



Trade &
Investment

SEE YOUR BUSINESS FROM
A NEW PERSPECTIVE



SMALL BUSINESS
SEPTEMBER 2011

Understand ? Your Business's Value

Angel and Venture Capital Assessment

Do you know what your business is worth ?
How well prepared is your business to raise equity ?
Learn what you can do to remove barriers to raising equity ?

Receive an assessment of your company's value

When seeking to raise additional equity investment the value of a business is often a vexing issue for many companies. As an initiative of Small Business September, Strategon Capital is offering 40 companies the opportunity to receive Complimentary Assessment of their company's value from an equity raising perspective. The assessment will take approximately 1 hour and will require companies to submit documentation prior to the day. Companies also gain feedback from by a panel of Angels, VCs and Advisors on the investment readiness.

Based on recognised assessment tools, your company will be provided with a report and feedback highlighting:

- Its potential valuation range based on various valuation methodologies
- An analysis of your company's investment readiness
- Strategies your company can pursue to enhance its value
- Feedback from angels, VCs and Advisors on your current attractiveness to investors.

Cost

FREE to business owners (limited to 40 companies).

Time

Individual one hour assessments held on Thursday 8, 15 22 and 29 September 2011.

Where

Suite 12, Level 5, 55 Miller Street, Pyrmont

Registration

Will be open until 22th September or till places have been filled.

To register please visit

www.smallbusinessmonth.nsw.gov.au

Further information contact

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Position Director

Company Strategon Capital Pty Ltd

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REGISTRATION

Angel and Venture Capital Assessment

YOUR ORGANISATION:

Name			
Company			
Address			
Telephone		Website	
Mobile		Email	

PROFILE OF YOUR BUSINESS FOR THE ASSESMENT PANEL

1. Describe your business, number of years in business, geography covered and turnover in past three years.
2. Describe your specific product/service and its' competitive advantage (any IP) or the opportunities for growth.
3. Define the Market Opportunity (size of the market, customers you will target and the speed you seek to expand)
4. If you are looking to raise capital, tell us the level of fund required and how you would use it.
5. Explain your industry knowledge and skills of your management, board and advisors.

Please return Expressions of Interest by email to: Lisa.Nola@strategon.com.au

Or by fax on +61 2 9660 6642

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