

**kapitalized**

# Startup and Early-Stage Venture Advisory

**Strategy | Corporate Finance | M&A**  
**[kapitalized.com](http://kapitalized.com)**

**We help early-stage  
ventures and SMEs  
grow through  
financial science,  
USP articulation and  
strategy execution**

# Who we help

We help early-stage ventures and corporates right from concept to execution, growth, capital raisings, and ultimately exit.

## Founders

- We can add financial and strategic skills to the business or for a specific project

## Investors

- Investment due diligence, deal negotiation and financial modeling backed by market and competitor analysis

## Corporates

- Corporate strategy, group growth targets, peer analysis and developing board approved strategic and execution pathways

# We advise founders and investors on...

## Strategy



Develop strategy plans, identify challenges and create innovative and disruptive concepts

## Growth



Manage and advise growth projects for early-stage companies such as capital raisings and venture build and launch

## M&A



M&A advisory, due diligence management and exit planning and negotiations

## Financial



Financial modeling, valuations, operations modeling and operational metrics and analytics

# Sample workplans and approaches for innovation, startup build and M&A projects

# Typical pathway for developing innovation

1. Analysis and review of the corporate's portfolio and financials
2. Internal discussions and identification of barriers and challenges
3. Build a strategy framework around strengths and opportunities
4. Identify portfolio growth rates and investment spend
5. Refine areas of innovation to specific models/sectors/outcomes
6. Develop an execution structure and model e.g. inhouse VC fund
7. Measure and articulate the risk profile associated with innovation
8. Execute the strategy, train and hire the right people

# Typical workplan for a startup build

1. Understand the concept and market opportunity
2. Define the business model and USP (Unique Selling Point)
3. Competitor and market size review
4. Build a financial model with value drivers and sensitivities
5. Execution plan
6. Identify the funding and resource requirements
7. Team identities and skills gap
8. Go to market approach focusing on a niche
9. Start execution of the business plan with a lean/agile approach

# Typical workplan for a venture exit

1. Develop a 3-5 year strategy (no business ever has one!)
2. Identify growth vs exit options
3. Build a financial model and value the venture
4. Identify potential buyers (usually a trade sale or management buy-in)
5. Undertake vendor due diligence prior to starting a sale
6. Deal structuring and negotiations with potential buyers
7. Manage buyers' due diligence, Q&A and key issues
8. Manage accountants, lawyers and legal agreement key terms
9. Post-sale transfers and integration with buyer's operations

**We have an intense  
interest and focus on  
helping build  
concept stage  
ventures**

# Kapitalized runs an accelerator program for concept and very-early stage ideas

- We help share your risk with equity instead of all upfront fees
- We work with you as a board/team member rather than one-off adviser
- We add financial, strategy and negotiation skills to your team profile
- Structured program with financial modeling, strategy planning, go to market approach and capital raising preparation



**Kapitalized Startup Advisory**

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