



Management Consulting and Capital Advisory

# **CAPRaise**

# **ENGAGEMENTS**

**JCF Capital Advisors, LLC**

**[www.jcfcapitaladvisors.com](http://www.jcfcapitaladvisors.com)**

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# REPRESENTATIVE ENGAGEMENTS

- Industries of Expertise
  - Hedge Funds/Private Equity Funds
  - Debt Buyers
  - High-Tech/Software/Internet
  - Renewable Energy
  - Independent Film
  - Real Estate
- Stages of Business Cycle
  - Formation/Seed
  - Startup
  - Early Stage
  - Development
  - Pre-Revenue or Revenue

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# REPRESENTATIVE ENGAGEMENTS

- Proven entrepreneur or experienced management with financial expertise gap, or lack of advisor oversight
- Significant market opportunity with clear value proposition
- Defensible intellectual property, first-to-market competitive advantage, or other value-add
- Revenue, pricing model, and exit strategy identified yet may not be perfected
- Unable to effectively raise significant capital or afford a full-time CFO, VP of Finance, or financial advisor

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# BENEFITS OF WORKING WITH JCF

- CAPITAL ADVISORY & INVESTOR NETWORK
  - Highly experienced CFO and VP of Finance with prior entrepreneurial and investment banking experience raising capital for early stage ventures to M&A and IPO transactions
  - Investor databases developed from scratch over years of constant research and updating with over 8,500 records that are searchable and filterable to match investor interest
  - Extensive international financial network reach to over 950 angel groups, 20,000 accredited investors, 750 family offices, and 4,300 venture capital and private equity firms to solicit deal flow and investment or co-investment opportunities
  - Targeted funding strategies developed for each client on a limited operating budget not able or ready to afford a full-time CFO or VP of Finance

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# CAPRAISE ENGAGEMENTS

- **FOUR STAGE PROCESS OVER INITIAL 3 MONTH TERM WITH LIMITED SCOPE**
  - **STAGE 1 – JCF Review of Existing Deal Documentation**
    - Collect & review all existing documentation (Executive Summary, PPT, Business Plan, PPM, etc)
    - Identify strengths/weaknesses in business model (Strategy, Pricing, Valuation, Management, etc)
    - JCF recommendations to Management to shore-up material weaknesses (if any)
    - Determine JCF and Management team deliverables in order to optimize corporate value and investment offering deal terms

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# CAPRAISE ENGAGEMENTS

- FOUR STAGE PROCESS OVER INITIAL 3 MONTH TERM WITH LIMITED SCOPE (CON'T)
  - STAGE 2 – JCF Deal Document Scrubbing (if applicable)
    - Optimize Executive Summary utilizing JCF 2 page template for soliciting deal flow to JCF investor network
    - Optimize PowerPoint Presentation utilizing JCF 10-15 page template for presenting deal flow to JCF investor network
    - Optimize Business Plan incorporating JCF identified solutions to shore-up any material weaknesses
    - Optimize deal structure or PPM (debt, equity or combo) to maximize shareholder value and provide lowest cost of capital to venture and founders
    - Optimize pre-money valuation and deal terms

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# CAPRAISE ENGAGEMENTS

- FOUR STAGE PROCESS OVER INITIAL 3 MONTH TERM AND LIMITED SCOPE
  - STAGE 3 – JCF Development of Targeted Investor Campaign
    - JCF researches, identifies, and prioritizes top JCF angel, family office, venture capital, fund of funds, and private equity investor targets within internally developed databases to solicit deal for investment or co-investment
    - Targeted investor list is developed with up to 100 investor contacts during initial term of engagement
    - Investor target marketing efforts fully disclosed using free desktop sharing ([www.mikogo.com](http://www.mikogo.com)) during weekly scheduled conference calls



# CAPRAISE ENGAGEMENTS

- FOUR STAGE PROCESS OVER INITIAL 3 MONTH TERM AND LIMITED SCOPE
  - STAGE 4 – JCF Deal Marketing & Closing Support
    - Upload of all deal documents to JCF secure online deal room for investor due diligence
    - JCF contacts each targeted angel, family office, venture capital, fund of funds, and private equity investor contact via email, phone, fax, or in person to discuss investment offering
    - JCF arranges conference calls, meetings, and presentations in person or via online with investors that have expressed interest or for further due diligence
    - JCF works closely with management to assist in transaction support (i.e., valuation, diligence, etc.) to close on funding

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# ENGAGEMENT TEAM

JUSTIN FLOYD, PRESIDENT & MANAGING MEMBER



- Over 15 years of experience with exceptional negotiation, analytical, organizational, and interpersonal skills. Proven strengths in financial modeling, financial analysis, capital raising, business and transactional planning having served many clients in a variety of industries.
- Prior hands on Chief Financial Officer and turnaround advisor of a national hybrid hedge fund debt buyer and collection agency focused on the acquisition, management, and resale of charged-off consumer debt portfolios.

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# ENGAGEMENT TEAM

## JUSTIN FLOYD, PRESIDENT & MANAGING MEMBER

- Mergers and acquisition advisor to Cisco Systems, Inc. having assisted the business development, finance, and tax teams in negotiating asset and stock deals, identifying and addressing diligence and valuation issues, tax structuring and planning, and the integration of target acquisitions through complex reorganizations and business planning.
- Mergers and acquisitions management positions at KPMG LLP, and various other management roles at Deloitte & Touche LLP and Ernst & Young LLP. Education matriculated at the University of Delaware where he received his degree in Accounting in 1994, continuing on to complete his Certified Public Accounting (CPA) certification through the State of Maryland in 1995.

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# ENGAGEMENT TEAM

## ANTON SUPRUN, ANALYST



- Anton is an integral part of each engagement where he provides analytical and operational support to senior executives. Prior to joining JCF, Anton was an intern at Morgan Stanley Smith Barney, and has served in the elite armed forces, the United States Marine Corps, as an infantryman and marksmanship instructor.
- Anton holds Bachelor of Arts degree in International Business with a focus in Finance from San Diego State University - a program that is ranked 7th in the nation by US News and World report. Anton also studied at Russia's leading university - Moscow State University.



# CAPRAISE ENGAGEMENTS

- **Basic Engagement Terms**
  - Engage JCF as CFO, VP of Finance, or Director
  - Initial 3 month term with auto renewal
  - Limited scope to provide capital raise services and support
  - *Goal is to complete Stages 1-3 in month 1 with remainder 2 months of initial term used primarily for marketing and close*
- **Pricing**
  - Substantially-all compensation deferred
  - Low monthly retainer or advance used to cover upfront advisory, preparation, marketing, and transaction support costs
  - Retainer or advance the equivalent of \$3,000 per month over initial term or \$9,000 total
  - Milestone bonus of 10% of funding with full credit for retainer or advance and any other deferred compensation paid

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## CAPRAISE ENGAGEMENTS

- Limited Engagement Terms (i.e., limited budget)
  - Engage JCF as Advisor only
  - Limited scope to review existing documentation and prepare a list of targeted accredited investor contacts by researching JCF proprietary database matching client and project profile to investor interest
  - No term or on-going support required
- Pricing
  - Minimal retainer of \$3,000 for 100 targeted investor contacts or \$6,000 for 200 targeted investor contacts covering initial diligence review and investor research
  - Milestone bonus of 10% of funding with full credit for retainer or advance and any other deferred compensation paid

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# CAPRAISE ENGAGEMENTS

- Prior Significant Transactions
  - Dunmore Capital & Dunmore Communities
    - Raised \$200M real estate development fund at the peak of the market from institutions and high-net worth investors; \$50M from Babcock & Brown L.P.
  - Quantum Solar, Inc.
    - Engaged to raise \$2M of equity capital; brought in a Japanese venture capital group and later Sumitomo Corporation that bought patent rights for \$10M
  - Visalo Energy, Inc.
    - Engaged to raise \$1M of equity capital; brought in private equity groups with interest as well as a large family office that offered to purchase 51% of company for \$40M

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# CAPRAISE ENGAGEMENTS

- **Prior Significant Transactions (Con't)**
  - Applied Income Sciences
    - Raised over \$5M in new acquisitions from high-net worth individuals as well as brokered a large fund of funds investment as a 3-year \$250M commitment
- **Representative Investors**
  - High-Net Worth Investors – Denise Rich (Songwriter, Socialite, Philanthropist), Sabeer Bhatia (Co-Founder of Hotmail), Steven Fisher (Fisher Brothers), Bob Oster (Oracle), CEOs, other execs, and 100's others
  - Managing Partners or Directors of regional and local angel groups
  - Managing Partners or Directors of top venture capital and private equity firms such as Sequoia Capital, Draper Fisher Jurvetson, Kleiner Perkins, and many more

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## CONTACT:

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