



SME we commercialise businesses
CONSULTING
GROUP

Writing approach to capital raising documents to win investors

Capital raising documents are very important documents. We believe good ideas become viable in a document! We have proven that a good document gets results.

Your chances of achieving funding and convincing others of your viability are infinitely improved with a well-written document because the process of constructing it as well as the end product will have achieved these following results for you:

- Provides clarity of thought
- Assists in becoming genuinely investor-ready
- Brings credibility and information
- Introduces the business model
- Introduces the company and the team
- Attempts to persuade investors
- Highlights risks and challenges
- Allows investors to assess quantum, type and manageability of risk
- Serves as an entry point for further discussion

