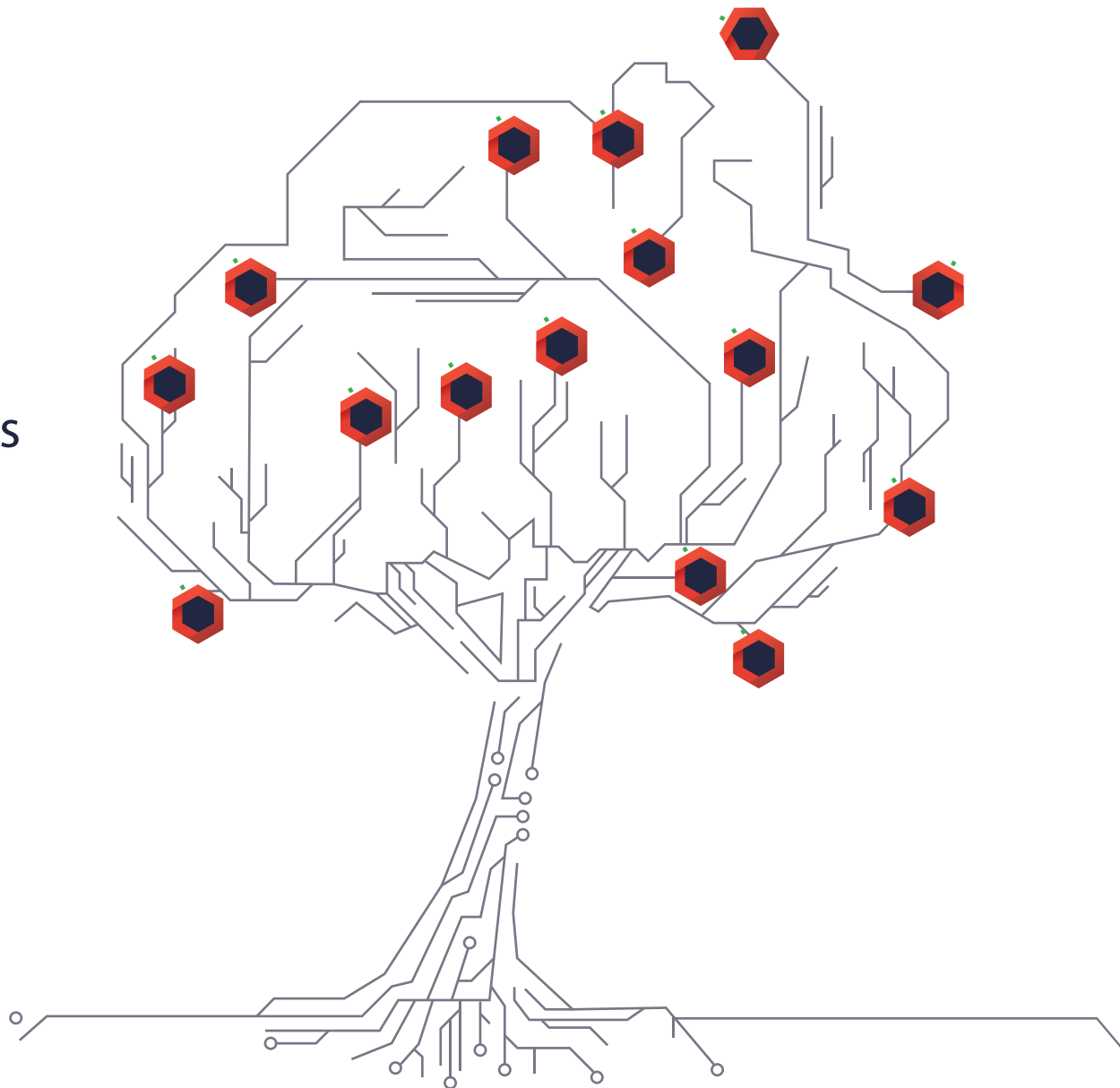


# STAGES OF INVESTMENT

How we work with high growth ESGTech companies at the Seed and Series A investment stages



Red Pepper  
MERGERS





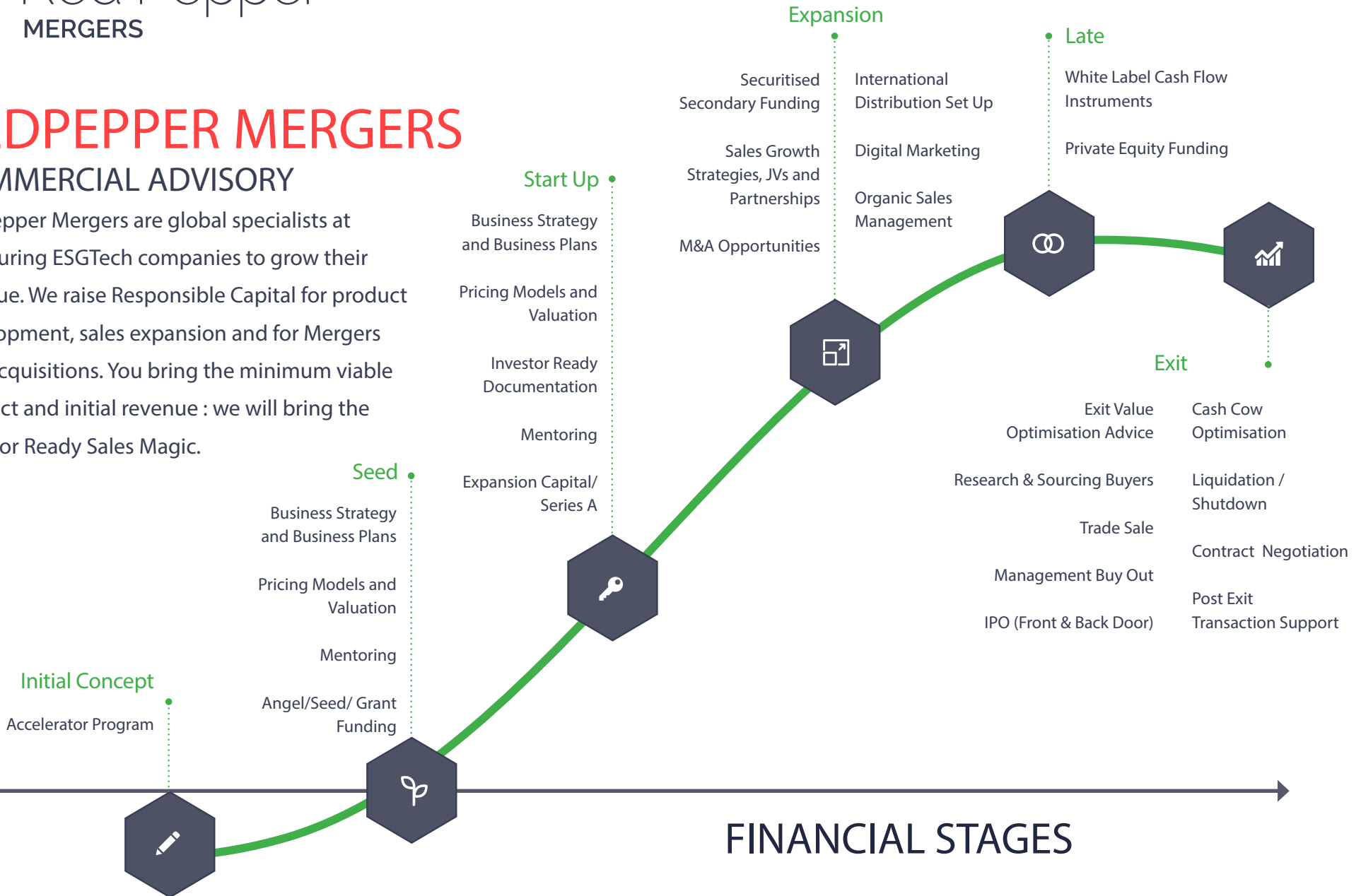
# REDPEPPER MERGERS

## COMMERCIAL ADVISORY

RedPepper Mergers are global specialists at structuring ESGTech companies to grow their revenue. We raise Responsible Capital for product development, sales expansion and for Mergers and Acquisitions. You bring the minimum viable product and initial revenue : we will bring the Investor Ready Sales Magic.

REVENUES

FINANCIAL STAGES





Red Pepper  
MERGERS

# BUDDING INNOVATIONS

## PRODUCT DEVELOPMENT

We are a recognized leader in delivering globally impactful product solutions, for a better Life, a better Environment, a better World.

REVENUES

FINANCIAL STAGES

### Initial Concept

Technical Product Profiling

Opportunity Scouting

Nebula Ruby (training)

### Seed

Product Layer Technology Due Diligence

Product Layer Business Due Diligence

Nebula Ruby (training)

### Start Up

Rapid Product Prototyping

Product Layer Scale Up

Nebula Ruby (training)

### Expansion

New Company Set Up & Management

3rd Party Sourcing & Partner Set Up

Transition into Client's Brand Portfolio

Next Product Development

Nebula Aventurine

### Late

Nebula Amethyst (training)

### Exit

Nebula Amethyst (training)





Red Pepper  
MERGERS

# SLOAN GROUP INTERNATIONAL

## ORGANISATIONAL AND CULTURAL

We craft leadership enhancement programs that are meaningful to your organisation and deliver positive organisational and cultural change.

REVENUES

FINANCIAL STAGES

Initial Concept

N/A

Seed

N/A

Start Up

Business Acumen Gauge

HR Due Diligence

Smarter, Better, Faster Workshops

Assessments

Expansion and Late

Business Acumen Gauge

Sales Performance Coaching

Executive Team Alignment Workshop

Smarter, Better, Faster Workshop

Resilience at Work Workshop

Making Conflict Work Workshop

Assessments

Executive Coaching

Exit

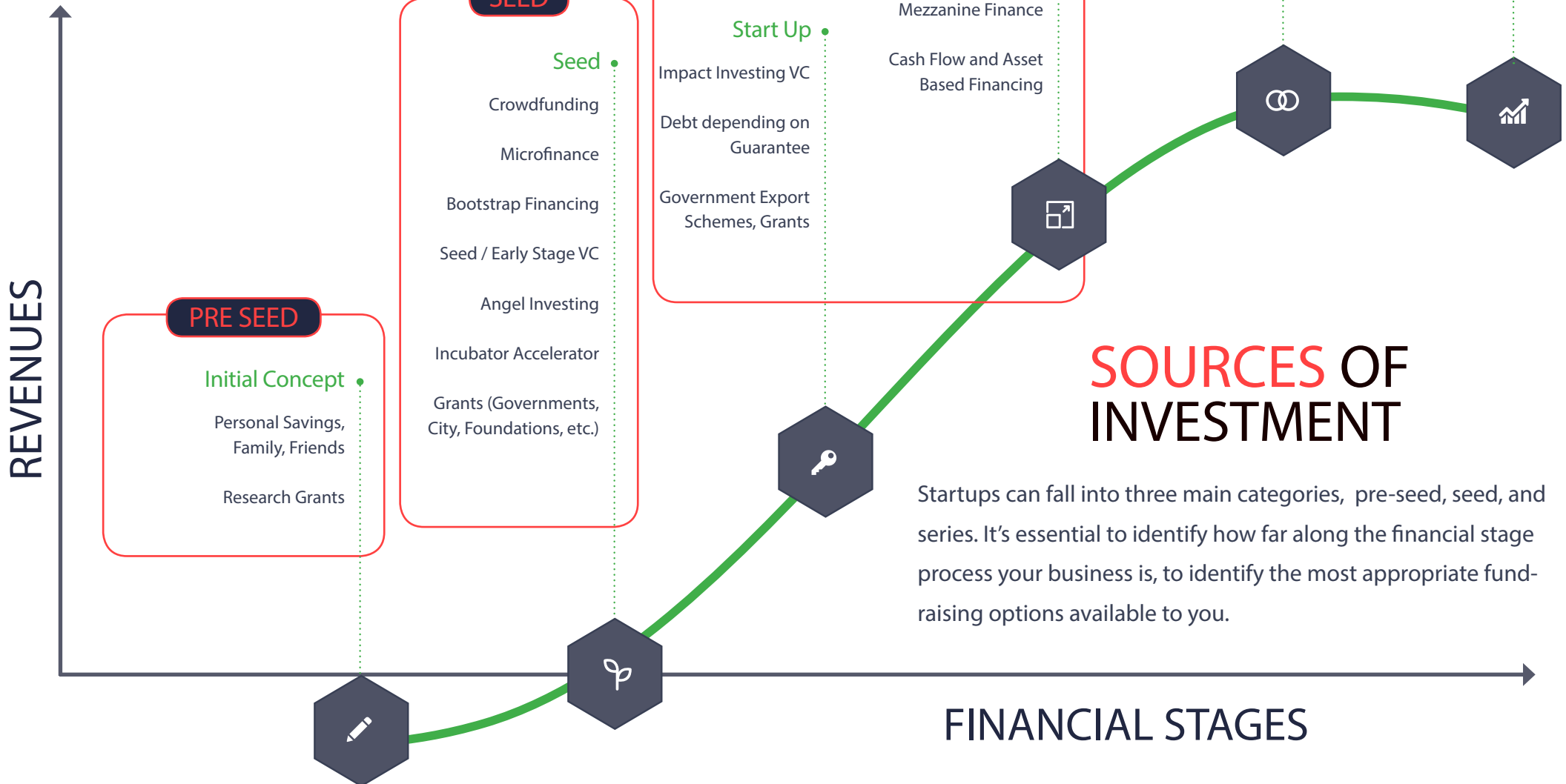
Business Acumen Gauge

Resilience at Work Workshop

Assessments

Executive Coaching





# SOURCES OF INVESTMENT

Startups can fall into three main categories, pre-seed, seed, and series. It's essential to identify how far along the financial stage process your business is, to identify the most appropriate fund-raising options available to you.

FINANCIAL STAGES

# 1 PRE-SEED

Pre seed startups tend to be associated with the early prototype stage, prior to launch, product-market fit or minimum viable product. However, at this stage, you should still be able to generate revenue and show investors that your idea has potential.

Most pre-seed startups are funded via bootstrapping (i.e. founder's funds), and the FFF method (friends, family and fans).

Your startup is unlikely to be ready for more sophisticated investors such as Angel Investors or VCs... yet. Instead, you should be looking for co-founders, partners, and people who can roll up their sleeves and help build and validate your product.

Networking events, rewards-based crowdfunding, friends, family and others in your own personal or extended networks will have some of the best solutions to your access-to-capital problem at this stage.

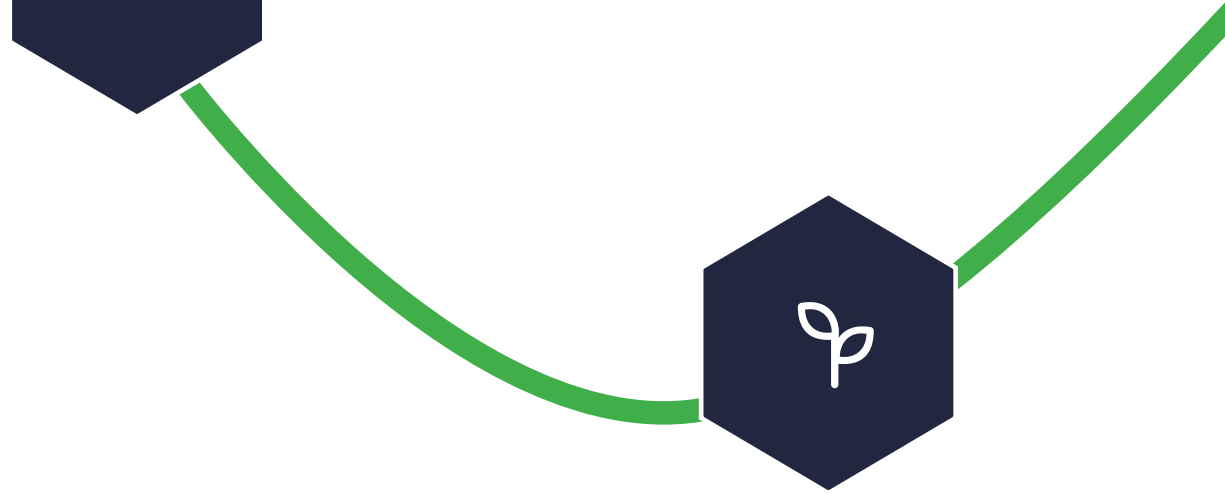
Also, remember that it's NEVER too early to get customer validation. If you have not done this yet, then now's the time to start.

For more information about pre-seed fundraising options, feel free to check out our expert advice.



# 2

## SEED



A seed round startup has a product, even if it's just a minimum viable product (MVP), and is making less than \$100k revenue. At this stage, you should be looking for a capital injection for research and development, to scale initial sales & marketing activities and find product-market fit.

There may also be some additional investment in improving the product; however, that should not be the predominant use of funds.

You should also look to creating and defining a well thought-out strategy, and due diligence information for potential investors at this stage.

Most importantly, seed round startups should look at acquiring customers and positioning yourself to graduate from a startup to a scaleup.

# 3

## SERIES A+



A Series A round startup signifies the move from Startup to Scaleup. These businesses have demonstrated clear product-market fit, consistent scalable revenue growth (over \$100k), and are now ready to take it to the next level.

There will always be additional investment in improving the product; however, that should not be the predominant use of funds. More important than any other activity is acquiring customers, building organisational infrastructure, and scaling up fast.

Series A funding will come from more sophisticated investors, high net worth individuals and early stage venture capital sources. At this stage, you will need to take a BIG step up in your level of expertise in the capital raising strategy.



It's essential for you to get advice from experts, to make sure you can secure funds quickly and get on with scaling your startup.



# 4 ABOUT REDPEPPER MERGERS

RedPepper Mergers is a lead investor, as well as a business coach, advisor, filter, due diligence expert and capital raising platform for startups at the Seed and Series A stage.

For startups we get them investor ready, lead their investment via our fund and help them close their round with smart and strategic follow-on investors.

For investors we act as the ultimate filter, showcasing only the best investor ready businesses together with rigorous and transparent due diligence on our platform.

Why are we here?

Entrepreneurs solve the world's biggest problems but lack of access to capital is killing them.

We believe sophisticated, accredited & professional investors should more easily be able to invest in the future of job creation & innovation.

For more about RedPepper Mergers, see our website [www.RedPepperMergers.com](http://www.RedPepperMergers.com)

# 5

## APPLY FOR FUNDING

RedPepper Mergers is investing in startups generating \$10k - \$250k /month revenue and seeking to raise \$500k - \$3m. If this sounds like you, then contact us to apply for funding now!

### London

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Email:

[london@redpeppermergers.com](mailto:london@redpeppermergers.com)

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