

AFCEF 6 Project Development & Financing Workshop - Summing Up -



Added Value of CTI PFAN

- ❑ Competition for Capital is Intense
- ❑ Investors always have an Alternative
- ❑ Importance of being able to express your ideas / plans comprehensively & succinctly
- ❑ Coherence of Documentation

What is the Value of the Business Plan?

- ❑ Ensures the Consistency of your Message



Not Rocket Science

□ Provide Answers to the 7 Questions of Investment

- **Who?** Project Sponsors, Suppliers, Contractors, Customers, Investors, Financiers
- **What?** Inputs & Outputs. Contractual Arrangements / Project Structure
- **Why?** Why Invest? What are the benefits and financial returns?
- **Where?** Implications of location – regulation / local barriers & advantages
- **How?** Technology / Logistics / Operations
- **When?** Where are we now? What needs to happen to become operational?
- **What If?** Risks / Scenario Analysis

WS Take-Aways

- ❑ Clear & Early Ask
 - Investment Vehicle & Financing Structure
 - Valuation
 - Target your Investor
- ❑ Business Model / Revenue Model
 - Presentation of Financial Information (Use Charts & Graphs)
 - Choose appropriate ratios / indices & indicators
 - Assumptions
- ❑ Know your Market
 - Competitors / Competitive Strengths & Weaknesses
- ❑ Limit Technology
- ❑ Risks & Risk Mitigation
 - Identify Key Risks Not all risks will be capable of full mitigation
 - Provide results of stress tests based on the key identified risks
- ❑ Be Realistic & Factual

Next Steps

- One to One Coaching
 - Terms of Reference / Success Fee
- Revision & Refinement of Business Model
- Preparation & Finalisation of Documents
 - Business Plan / Executive Summary / PPT / PDS
- Finalist Selection
- Investor Forum
- Deal Facilitation / Financing Facilitation
 - Tipping Point Assistance
- Financial Close
- Health Warning – No Guarantees!



GOOD LUCK