

FINANCIAL STRATEGY & CONSULTING

FG FACILITATED GROWTH | Office: 718.423.2640 | www.facilitatedgrowth.com

EARLY STAGE COMPANIES

Facilitated Growth LLC (“FG”) understands each phase of the business life cycle. Our team specializes in guiding high-achieving early stage companies, both pre and post revenue. Our platform and guidance have proven to help clients through the subsequent growth phases and reach their goals.

ATTRACTING SHAREHOLDERS

Our team believes that appropriate early stage funding and well executed ideas are two mandatory prerequisites for every successful company. Our team, led by CEO Joseph Soto and CFO Michael Fajardo, has a successful track record of making early stage companies attractive to professional investors. This has granted them access to like-minded individuals to introduce their new projects.

M & A NEGOTIATIONS

FG will assist you in your negotiations by giving you the correct tools to make the best decisions. Whether purchasing a small business/franchise or acquiring a subsidiary, FG will help value the appropriate entities and subsequently help in any negotiations. FG’s expertise can be used as a key point of reference throughout the deal making process.

FINANCIAL PLANNING & ANALYSIS

Financial Planning & Analysis (FP&A) is a tool used to develop a competitive advantage. FP&A gives business owners an opportunity to evaluate future initiatives and evaluate internal operations. FP&A work can be time and skill intensive; we are here to assist every step of the way.

FP&A SERVICES

- Valuations, Financial forecasting, Planning and Budgeting
- Decision Support (e.g. pricing analysis, M&A analysis, activity-based costing and ad-hoc financial modeling).
- Business Performance Monitoring and Management
- FG uses a Chartered Financial Analyst (CFA) to support these services.

¹ Forbes, “Equity Crowd-funding 101: Is it Right For Your Startup?” Article

² Harvard Business School working paper, Performance Persistence in Entrepreneurship.

**DID YOU
KNOW**

- According to Forbes, the following are four tips to make the most of your fundraising efforts:¹
 - Creating a solid Business model/plan
 - Preparing yourself legally
 - Evaluating crowd funding platforms
 - Understanding your audience
- 18% of entrepreneurs succeed in their first business venture²
- Average funding for a start-up is \$1.5 million²