



Funded by



Cultivating Opportunities in the Recovery

Mentoring Sustainable Growth

Acquisition

Market Development

Grant Funding

Equity Investment



This program will focus on providing companies with the advice and assistance to evaluate emerging market opportunities, and to define and gain access to the capital and human resources required to sustain a fast-tracked growth path. This program has been made possible through funding provided by Industry & Investment NSW under the Stepping Up Advanced Program.

As the economy emerges from the global economic slowdown, entrepreneurs will need to assess:

- ◆ the nature and level of market development activities
- ◆ potential benefits of new capital investment
- ◆ merger or acquisition options
- ◆ human resources requirements
- ◆ the funding required for these initiatives and the avenues for raising external capital.

When evaluating these potential avenues for growth, companies will need to carefully analyse the rate of their own expansion, and the potential value of specific opportunities. Companies also need to understand the financial impact of changes on the business. The program will provide tailored assistance to help companies to:

- ◆ gain access to individual mentoring and workshops to assist in defining their growth / commercialisation plans
- ◆ evaluate local and export market expansion opportunities
- ◆ define marketing initiatives
- ◆ identify sources of funding whether it be debt, equity or grant funding.

Benefits for your business:

Companies will be provided with the option to define the outcome they require from the program, which may include:

- ◆ Growth or commercialisation planning
- ◆ Access to capital via equity and/or grants
- ◆ Assessment of market opportunities for expansion
- ◆ Financial analysis of opportunities.

Businesses that will benefit most from the program:

- ◆ Successful companies seeking to fast-track growth through local and international expansion, acquisition or to restructure
- ◆ Organisations seeking capital – debt, equity or grants
- ◆ Research and development companies seeking to commercialise technology.

About the team delivering this program:

This program will be delivered by Strategon Capital Pty Ltd; a leading provider of corporate advisory, funding, and business and strategic planning services to growing small and medium enterprises. Strategon has a proven track record in the 'business angel' marketplace and extensive experience in the commercialisation of technology, capital raising, drafting grant applications and implementing domestic and international market growth strategies. Strategon owns and operates, *Australian Business Angels*.

Cost of the program

Eligible companies can access assistance from Industry & Investment NSW for the cost of the program at a subsidized cost of \$2,500 including GST.

Introductory seminar

An introductory information seminar will be conducted on TBA basis. An invitation to the information event is available from www.strategon.com.au and www.industry.nsw.gov.au. Businesses are invited to submit the attached expression of interest in participating in the program.

Application timeframe

Assistance is limited to eight (8) companies. Applications for assistance will be open until 26 February 2010 or until places have been filled.

Supporters of the program:

The "Cultivating Opportunities in the Recovery Program" is a project aimed at supporting the sustainable growth of businesses and attracting investment to New South Wales companies. This program has been funded by Industry & Investment NSW.

Industry & Investment NSW is the New South Wales Government's business development agency.

Industry & Investment NSW delivers programs and services that support the NSW Government's commitment to winning new business activity for NSW, and developing the capacity and productivity of the State's economy.

Industry & Investment NSW provides advice and assistance to help businesses of all sizes establish or expand in metropolitan and regional NSW.

Industry & Investment NSW delivers enterprise improvement programs that enhance the State's international competitiveness, and drives policy change to improve the NSW business climate.

Industry & Investment NSW adopts a whole-of-government approach and actively encourages collaboration with business and the community in its work. Its services are delivered through a network of offices in NSW.

For more information about Industry & Investment NSW, go to www.industry.nsw.gov.au

EXPRESSION OF INTEREST Cultivating Opportunities in the Recovery Program

YOUR ORGANISATION:

Name			
Position			
Company			
Address			
ABN			
Telephone		Fax	
Mobile		Email	

ASSISTANCE PROGRAM FOR GROWTH COMPANIES

Principal Activity			
Industry Sector		ANZSIC Code	
Staff (excl business owner/ operators)		Turnover	
Years in business		Current Ratio	Current Assets / Current Liabilities >.75

YOUR ADVISOR:

Name	
Company	
Telephone	

Accountant Solicitor Other advisor

PROFILE OF YOUR BUSINESS

Description of the business:

In no more than 200 words please describe your business, its competitive advantage and the opportunities for growth (if you run out of space attach additional page/s).

Have you identified acquisition opportunities?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are you seeking partners to exploit expand sales within Australia and export markets?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are you seeking additional finance for growth?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Do you have a strategic plan?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Assistance required:

Please identify the assistance your business currently requires to achieve its growth objectives.

ENGAGEMENT

TAX INVOICE

I wish to participate in the Cultivating Opportunities in the Recovery Program.

<p>Payment Details Cheque enclosed for \$ 2,500.00 _____ (Please make cheques payable to Strategon Capital Pty Ltd)</p> <p>Please debit my <input type="checkbox"/> B a n k c a r d <input type="checkbox"/> Mastercard <input type="checkbox"/> Vi s a</p> <p>Card No. _____</p> <p>Amex ID No. _____ Amount \$2,500.00 (including GST)</p> <p>Card holder 's Name _____ Expiry Date ____/____</p> <p>Cardholder's Signature _____</p>

Further information can be gained by contacting Lisa Nolan on **0413 156 111**
Please email Expressions of Interest and Engagement Details to lisa.nolan@strategon.com.au
Alternatively Level 5, 55 Miller Street, Pyrmont, NSW 2009, or faxed to **(02) 8021-2323**. www.strategon.com.au

Disclaimer: All program details correct at time of printing. Programs are subject to change.
Privacy Policy: Personal information which Strategon Capital Pty Ltd ("Strategon") collects on this form is used for the purposes of registering you for this forum, and will be provided to the New South Wales Department of State and Regional Development, the source of funding for this programs. We may also use your personal information to keep you informed of the events, seminars and services which we consider may be of interest to you and to provide you with promotional and marketing materials about Strategon's services. If you do not wish to receive such information please tick the privacy opt out box on this form. You are not required to complete the entire form, however if we do not receive sufficient information to contact you then we may be unable to register you for this seminar. Your details may be shared with a third party, for promotional and marketing purposes. You may request access to personal information we hold about you by contacting nolanl@strategon.com.au
 I do not wish to be included on this mail list. Strategon Capital 28 101 413 414