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## **Investor Pitch Integrated Finance - Start-up Package**

What ROI are you projecting to deliver to the investors? Is it based on sound Exit valuation? Does your pre-money valuation make sense based on Exit value and ROI? Is your Exit valuation based on your pro-forma assumptions? How solid is your TAM estimate? What market share are you forecasting at Exit?

We constantly see investors' pitches fall apart because one or more of the above questions have not been properly addressed. Value Prism Consulting (VPC) has developed a start-up package for early stage companies to help integrate all financial items in the investors' pitch. We use our deep industry experience and financial acumen to provide realistic, data based analysis. VPC's focus on business valuations of early stage companies for more than 20 years allows us to identify, observe and analyze trends with a higher degree of reliability.

This package will include the following:

- ❖ Initial consultation
- ❖ Initial questionnaire (Client to complete; answers used by Value Prism to generate analysis)
- ❖ Conduct/verify total addressable market (TAM) research and analysis
- ❖ Review pro-forma income statement
  - Include volume, pricing, staffing, capex, net working capital and other cost and cash flow impact assumptions
  - Determine capital needs to achieve business plan financial projections
- ❖ Determine possible exit value for the business based on comparable companies and transaction
- ❖ Determine range of pre-money values for the Seed Round
- ❖ Provide input and changes to the investors' pitch deck

**Investor Pitch Integrated Finance Start-up Package: \$5,000**

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