



## **YOUR PARTNER FOR GROWTH**

We support you in achieving your strategic  
and financial objectives

# A positioning on 4 axes



## INVESTOR DOCUMENTATION

We draft your business plan and your pitch deck to help you get financing or start your business



## FUNDRAISING

We support you throughout the fundraising process from Seed to Serie A rounds to maximize your chances of success



## MERGERS AND ACQUISITIONS

We take care of the acquisition or sale of your business entity and/or any other asset



## OUTSOURCED FINANCIAL MANAGEMENT

We provide financial and operational monitoring so that you can make the right decisions



# Investor marketing material

COMPLETE, ACCURATE AND CONVINCING

## PITCH DECK

A complete presentation of your company

- Executive Summary
- Addressable market study
- Business model presentation
- Competitive analysis
- Highlighting your team members
- Financial projections

## FINANCIAL FORECAST

5-year financial forecast

- Income statement forecast
- Cost and investment assumptions
- Financing plan
- Cash flow statement
- Business metrics and activity monitoring tool



**Essential documents  
to evaluate the feasibility of your project  
and convince your interlocutors**

# Fundraising

## A STEP-BY-STEP SUPPORT

# 1

### PREPARATION

- Operational audit of the company
- Drafting of the investor relations marketing material: financial forecast, pitch deck and teaser
- Pitch coaching

# 2

### ROADSHOW

- Identifying and contacting the right investors selected for you

# 3

### NÉGOCIATIONS

- Letter of Intent (LOI) negotiations: entry and exit conditions for investors

# 4

### DUE DILIGENCE

- Support during the entire phase of the audit of your business by investors

# 5

### CLOSING

- Assistance in legal structuring and closing with the assistance of a specialised lawyer
- Negotiation of the shareholders' agreement (SHA & SPA)

### THE BENEFITS OF OUR SUPPORT



Give you access to a network of professional investors



Save you time to focus on value creation



Allow you to protect your interests as a priority

### Full support

Dilutive financing / non dilutive

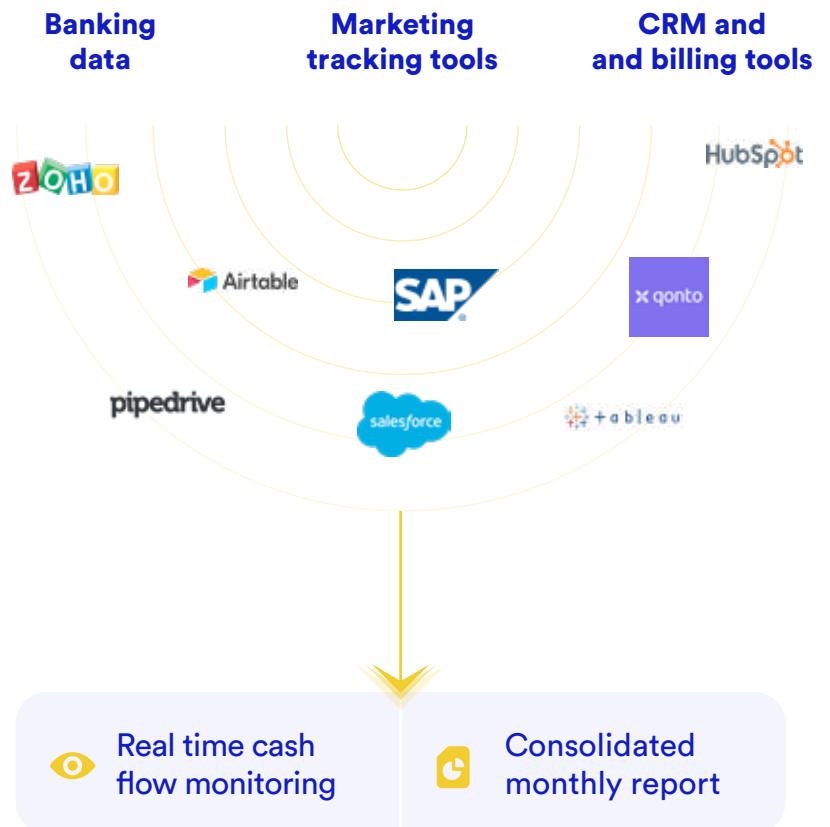


# Outsourced financial management

STARTUPS AND SME SPECIALIST

- Financial forecasts
- Cash flow monitoring
- Analysis of the profitability of investments
- Optimization of expenses
- Acquisition cost study
- Search for non-dilutive financing
- Investor reporting

## WHAT WE USE



## OUR VALUE CREATION

-  Help you anticipate the financial impact of your strategic decisions
-  Supporting you in the development of a clear and long-term roadmap





# Mergers & acquisitions

A SPECIALIZATION ON SALE OPERATIONS



## EXPERTISE

- Assess and value
- Find counterparties
- Negotiate and protect the interests of executives and shareholders

## ENGINEERING

- Study the offers
- Define the conditions of the operation
- Recommend proper mounting

## METHODOLOGY

- Information memorandum and business plan
- Valuation of tangible and intangible assets

## DIAGNOSIS

- Planning a transmission
- Optimizing a sale
- Preparing for a business takeover

## OUR OBJECTIVE

We find you the most suitable buyer to perpetuate and grow your company after its transfer

# They trusted us



“

*Thank you to the Advimotion team for its expertise and support in this long process of fundraising, it would not have been possible otherwise.*

**Thomas, CEO of Interstis**  
- Fundraising, 1 million euros

“

*Advimotion showed great professionalism during the sale process of our company by finding quality buyers and negotiating advantageous conditions.*

**Pierre-Emmanuel et Lilian, co-founders of Mafitbox**  
- Sale of business

“

*Advimotion's teams have built an accurate financial forecast for a complex business model as well as an efficient reporting tool to communicate with my investors.*

**Jonathan, CEO of Bowo**  
- Financial reporting and business plan

# Why Advimotion ?

## REACTIVITY

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

## ADAPTATION

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

## PRECISION

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



You will benefit from the financial engineering of a structure specialized in the startup and SME ecosystem



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