

Investment Readiness Programme Deliverables Menu

The Investment Readiness Programme Deliverables Menu consists of the following key components:

- Pitch Deck
- Investor Valuation Memorandum
- Financial Model
- Financial Instrument Advisory
- Investor hitlist and Introduction
- Priced Round Term Sheet
- Market Analysis and Business Model Evaluation
- Annual Business Reports
- Investor Data Room
- Recommendation Report
- Due Diligence
- Readiness Support

Each deliverable is accompanied by a description of its contribution to the overall goal of securing investment for the impact enterprise.

To receive the full price of the voucher, Biniyog Briddhi expects to see most or all of the services mentioned. Deviations from the full menu should be explained in the identified gaps section and include examples of how the enterprise already has sufficient capacity in this area.

To receive the bonus, we would require evidence that the enterprise has secured investment.

- The first payment tranche (70% of the cost of the proposed service) will be disbursed upon completion the agreed deliverables from the above Component 1 to Component 6
 - Timeline for completion: 3 - 6 months
- The second payment tranche (30% of the cost of the proposed service) will be disbursed upon submission of evidence that investment has been secured
 - Timeline: Up to 18 months after the end of service delivery

Component		Deliverable Descriptions	Timeline
1	Pitch Deck	The Pitch deck should aim to state the investment case and unique proposition of the company to investors. The 10 to 30 slides should go through problem statement, solution, business model, market potential (including TAM, SAM, SOM), Theory of Change, Competitive Landscape, Unfair advantage, Traction, and Impact so far, Capital Raise requirements and financial projections, Team Details, Future Milestones/Next Steps and any additional chapters required by the investors or the enterprise in service.	1-2 Weeks
2	Investor Valuation Memorandum	A detailed document that investors can look into that deep dive and give further insights to the investors about the industry, relevant drivers, market trends, company business model and the team, case studies, financial model — ideally 20 to 30 Pages with Annex.	2-4 Weeks
3	Financial Model	The financial model should be designed around the business model and mechanics to show key elements of the past financial performance and projections for the next 2/5 years (based on company stage). Must be dynamic with an assumption worksheet so that the founders can re-use as variables change.	2-4 Weeks



4	Financial Instrument Advisory	Depending on the data gathered, the service providers should advise the financial instruments best fit for the raise and guidance on valuation (as needed). For example, give a range for equity and suggest possible dilution for convertible offer possible interest rates.	2-4 Weeks
5	Investor hitlist and Introduction	The service provider should provide a hit list of investors and make introductions for pitch(es) on best effort basis with the enterprise in service for effective investment raise.	1-2 Weeks
6	Priced Round Term Sheet	Draw a sample term sheet that entertains the basic terms and conditions of the prospective investment deal for the enterprise and investor in the discussion. The document should contain conditions, such as exit strategy, preference on dividends, tag along, drag along rights, and board seats.	1-2 Weeks
7	Market Analysis and Business Model Evaluation	A key part of any business model is market analysis. The market analysis should address the product-market readiness, market potential, volume, and size, along with an effective market strategy validating current and potential business models for growth.	1-2 Weeks
8	Annual Business Reports	Communication with existing investors is the key to secure follow-on investments. An excellent mechanism is to prepare annual reports to communicate current traction and growth with existing shareholders to impress.	2-4 Weeks
9	Investor Data Room	Produce a safe room for the enterprise to store all investment supporting materials for effective professional communication with potential investors.	1-2 Weeks
10	Recommendation Report	Summarize and compile all the investment readiness advisory support provided to the enterprise in an effective instruction manual in the form of a recommendation report.	2-4 Weeks
11	Due Diligence Readiness Support	Ad Hoc support to the startup as requested by investor conducting due diligence of the startup before a potential financial decision like governance and policy documents	As required by the investor

