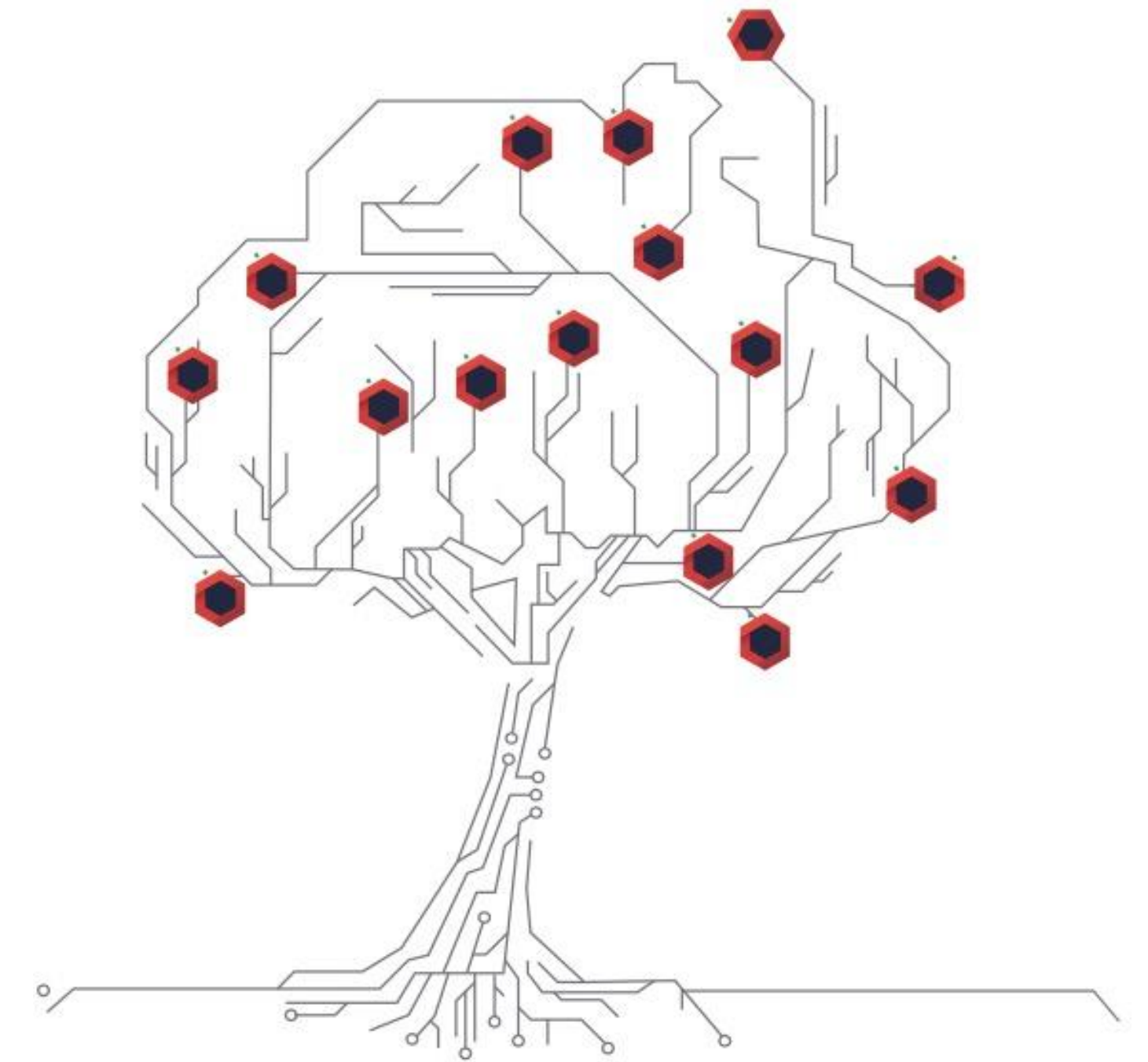


Let's chat.

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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