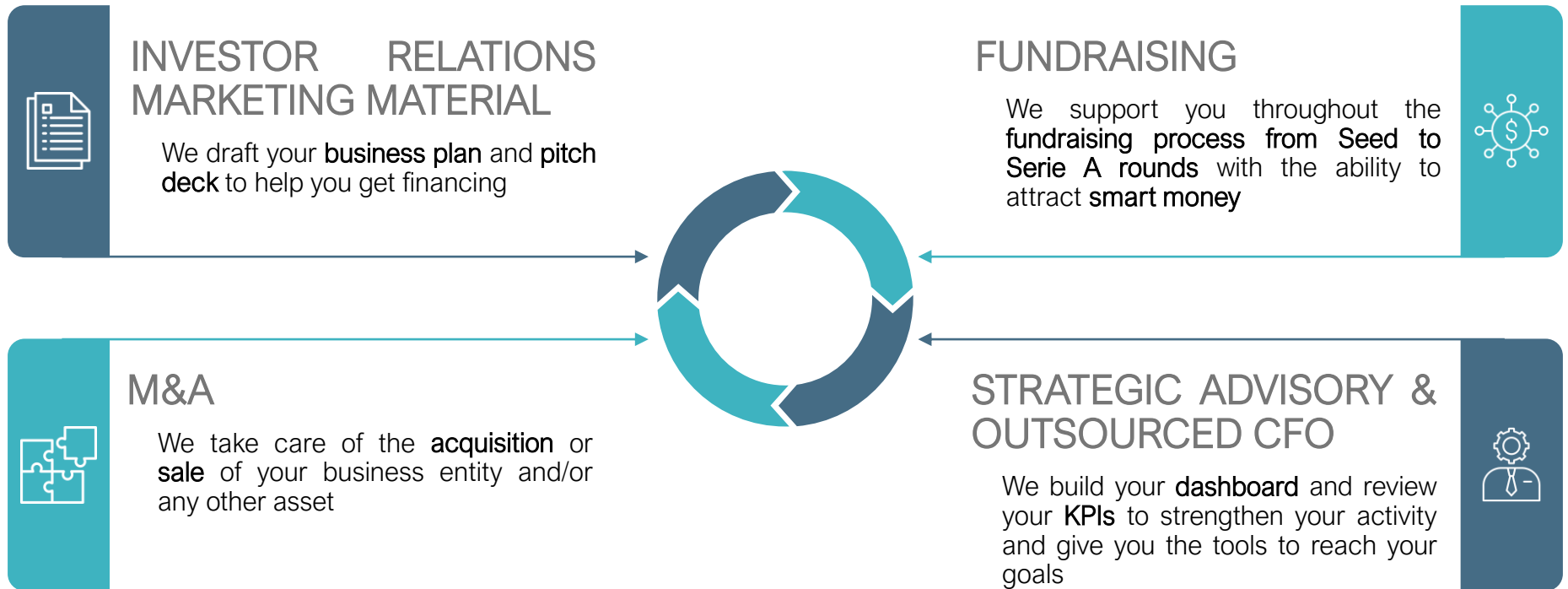




YOUR PARTNER FOR GROWTH

A POSITIONING BASED ON FOUR COMPLEMENTARY AXES



INVESTOR RELATIONS MARKETING MATERIAL

COMPLETE, ACCURATE AND CONVINCING

PITCH DECK

Complete presentation of your company (up to 40 pages)

- ▶ Executive summary
- ▶ Business model presentation
- ▶ Market study
- ▶ Competitive analysis
- ▶ Financial forecast

TEASER

Lighter version of the pitch deck (about 15 pages)

FINANCIAL PLAN

Financial forecast over 5 years

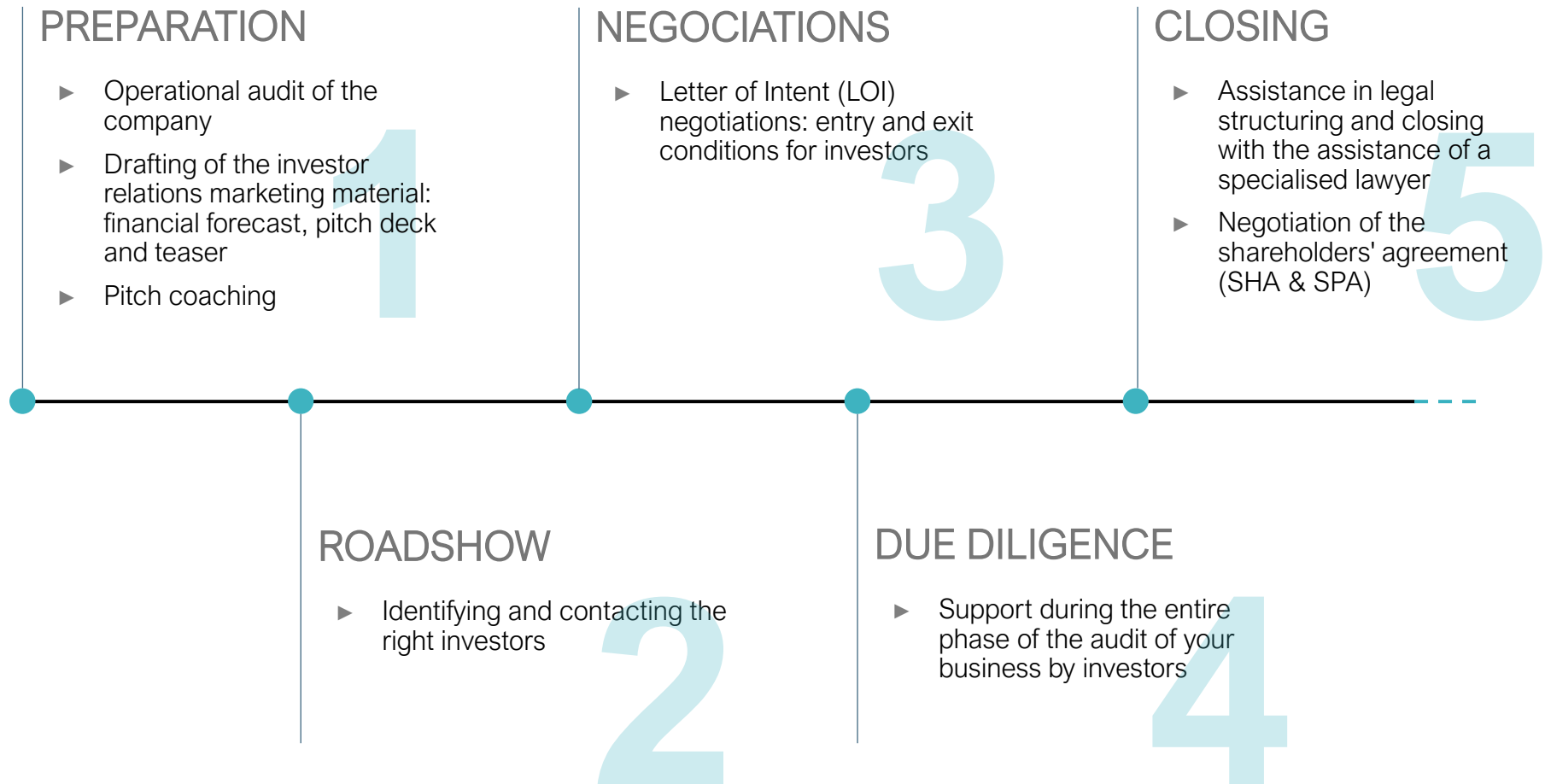
- ▶ Income statement and balance sheet forecast
- ▶ Financing plan
- ▶ Monthly cash flow statement
- ▶ Business metrics and activity monitoring tool

ONE PAGER

Synthetic document of one to two pages

FUNDRAISING

OUR STEP-BY-STEP SUPPORT



OUTSOURCED CFO AND STRATEGIC CONSULTING

START-UPS EXPERT

As an outsourced CFO for start-ups, we support companies over the long term in preparation for a fundraising, to manage the financing received or to grow self-financing

DRAFTING OF BUDGET AND BUSINESS PLAN

REGULAR MONITORING AND ANALYSIS OF THE PROFITABILITY OF INVESTMENTS

STRATEGIC CONSULTING

SEARCH FOR NON-DILUTIVE FINANCING

INVESTOR RELATIONS REPORTING

Case study #1

Acquisition strategy

For an IT company, we analysed acquisition costs by customer and service categories



We have enabled the company to better distribute the resources allocated to customer acquisition

Case study #2

Investor relations reporting

For a technology company in the entertainment sector, we set up reporting tools



Thanks to the selection of relevant KPIs and the automation of processes, investors were satisfied with the quality of the information shared and the speed of reporting

Case study #3

Partnerships Start-up – Strategies/key accounts

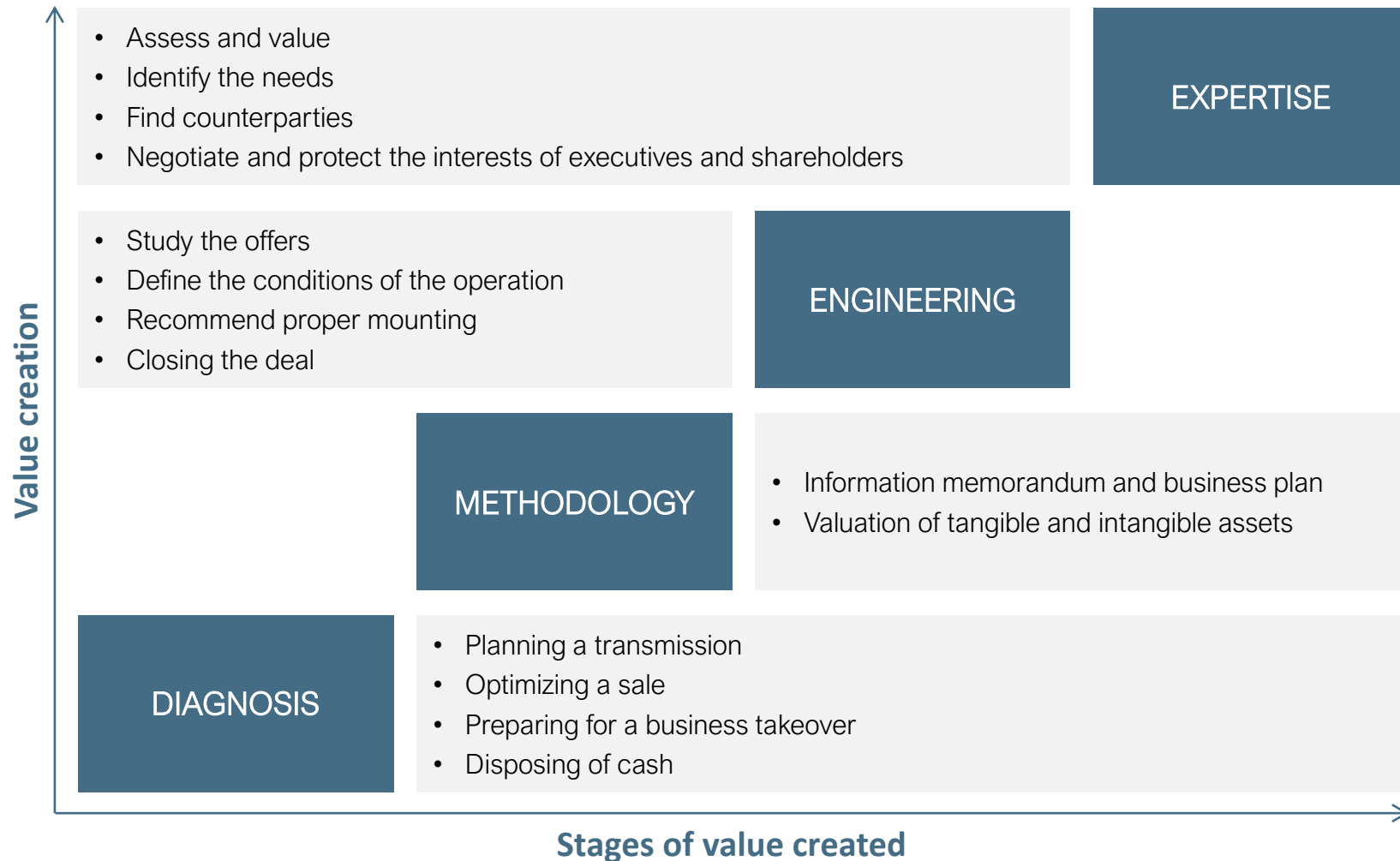
We assisted a service company in the implementation of a new business model to generate recurring revenue



The management of the accompanied start-up was able to conclude two contracts with major groups and convince investors to raise seed money

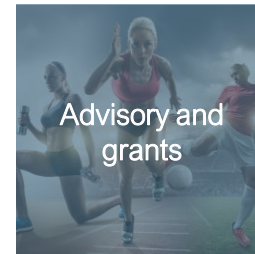
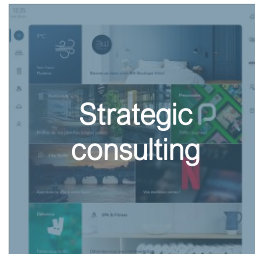
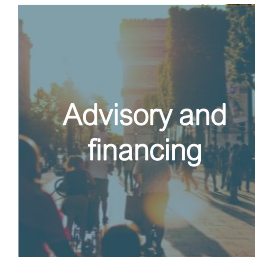
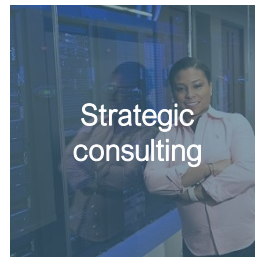
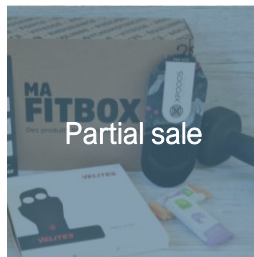
MERGER AND ACQUISITIONS

A SPECIALIZATION ON SALE OPERATIONS



OUR REFERENCES

Advimotion has carried out several dozen operations: fundraising, public subsidies, bank loans and outsourced DAF start-up missions. Below the latest ones:



WHY ADVIMOTION?



Have a clear long-term roadmap



Anticipate the financial impact of your strategic decisions



Save you time to focus on value creation



Protecting your interests first

ADAPTATION

Adjustment of the scope of intervention and evolution of missions according to circumstances

REACTIVITY

Availability of our team for your requests and those of your potential and current financial partners

ACCURACY

Using the financial methods of major groups and investment funds to lead you to success



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