



Department : **Financing strategies and documentation** (Language FR EN)  
 Product : Support in fund-raising  
 Characteristic : As per our internal and proprietary process and network  
 Contact : +41 21 311 34 90 – info@swissawa.com

### Generalities:

When creating a new company, accelerating an exciting one, or develop new product, or reach new markets, cash is king as we say. Finding funds without losing control of your company or not be engaged into too much financial dept which may threaten the viability of your project, is complex and must be managed wisely. Finding different sources of financing in symbiosis, like government funding, or mezzanine products to avoid equity dilution can be a path. Remember that “you must raise cash when you don't need it”.

### Our Offer:

With more than 25 years of experience in supporting entrepreneurs at board level for developing their project in Switzerland and abroad, we have a large expertise in constituting the necessary documentation to present your project to investors or financial institution, based on the strategy we would have helped you to frame as per your long-term expectations and type of project you are developing. Crowdfunding, mezzanine, European grants, subsidies, business angels, Venture Capital, what else ?

### For New Projects:

- ✓ We educate you on successful models, habits and customs on fund-raising;
- ✓ We help you to define and contractually frame the financing strategies with your partners as per your objectives;
- ✓ We follow you regularly in your venture and can join during interviews or presentations;
- ✓ We link you with numbers of governmental, private or professionals for accessing funds.

### For existing companies :

- ✓ We analyze your company with our proprietary method to make sure you are enough attractive to investors and may suggest improvements;
- ✓ We help you to build your financing strategies and set the « Pre-Money » valuation of your project;
- ✓ Support in the development of the appropriate documentation.

### Deliverable:

- ✓ Explanation and education on the legal framework, constraints or impossibilities for developing your project;
- ✓ We analyze creatively the different model of financing in all possible area in line with your project;
- ✓ We can deliver a large part of the documentation creation for presenting your project and set the financing needed values, budgets, and more importantly the “Pre-Money” valuation which will consequently be your dilution exposure;
- ✓ We support in protecting your idea with patents or brands which would fit the best for your project, thanks to our partner Swiss House of Brands (www.shbrands.ch)
- ✓ Setup all the legal documentation for your company creation or equity capital increase resulting from your successful fund-raising.

### Conditions :

- ✓ Be of legal age and in conscience;
- ✓ Having a knowledgable expertise in your field of projects and having the understanding or the market positioning. Our partner Swiss House of Brands (www.shbrands.ch) can support in this area.

### Our Assets:

Swissawa Sàrl is a company regrouping more than 35 experts and partners in Switzerland and internationally, which brings strong corporate governance expertise. Our generalists and specialists are at disposal for supporting you in implementing any solution, and if needed can call its vast network in any particular needed expertise, not only in the management and finance area, but also in many technology fields or international networks.