

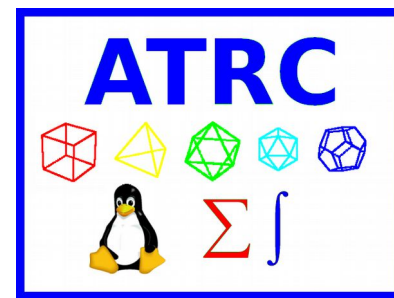
How to make your investment proposal interesting

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The acquisition size must be appropriate.

Value : Silver is about USD 0.58 per gram.

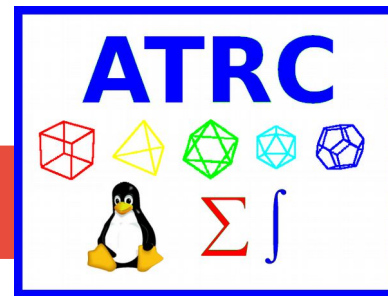
Individual small investor : 1 to 100KG. Some can go up to 400KG

Angel investors : 100KG to 1000KG. 1000KG = 1 Ton

Group of angel investors : 200KG to 3 tons

Venture capital series A funding : 1 ton to 90 tons

Private equity : 100 tons or more.



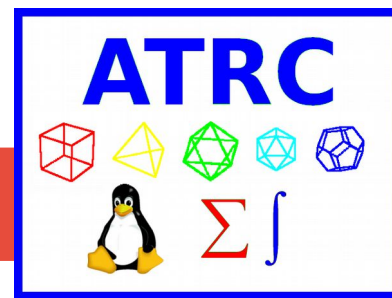
The business must have demonstrated consistent earning power.

If you do not have paying customers to show then get some people to pay in advance for the product you are selling.

If no one believes in your product and is not buying then maybe you have not explained the benefits well enough.

IF they do not buy after understanding the benefits then do the following and rewrite your business plan and investment proposal

Do not sell what you can make. Make what you can sell.



The business must earn good returns on equity with little to no debt.

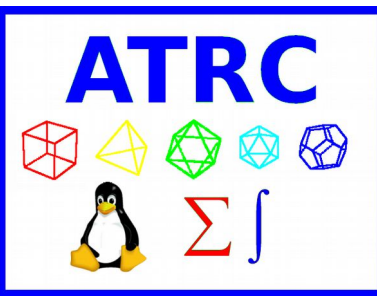
Individual small investor : 20% to 50% per annum

Angel investors : 15% to 40% per annum

Group of angel investors : 12% to 30% per annum

Venture capital series A funding : 10% to 25% per annum

Private equity : 5% to 15% per annum

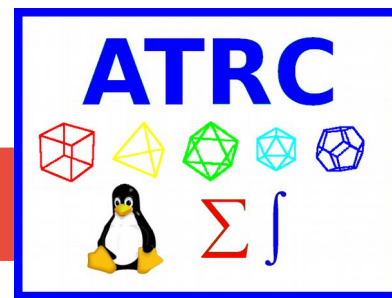


The management must already be in place.

A class companies hire A class people.

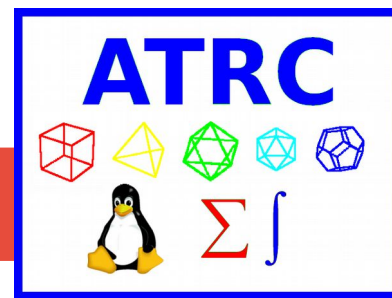
B class companies hire B class people.

C class companies hire C class people.



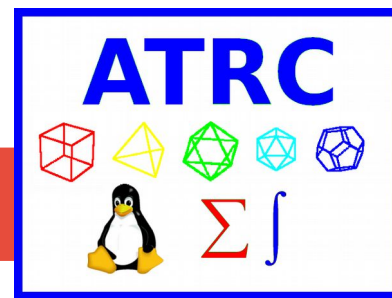
The business must be simple.

If you can explain it in a sentence and more than 95% of the potential customers understand it in a less than 5 minutes, then it is simple enough.



The proposal must come with an offering price.

This shows that the calculations have been done over and over from different angles and all interests have been kept in mind.



Thank you

Thank you for taking the time to go through this presentation.

Hope you found it useful.

For feedback please email to khawar@atrc.net.pk

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<http://atrc.net.pk>

