



## How We Work

We are one of the very few capital raising advisors specialising in alternative capital. More information on alternative capital at [www.equilitycapital.com/index.php/funding](http://www.equilitycapital.com/index.php/funding).

For some projects, we will point clients to traditional loan, PE or VC sources but, for many, there are wider options.

The very first step is to complete our Investment Summary Request (ISR) form and, if we feel your deal is viable we will invest time in assisting you with this. The ISR is your first contact with prospective funders and we cut, paste and edit information from your business plan into it, building to a comprehensive executive summary produced to the highest standards. Sometimes, a funder will work directly from our ISR form, and it is not unknown for them to generate offers of funding within a day.

On other occasions, the funder may want to move forward but will ask you to complete one of their own forms. They will only do this if they want to move you into their process pipeline and generate an offer of funding.

On most transactions we will charge an engagement fee but, importantly, **ONLY** when we are in receipt of an offer for your deal from a prospective funder. 50% is charged when the initial offer has been received, and the balance of 50% when the official or formal offer is made from the funder to the client. This nominal fee covers the time spent on your project that may be wasted if something we were not told is brought to light by the funder's due diligence and the deal is terminated.

We work among a small network of experts in the growing alternative capital market and we pass deals between ourselves within the NCNDA agreements we have with each other. Between us, we have access to in excess of 5,000 funders worldwide all with their own market, deal value, structure and other preferences. Consequently, we may actually pass you onto one of our partner firms with which you will engage directly but, again, **ONLY** if they have a firm offer or indication of interest from a serious funder of which we have seen evidence. This fee is charged to first time clients in order to ensure that we are not being used just to 'test the market' at our expense. The fee is not charged to clients we already know and have done business with.

The engagement fees we work to are:

Up to \$100m:	\$7,500
\$100m – \$500m:	\$10,000
\$500m+:	\$12,500

Also, in some instances, funders require transaction fees to be held in escrow, which are then drawn down automatically by the fund on receipt of funding by the client. All our funders have provision written into their funding and escrow agreements for automatic refund of escrow or transaction fees in the event that the deal fails for whatever reason. We understand the reservations people have about escrow fees, but we know how to recognise and avoid scams. In short, if the fee is asked for and processed by the funder *themselves*, and not the broker, it is unlikely to be an 'advance fee fraud'. You will never be asked to pay a transaction fee into our, or any of our partners' accounts.

If you would like to move forward with us, please send your executive summary *only* (not your full business plan) to our COO, Dave Jones at

[d.jones@equilitycapital.com](mailto:d.jones@equilitycapital.com)