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FUNDRAISING ADVISORY

Investor Outreach Strategy Report

Illustrative Sample - Selected Pages Only

Illustrative Client

Apex Agro Foods Private Limited

Growth-stage packaged foods & value-added grains business

₹8 CRORE

Illustrative Funding Ask

₹18.4 Cr	72/100	₹32-40 Cr
Current Revenue	Readiness Score	Illustrative Pre-money Range

Purpose of this sample

This document demonstrates the structure and presentation style of a Fundraising Advisory & Investor Outreach Strategy Report. It contains selected illustrative pages only. It is not a complete fundraising mandate, investor database, valuation report, legal opinion or assurance of funding.

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1. EXECUTIVE SNAPSHOT

Fundraising Mandate Overview

The illustrative company is seeking growth capital to expand manufacturing capacity, strengthen working capital, deepen distribution and invest in technology. The proposed fundraising approach prioritises investor relevance, financial clarity and phased outreach over mass circulation of the proposal.

₹8.0 Cr	24-30 M	45%	25%
Capital Sought	Growth Horizon	Capex Allocation	Working Capital

Business Stage Operating growth-stage company with established revenue base and expansion plan.	**Funding Objective** Equity / strategic capital to accelerate capacity, distribution and brand growth.
Primary Investor Types Family offices, HNIs, strategic investors and selected growth-capital funds.	**Indicative Geography** India-focused investors with appetite for consumer, food and manufacturing opportunities.
Key Strength Existing operations, promoter experience and identifiable growth levers.	**Primary Gap** Investor materials require tighter alignment between valuation, projections and use-of-funds milestones.

Illustrative Use of Funds

Purpose	Allocation	Amount (₹ Cr)
Capacity expansion & equipment	**45%**	3.60
Working capital strengthening	**25%**	2.00
Distribution & brand building	**20%**	1.60
Technology / systems	**10%**	0.80

Advisory focus: sharpen the investment proposition, close readiness gaps, define relevant investor profiles and execute a disciplined outreach sequence.

2. INVESTOR READINESS ASSESSMENT

Readiness Scorecard

The purpose of the readiness review is to determine whether the opportunity can withstand serious investor evaluation. Scores below are illustrative and show how gaps may be prioritised before broader outreach.

Assessment Area	Score / 100	Status
Promoter & management	82	**Ready**
Business model clarity	78	**Ready**
Historical financials	76	**Ready**
Financial projections	68	**Improve**
Valuation positioning	60	**Improve**
Investor pitch material	64	**Improve**
Due diligence organisation	58	**Action**
Funding & use-of-funds clarity	90	**Ready**

Overall illustrative readiness score: 72 / 100

The business appears suitable for targeted investor outreach after improving valuation rationale, pitch consistency and due diligence organisation. A phased outreach approach is recommended rather than immediate mass circulation.

Priority Actions Before Wider Outreach

✓ Align the financial model and pitch deck to a single set of revenue, margin and funding assumptions.

✓ Prepare a defendable valuation range and equity-dilution scenarios before investor meetings.

✓ Create a concise data-room index covering corporate, financial, tax and commercial records.

✓ Prepare promoter responses to likely questions on capacity expansion, customer concentration and growth assumptions.

Recommended Fundraising Structure - Illustrative

The transaction should be positioned around a clearly defined growth plan, measurable milestones and a commercially defendable capital ask. The structure below is illustrative and would be refined after reviewing the company, investor appetite and regulatory considerations.

Capital Sought ₹8.0 crore of equity / strategic growth capital.	**Indicative Pre-money Range** ₹32-40 crore, subject to detailed valuation and investor negotiation.
Indicative Equity Dilution Approximately 16.7%-20.0% depending on agreed pre-money valuation.	**Preferred Investor Profile** Long-term investor able to support growth without requiring immediate control.
Use-of-Funds Discipline Capital linked to capacity, working capital, distribution and technology milestones.	**Fundraising Objective** Secure capital while preserving sufficient promoter ownership for future rounds.

Illustrative Dilution Scenarios

Pre-money Valuation	Investment	Post-money Valuation	Investor Stake
₹32 Cr	₹8 Cr	₹40 Cr	**20.0%**
₹36 Cr	₹8 Cr	₹44 Cr	**18.2%**
₹40 Cr	₹8 Cr	₹48 Cr	**16.7%**

Positioning Principles

✓ Lead with business economics and growth milestones, not only headline valuation.
✓ Keep the funding ask consistent across executive summary, pitch deck, financial model and investor communication.
✓ Use valuation as a negotiation framework, not as an unsupported fixed number.
✓ Avoid promising investor returns, exit timelines or transaction outcomes that cannot be substantiated.

Important

This page is an illustrative advisory output. It is not a valuation certificate, securities recommendation or investment advice.

4. IDEAL INVESTOR PROFILE & TARGETING MATRIX

Who Should Be Prioritised?

Investor research should begin with a target profile. Relevance is assessed using sector appetite, transaction stage, ticket size, geography, strategic fit and the investor's typical decision process.

Investor Category	Sector Fit	Ticket Fit	Strategic Value	Priority
Family Offices	High	High	Medium	A
Strategic Food / FMCG Investors	High	Medium-High	High	A
HNIs / UHNIs	Medium-High	High	Medium	A/B
Growth Capital / PE Funds	Medium-High	Medium	Medium	B

Targeting Filters

Sector Packaged foods, food processing, agri-consumer, manufacturing.	**Stage** Operating businesses with scale-up or expansion requirement.
Ticket Size Approximately ₹5-15 crore relevant appetite for this example.	**Geography** India-focused investor mandate.
Value-add Distribution, consumer brands, supply chain or strategic industry relationships.	**Exclusions** Investors with mismatched stage, ticket size or sector mandate.

Targeting principle

A shorter list of genuinely relevant investors is more useful than a large generic database. Investor identification does not imply that any investor has agreed to review, meet or invest.

5. INVESTOR OUTREACH STRATEGY

Phased Outreach Plan

The sample outreach strategy uses controlled batches so that messaging can be refined based on real investor feedback. Actual outreach channels depend on available contact routes, investor policies and applicable regulations.

Phase 1	**Preparation**	Finalise investor summary, pitch alignment, target criteria and response templates.
Phase 2	**Priority A Outreach**	Approach the highest-relevance investor profiles first.
Phase 3	**Feedback Review**	Analyse responses, objections and information requests.
Phase 4	**Refinement**	Adjust messaging or investor materials where justified.
Phase 5	**Priority B Outreach**	Expand to additional relevant targets using improved positioning.

Sample Initial Outreach Message Framework

Subject

Growth capital opportunity - illustrative packaged foods company seeking ₹8 crore

Opening

Briefly introduce the business, operating history and why the opportunity may be relevant to the recipient.

Core Message

Highlight current scale, growth plan, funding ask, use of funds and the specific reason the investor profile appears relevant.

Call to Action

Invite a short introductory discussion or permission to share the investor presentation. Avoid sending excessive confidential material at first contact.

Communication should be truthful, targeted and concise. Avoid claims of assured returns, guaranteed exits or artificial urgency.

6. OUTREACH PIPELINE & FOLLOW-UP TRACKER

Illustrative Investor Pipeline

A structured tracker helps maintain follow-up discipline and records what has been shared, what questions are pending and what the next action should be. The names below are fictional placeholders and are not real investor recommendations.

Investor	Category	Priority	Status	Last Action	Next Step
Alpha Family Office*	Family Office	**A**	**Intro sent**	12 Sep	Follow-up
Orion Consumer Partners*	Strategic	**A**	**Deck requested**	13 Sep	Share deck
Northstar Capital*	Growth Fund	**B**	**Under review**	10 Sep	Wait / check-in
Meridian HNI Group*	HNI	**A/B**	**Meeting held**	14 Sep	Send financial summary
Vertex Foods Holdings*	Strategic	**A**	**No response**	09 Sep	Final follow-up
Crescent Investment Desk*	Family Office	**B**	**Interested**	15 Sep	Schedule call

***Fictional names used only to demonstrate report format. No real investor contact details are included in this sample.**

Follow-up Rules - Illustrative

Respond Quickly Investor questions and information requests should be acknowledged promptly.	**Track Every Commitment** Record promised documents, dates and responsible person.
Avoid Over-Following Repeated messages without new value can damage credibility.	**Close Inactive Leads** After reasonable follow-up, move non-responsive targets out of the active pipeline.

Advisory interpretation

The tracker is a process tool. A high number of contacts or meetings does not itself indicate fundraising success. Quality of fit, investor conviction and transaction economics remain decisive.

7. INVESTOR MEETING PREPARATION

Promoter Discussion Guide

Investor meetings are most effective when the promoter can explain the business and numbers without relying on the slides. The following question bank is illustrative.

Market	Why is this market attractive now, and how large is the realistic addressable opportunity?
Business model	Which products and channels drive the best contribution margin?
Growth	What specifically changes after the ₹8 crore investment?
Financials	Which assumptions create the projected revenue and EBITDA growth?
Valuation	Why is the proposed valuation range commercially reasonable?
Risks	What are the three biggest execution risks and how will they be mitigated?
Promoters	Why is this team capable of executing the expansion plan?
Investor outcome	What long-term value-creation or liquidity paths may be available?

Meeting Preparation Checklist

✓ Know the current and projected revenue, gross margin, EBITDA, working-capital need and debt position.
✓ Be able to explain the funding ask and use-of-funds without referring to the report.
✓ Prepare a consistent answer on valuation expectations and acceptable dilution range.
✓ Acknowledge genuine risks; do not hide weaknesses that are likely to emerge in diligence.
✓ Agree internally which information can be shared immediately and which requires confidentiality safeguards.

Scope note

Meeting preparation support may include review of existing pitch material and promoter coaching. Fresh creation or substantial redesign of an investor pitch deck is separately scoped unless included in the agreed mandate.

8. 90-DAY FUNDRAISING ACTION PLAN

Illustrative Execution Roadmap

Fundraising timing cannot be guaranteed. The roadmap below demonstrates how an advisory engagement may be organised into preparation, targeted outreach, feedback and transaction-support workstreams.

Days 1-15	**Readiness & Materials**	Review documents, align financial assumptions, refine investment proposition and define investor profile.
Days 16-30	**Target Research**	Build and prioritise target investor universe using sector, stage, ticket size and strategic fit.
Days 31-50	**Priority Outreach**	Begin controlled outreach to Priority A targets; log responses and information requests.
Days 51-65	**Meetings & Refinement**	Prepare promoter for meetings; refine messaging based on credible investor feedback.
Days 66-80	**Expanded Outreach**	Approach additional relevant targets while managing active investor discussions.
Days 81-90	**Diligence / Terms Support**	Organise due diligence responses and analyse valuation / dilution scenarios where discussions progress.

Illustrative KPIs for Process Management

100%	A/B/C	Weekly	48-72h
Core Material Alignment	Target Prioritisation	Pipeline Review	Response Discipline

What the roadmap does not promise

The number of investor responses, meetings, term sheets, investment amount and closing date cannot be assured. These depend on investor appetite, company quality, valuation, market conditions, due diligence and negotiation.

9. DUE DILIGENCE READINESS & NEXT STEPS

Illustrative Due Diligence Checklist

When investor interest progresses, supporting records may be requested. A data room should be organised in a logical and controlled manner, with legal and specialist advice obtained where required.

Corporate Incorporation records, shareholding, cap table, board / statutory records where applicable.	**Financial** Audited statements, management accounts, projections, debt, cash flow and working-capital details.
Tax & Compliance Tax filings, GST and statutory dues status, material notices or disputes.	**Commercial** Major customers, contracts, order pipeline, suppliers, pricing and operational metrics.
Project / Capex Machinery quotations, capacity expansion plan, implementation schedule and approvals where relevant.	**Legal / Regulatory** Material agreements, licences and legal matters - to be reviewed by qualified legal counsel.

Sample Advisory Conclusions

✓ The illustrative company appears suitable for focused investor outreach after closing identified readiness gaps.

✓ Priority should be given to family offices and strategic investors with food / consumer or manufacturing relevance.

✓ Valuation should be approached as a negotiable range supported by business economics and growth milestones.

✓ Outreach should proceed in controlled batches, with investor feedback documented before widening the target universe.

✓ No investor communication should imply guaranteed returns, committed funding or assured transaction completion.

IMPORTANT - SAMPLE ONLY

This PDF contains selected illustrative pages created only to demonstrate the nature and presentation of a Fundraising Advisory & Investor Outreach Strategy Report. It is not a complete report, investment recommendation, valuation certificate, legal opinion, securities solicitation, investor database or guarantee of fundraising success. Names, figures and scenarios are fictional. Actual scope and deliverables depend on the agreed engagement.

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