



Many prospective clients ask, “what does a typical equity capital raise engagement look like with CTH Advisors?” While all engagements are a little different, the types of services offered are fairly standard, and a typical equity capital raise has a standardized process and cadence to give it the best possible chance of success.

Investment Banking Services

Our investment banking team will provide comprehensive services to ensure that your company's fundraising efforts are as successful as possible. Our services will include:

1. **Preparation of the offering memorandum:** Our team will prepare a comprehensive slide deck and offering memorandum that will highlight the strengths and potential of your company, as well as provide detailed financial information.
2. **Valuation analysis:** Our team will conduct a thorough review of your financial model and offer valuation analysis/support to ensure that the equity offering is priced appropriately.
3. **Investor outreach and roadshow:** We will work with our extensive network of investors to identify potential investors and arrange meetings for your management team to present the investment opportunity.
4. **Negotiation and execution of transaction:** Our team will assist with negotiating the terms of the transaction and will work with legal counsel to ensure that the transaction is executed smoothly.
5. **Ongoing support:** We will provide ongoing support to your company throughout the fundraising process, including assisting with investor relations and providing guidance on future financing needs.

Process and Timeline

Below is an outline of a typical equity capital raising transaction process and timeline. Depending on the time of year, investor sentiment, and the active engagement of company management in the process, the timeline can vary significantly.

Step 1 - Prepare: Gather financial information, refine financial model and investor pitch deck, create and populate virtual “data room” (VDR) - typically 2-4 weeks;



Step 2 - Target: Identify target investors in the US, solicit interest, distribute investor pitch deck, host introductory Zoom meetings, process NDA's and grant VDR access, develop and communicate process - typically 8-12 weeks;

Step 3 - Execute: Manage due diligence requests, collect and manage indications of interest (IOI's), regular client reporting and communication, prepare formal term sheets - typically 4-8 weeks; and,

Step 4- Close: Negotiate term sheets, complete confirmatory diligence, finalize terms and draft closing documents, signing and closing - typically 8-12 weeks.

If you are interested in learning more about CTH Advisors investment banking services, please contact: Anthony Graziano, Managing Director - 617-650-6588 or ag@cth-advisors.com.