

# WORKING WITH THE BUSINESS SHAPER GROUP

BSG DE-RISKS INVESTMENT OPPORTUNITIES, BUILDS INVESTOR DOCUMENTATION AND STRENGTHENS THE DEAL



## FOUNDERS

WE LOOK FOR FOUNDERS WHO HAVE THE POTENTIAL TO BE THE NEXT BIG THING BUT NEED HELP TO BECOME INVESTMENT READY

## THE CLIENT JOURNEY



### REVIEW

CHALLENGE THE COMMERCIAL ASPECTS OF THE BUSINESS



### ANALYSE

BUSINESS PLAN & INVESTMENT OPPORTUNITY



### IMPROVE

INVESTMENT READINESS & INVESTMENT OPPORTUNITY



### CREATE

INVESTMENT DOCUMENTATION & PRESENTATION



### RESEARCH

POTENTIAL FUNDERS



### INVESTORS

INTRODUCTIONS TO POTENTIAL INVESTORS

## WHAT MAKES US DIFFERENT?

WE COME FROM A SALES AND MARKETING BACKGROUND AND BUILT A TEAM AROUND OUR ABILITY TO VISUALLY CONVEY COMPLEX INVESTMENT OPPORTUNITIES. ABOVE ALL WE KNOW HOW TO SELL THE SIZZLE. WE'VE ALSO FOUNDED SEVERAL BUSINESSES AND APPRECIATE THE JOURNEY AND WILL DO WHATEVER IT TAKES TO HELP OUR CLIENTS BECOME INVESTMENT READY BEFORE PITCHING FOR FUNDING. WE ALSO HAVE A WEALTH OF CONNECTIONS AND REGULARLY USE THEM TO HELP THE DEAL GET OVER THE LINE.

# HELPING FOUNDERS ANSWER THE QUESTIONS INVESTORS WANT TO KNOW!

What does the business do?

What does the team look like and how do these people support the growth objectives?

What impact does the product deliver and how is this measured?

How does the business make money?

How big could this business be and what has to be assumed to get there?

Who are the largest competitors and what impact will this have?

How efficiently will the business grow?

What has the business achieved so far?

What does the current investment round look like and where does that get the business?

What returns can the investor anticipate and how has this been de-risked?

## DEVELOPING PITCH MATERIAL THAT INVESTORS EASILY CONSUME AND MAKE QUICK DECISION ON

## CASE STUDY

WHITECAR: THE TESLA HIRE COMPANY

£850k Upper Seed Fund Raise



**Launched:** July 2016 (Self-funded)  
**Concept:** One Price, One Colour, One Car  
**Location:** Heathrow  
**IRS:** 48% Investment Readiness Score (July 2016)

**Initial review:** September 2016

After an unsuccessful Crowdcube raise of £250k, Whitecar approached BSG for help. After the review we asked them to gain traction in the Heathrow branch (profit generating), de-risk the opportunity by setting up more than one hub, gain more clients, increase marketing noise and trade press. They also needed to build relationships with Tesla to guarantee supply if the business model became successful.



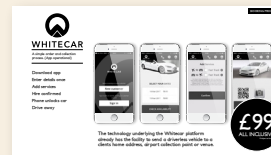
De-risked the investment opportunity

Created a truly eye catching teaser document, investment deck and achievable projections

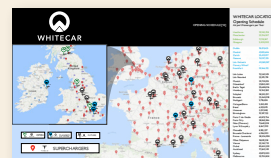
Created the investment plan for greater success

Acted as funding partner, leaving the Founder to work on the business.

Overfunded by 130%



**BSG Start:** April 2017  
**Locations:** Heathrow, Manchester, Glasgow & Edinburgh  
**IRS:** 82% Investment Readiness Score (April 2017)  
**Vision Updated:** 48 Hubs / 1400+ Fleet / UK - Europe  
**Financial:** £131m Y5 Turnover  
**Documentation:** Pitch Deck, Financial Projections, Teaser Doc



**Investment:** £300k from Whitecar users (Gained within 8 days)  
£100k from BSG network  
£200k from Corporate Investor  
£1.1m total raised via a private, corporate and crowdfunding platform

**£99 ALL INCLUSIVE** (based on Friday)

**WHITECAR ONE** PRICE CAR COLOUR

No paperwork, no queuing and no bizarre pricing tricks.

**WHITECAR**  
A simple order and collection process. (App operational)

Download app  
Enter details once  
Add services  
Hire confirmed  
Phone unlocks car  
Drive away

The technology underlying the Whitecar platform already has the facility to send a driverless vehicle to a clients home address, airport collection point or venue.

**£99 ALL INCLUSIVE** (based on Friday)

**WHITECAR**

OPENING SCHEDULE (M)

Location	Opening Schedule
Manchester	30,565,748
London	21,526,047
Glasgow	10,100,507
Edinburgh	6,600,000
Dublin	16,414,625
Paris	45,813,486
Geneva	24,403,097
Amsterdam	6,037,335
Brussels	40,389,087
Frankfurt	39,344,032
Lein Luiton	12,260,305
Lein-Steinbach	22,209,078
Munich	39,703,385
Düsseldorf	24,849,495
Berlin Tegel	26,686,076
Hamburg	14,363,395
Schiphol	58,243,311
Prague	21,443,028
Stuttgart	9,796,468
Colony/Bonn	9,450,495
Vienna	6,523,849
Hannover	5,291,882
Birmingham	16,987,023
Paris C de Gaulle	43,892,736
Paris City	28,263,386
Nice (Marseille)	16,662,208
Lyon St Exupery	8,467,099
Marseille	8,962,937
Brussels Charleroi	6,956,000
Rome Leonardo	38,936,919
Milan Malpensa	18,838,328
Varna	21,467,733
Dubai	83,654,520
Auckland	12,260,349
Sydney	16,970,000
Melbourne	30,764,854
Bahia	94,283,000

**808 Whisky Remixed**  
Our love and strong connection with music allows us to forge a close personal relationship with the community, attaining credibility and access that other brands can only dream about.

**£200 THOUSAND** INCOME GENERATED

**£300 THOUSAND** MIN EQUITY FUNDING

**60 - 80** BOTTLE SALES PER MONTH

**50+** EVENTS & FESTIVALS 2017

"808 is one of the most successful launches ever of a new alcohol brand at Selfridges"  
Guy Hodcroft, Selfridges Wines and Spirits Buyer

**808**

“BEING A DJ FOR 30 YEARS IT'S MAD THAT NO WHISKY HAS STEPPED UP PROPERLY THE WAY VODKA HAS SO SUCCESSFULLY. YOU'RE GETTING A YOUNGER AUDIENCE THAT WOULD NEVER SEE THEMSELVES AS WHISKY DRINKERS DRINKING 808; AND ONCE PEOPLE START THERE'S ALMOST UNIVERSAL PRAISE AND APPEAL. I THINK THERE'S HUGE POTENTIAL.”

**PETE TONG**  
808 Advisory Board Member

**808**

**Tommy Danvers** Founder  
Whisky Fanatic, Music Producer, songwriter DJ and did we forget Whisky Nut

**Paul Pullinger** Founder  
Bass, Granada, The Frank Group & exited a number of previous businesses

**Jonathan Driver** Director  
Guinness | Diageo | Investor - Director Compass Box

**Pete Tong** International DJ & Producer  
Need we say more... an industry icon

**Harry Drnec** Ex-Head of RedBull UK  
The brains behind the meteoric rise of RB in UK

**Max Lousada** Chair & CEO Warner Music UK  
Gets us close to artists & ambassadors

**David Rae** Ex-CEO North British Distillery  
37 years Scotch whisky industry

**Alchemist**  
MADE IN WALES

**TRIBUNE**  
SHARE IN A BOLD NEW FUTURE

Reducing Diesel Consumption  
Lowering Emissions

**Alchemist**  
MADE IN WALES

A New Combustion technology that **increases profits** and **lowers** the worlds **carbon** footprint

For leasing customers, the fuel cost saving effectively pays for Alchemist, leaving approx. **60% of pure profit**. For cash buyers, the **payback period** is typically less than **18 months**.

**TRIBUNE**

The Solution

**Alchemist**  
MADE IN WALES

The Alchemist responds to data from the ECU, which analyses the optimum application of LPG to create the cleanest burn possible. Telematics produce detailed reports on the savings and can also identify heavy footed drivers.

Reduces Diesel Consumption  
New discovery alters diesel combustion, creating a cleaner burn and a higher release of usable energy from the same volume of fuel.

100% FUEL SAVING

18% - 20% FUEL SAVING

35% Less CO2 emissions

100% Less NOx emissions

17% Less PM emissions

**810k tons of CO2** taken out of the UK atmosphere each year @ 2% market share

**PRO-GLU**

**INNOVATION IN EQUINE FOOT CARE**

**PRO-GLU**

A MAJOR ADVANCE IN EQUINE HOOF-CARE

Concept, development and market research over the past few years has created the Next Generation of Glue-On Horseshoes.

Conventional shoeing of horses using metal horseshoes and nails has not progressed significantly for over 300 years: the problems then are still problems now, attaching the horseshoes through the hoof wall, which keeps growing at approx. 10mm per month. The problems of this are clearly evident and the resultant damage/lameness to the horse can be extensive. This can create huge problems for the owners particularly during training or leading up a major event, an important horse race or the Olympics.

To address this, the development of a shoe was undertaken that would flex on fitting and could be glued without nails to aid healing.

TESTIMONIAL  
"Pro-Glu is such an interesting product, compressive and practical. I am looking forward to it being available in the US"  
Laura Spencer, Harrier, Great Britain

TESTIMONIAL  
"There has been a lag in the development of horseshoes for use with adhesives. 10 million horses in the USA, the market here is enormous!"  
Dr. Elizabeth Sponer, Equine Specialist, Farnham Veterinary Centre, Surrey, UK

**UK FARRIERS**

Will see at least one serious hoof problem per month and a lesser case per week, which should be using the PRO-GLU SHOE

**58M** HORSES GLOBALLY  
EU 7M | USA 9.5M | ROW 41.5M

**100K** GLOBAL HOOF CARE  
Hoof-care specialists

**3000** UK FARRIERS  
Registered with UK Gov

**6 WK** SHOENING CYCLE  
Half of all horses shod regularly

**300M** PAIRS OF SHOES  
Applied per year worldwide

**86%** US FARRIERS  
Use glue on shoes on up to 10% of their cases