

## Investment X-change

# Business Investment Services

### *Capital Raising Strategies For Your Business*

Our Business Investment Services focus on the following areas:

1. Business Investment Management
2. Business Investment Documentation
3. Marketing Strategies & Services

## 1. Business Investment Management

Business Investment Management is where PROSPERITY EXCHANGE is engaged to manage the investment process end-to-end, providing the following:

- Setting the investment strategy.
- Identification as to the appropriate investment market to target.
- Meetings with potential investors and workshops/presentations as appropriate.
- Negotiation of the final deals.
- Involvement of senior members of the Prosperity Exchange team.

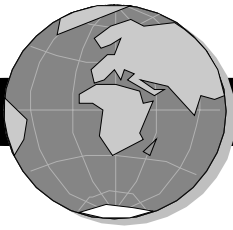
## 2. Business Investment Documentation

When raising capital there are a number of ways, and a number of laws, in which the capital can be raised. Depending on the structure of your business and the amount of capital needing to be raised we will develop for your business a staged capital raising process that will require one of the following documents:

### **Information Memorandum**

An Information Memorandum can be used by a proprietary limited company to raise capital via either a personal offer to investors and/or an offer to sophisticated investors. Where a “personal offer” is made, up to 20 investors may invest in a company within any 12 month period, with a maximum raising of \$2 million from those investors. Where “sophisticated investors” are involved, there is no limit on the amount of funds which can be raised.

The development of your Information Memorandum, including the gathering of information, writing and formatting, takes place over a three month period and includes meetings, either by email, telephone or face-to-face, of 1 - 2 hours duration.



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To enable your business to raise capital for growth and development we can develop an Information Memorandum for your business which will present your investment opportunity in the following sections:

- Summary of Offer and Investment Highlights
- Important Notices/Disclaimer
- Corporate Directory
- Industry Overview
- Company Overview
- Product Overview
- Directors and Management (includes Prosperity Exchange management team as business developers)
- Market Advantage/Competitive Environment
- Business Strategy and Growth Opportunities
- Details of the Investment Opportunity
- Supplementary Information
- How To Apply
- Application Form

The steps required for the development of your Information Memorandum are structured as follows:

Step 1 Collate and go through information already prepared to date.

Position business and the investment opportunity.

Determine what information is required and work out person responsible for preparing.

Meeting.

Step 2 Further positioning of the business and investment offer.

Look at information gathered to date and decide what other (if any) information is required.

Presentation of first draft of Simple Capitalisation Plan.

Step 3 Presentation of first draft of Information Memorandum.

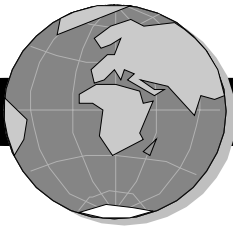
Clarify any points requiring discussion or further information required.

Presentation of revised Simple Capitalisation Plan.

Meeting.

Step 4 Presentation of cover for Information Memorandum.

Discuss and agree to any changes/refinement of Information Memorandum and Simple Capitalisation Plan.



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- Step 5      Presentation of second draft of Information Memorandum.
- Step 6      Finalisation of Information Memorandum, Cover and Simple Capitalisation Plan.
- Hand-over to client.
- Meeting.

## **Executive Summary**

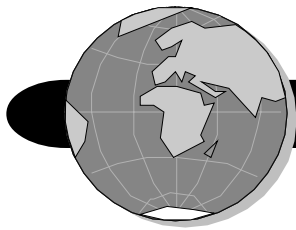
An Executive Summary is required if you have personal contacts, friends and/or family members who are wanting to invest capital into your business. As a private company you are able to have up to 20 investors within any 12 month period and \$2 million in capital raised but due to the investors being personal contacts the level of disclosure is less onerous than if going out to the public through an Information Memorandum, Offer Information Statement or Prospectus.

## **Offer Information Statement**

Once your number of shareholders exceed 50 you must become an unlisted public company and any capital raised can be through an Offer Information Statement. An Offer Information Statement must be registered with ASIC and enables you to raise up to \$5 million.

## **Prospectus**

A Prospectus must be registered with ASIC and is required for unlisted public companies wanting to float through an IPO or wanting to raise more than \$5 million. Back door public listings also require a Prospectus.



### 3. Business Investment Marketing Strategies & Services

Growing businesses always require capital. Finance may be required for the start-up, development/expansion or purchase of a company via a mechanism such as in a management buyout. Funds can come in a variety of forms including the owner's own capital, arranging debt finance, accessing private equity or venture capital.

The question is, how do you expose your business to the people who have the funds available to invest in your business, either by loan or by equity, in a simple, straight-forward, cost effective and time efficient way?

Our Marketing Strategies & Services provides a system that enables businesses seeking venture and development funds to present their business investment opportunity to the market place, giving them the opportunity to either attract investors who are looking to provide such funding to growing and expanding businesses or to partner with strategically aligned businesses who are looking for additional business growth areas.

The first step in the capital raising process is to have your business become 'investment ready' by having the appropriate documentation and business positioning in place. Once this is completed the next step is to go out into the market place and attract keen investors. Our nationally networked database system enables your business investment opportunity to be put in front of a diverse range of potential investors via a professionally managed service which handles all correspondence and liaising with potential investors on your behalf.

Our Marketing Strategies & Services system enables you to not only display your business on a specifically targeted investment exchange on the Internet but to also actively market your investment opportunity, via email, every month to a broad and large database of potential investors as well as people who are involved in strategically aligned, specific industries of your choice.

Services include:

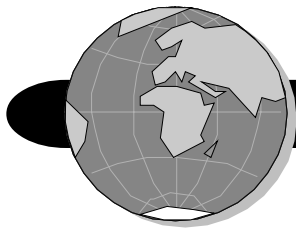
§ **Information Web Page** (1 - 5 pages (A4 size) up to 3mb)

A series of detailed web pages outlining your investment opportunity which can be accessed from PROSPERITY EXCHANGE's Website or via your unique sub-domain name. Pages include a home page and contact pages enabling potential investors to easily access information in regard to your business and the investment opportunity available.

§ **Registration of your own unique sub-domain name**

i.e. yourbusinessname.prosperityexchange.com and your own unique email address

i.e. yourbusinessname@prosperityexchange.com to enable PROSPERITY EXCHANGE to easily and efficiently manage your business investment opportunity and all potential investors within the system. PROSPERITY EXCHANGE will handle all incoming and outgoing emails on your behalf.



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### § Targeted Marketing Solutions

You can choose to have one or all of our targeted, permission based marketing systems working for your business and have a choice as to whether you promote your business investment opportunity to a broad-based market and/or specific industries. You also have the choice of marketing your businesses products and services to specific industries of your choice through Market X-change. A report will be provided to you every week with details of the marketing activities and responses.

The following options are available through Targeted Marketing Solutions:

#### *a. Investment Opportunities Email Newsletter*

Your business investment opportunity is included in our 'Investment Opportunities Newsletter' which is emailed to our entire targeted database of potential investors in Australia each month. This newsletter provides you with the opportunity to nationally promote your business investment opportunity, giving you the opportunity to raise small and large capital amounts with PROSPERITY EXCHANGE handling all of your responses via your own unique email address i.e. [yourbusinessname@prosperityexchange.com](mailto:yourbusinessname@prosperityexchange.com).

#### *b. Targeted Industry Specific Emails*

An email, promoting only your business investment opportunity, is sent to specific industries locally, nationally and/or internationally. Once you have established your specific industry categories we are able to email them every month on your behalf. Again, PROSPERITY EXCHANGE handles all of your responses via your own unique email address i.e. [yourbusinessname@prosperityexchange.com](mailto:yourbusinessname@prosperityexchange.com).

#### *c. Market X-change*

Market X-change enables you to have your products and services, website, franchising and licensing opportunities exclusively promoted through PROSPERITY EXCHANGE via a professionally managed permission based email marketing campaign on a monthly basis going out to a wider range of targeted consumers, locally, nationally and/or internationally, from your choice of specific industry categories and consumer groups.

### § Print Advertising

If required, PROSPERITY EXCHANGE will design and develop newspaper/magazine advertisements which can be used to further promote the investment opportunity. You also have the option of being included in our newspaper advertisements which can include up to three investment opportunities. Please note there will be an additional charge for the cost of running the advertisement in the chosen medium. These costs will be quoted and must be paid prior to any ad being booked.