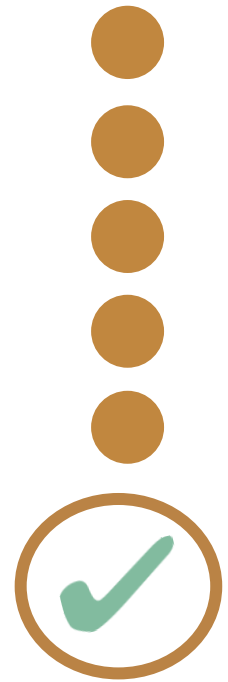


**HOW DOES A  
STRATEGY HELP  
YOUR BUSINESS  
TO BECOME**

**INVESTMENT-READY?**



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**GROWTH REQUIRES  
FUNDING  
THAT CAN COME FROM  
INTERNAL OR EXTERNAL  
SOURCES**





# HOW DO YOU MAKE A CASE TO FUND YOUR BUSINESS?

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Whether internal or external  
it is important to have full confidence  
from the people providing the support



# STRATEGIC CLARITY

gives confidence to funders who ask:

**WHAT MAKES  
THIS BUSINESS SPECIAL?**



# SOURCES OF GROWTH

What are the well-defined key markets and products?

# COMPELLING PROPOSITIONS

What are the convincing reasons for customers to choose you above the competition?



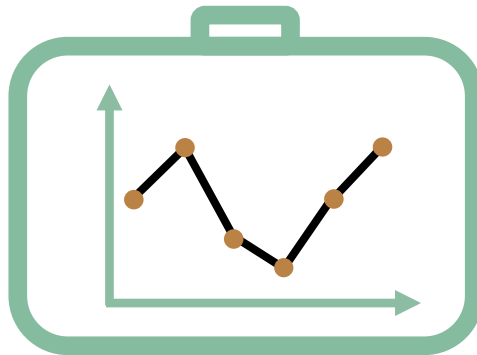
# FINANCIAL MODEL

What is the  
expected  
growth rate?

How is growth  
supported by  
costs?

How much  
funding  
is needed?

When does  
payback  
come?



**STRATEGIC  
CLARITY  
GIVES FUNDERS  
CONFIDENCE TO  
INVEST**



Do you have a clear strategy that will

**WIN INVESTMENT?**



# WHAT HAS YOUR EXPERIENCE BEEN?



Join the conversation  
in the comments below

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EXPERTS IN STRATEGIC BUSINESS GROWTH

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