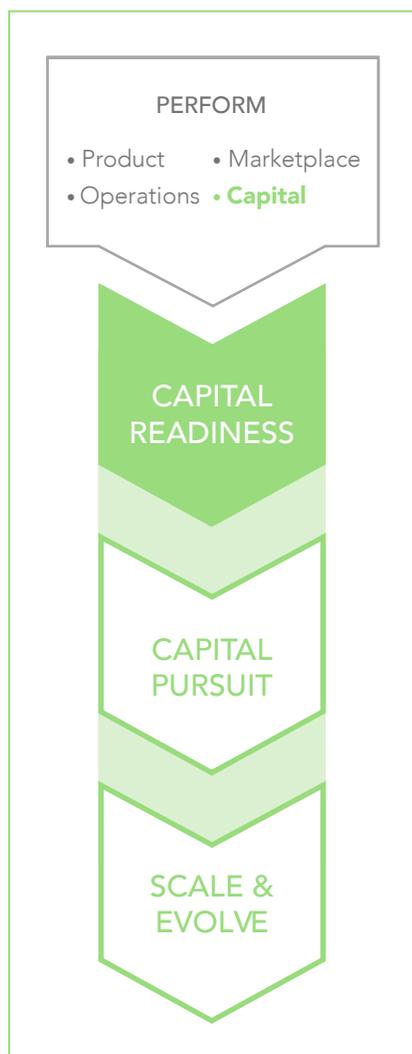


CAPITAL READINESS ASSESSMENT

The **Capital Readiness Assessment (CRA)** assists technology-based startups through a comprehensive assessment framework, marketplace feedback, and resulting recommendations to be better positioned to raise investment funds. For any such recommendations, the CRA will identify workable milestones to become more attractive to investors.

APPROACH: PRAGMATIC & GOAL-ORIENTED

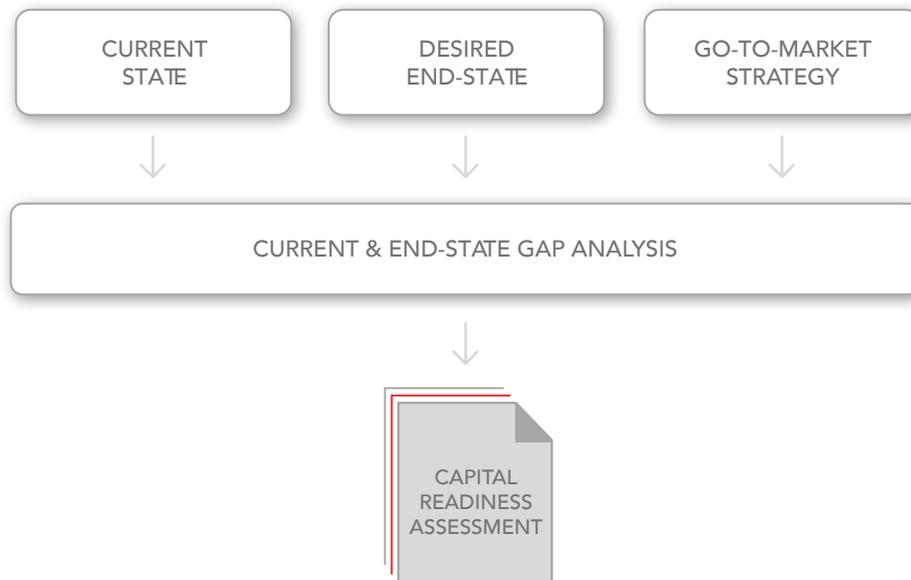
Our comprehensive approach leverages a proven Commercialization Pathway framework for evaluating capital readiness. Using an in-depth and detailed assessment, we will assess your company’s potential for attracting investors in the categories of product, market, and corporate capabilities. We will compare your current state and contrast that with a desired state then provide a gap analysis. We will help you look at your company in the same approach seasoned investors look at companies and approach your goals with an investor’s mindset.



The scope of this engagement will be to:

- Examine the current state of the company and related product offerings.
- Examine the desired end-state business model, as well as the planned go-to-market strategy.
- Develop a gap analysis for undertaking an equity offering, focusing on:
 - Highlighting critical areas of focus to increase attractiveness for investment
 - Development pathway (milestone(s) and time line) from current state to desired state
 - Review and critique the proposed funding plan to support the business in achieving the development steps
- Recommend a possible schedule for planned use of the funds, which could resonate with investors.
- Present the existing company-supplied pitch deck and information to leading Angel Investors who are actively seeking investment opportunities and secure their direct feedback.

APPROACH: PRAGMATIC & GOAL-ORIENTED



DELIVERABLE: THE CAPITAL READINESS ASSESSMENT

The **Capital Readiness Assessment** includes a written report that outlines our interpretation of:

- Current state of the business set against the evaluation criteria used by potential investors, including product, market, finance, and operations.
- Future state plan of the business focusing primarily on the use of funds to achieve market success.
- A detailed gap analysis measuring any disparity between current and desired future states, with associated observations, alternatives, and key considerations for increasing attractiveness to potential investors.
- Placing on the MTA Commercialization Pathway to clarify current position and next steps.
- Documented feedback from angel investor reviews.

