



VIENNA ENERGY  
FORUM 2021  
*where action meets ambition*



## INVESTOR READINESS OVERVIEW

JULY 2021

# WHO WE ARE

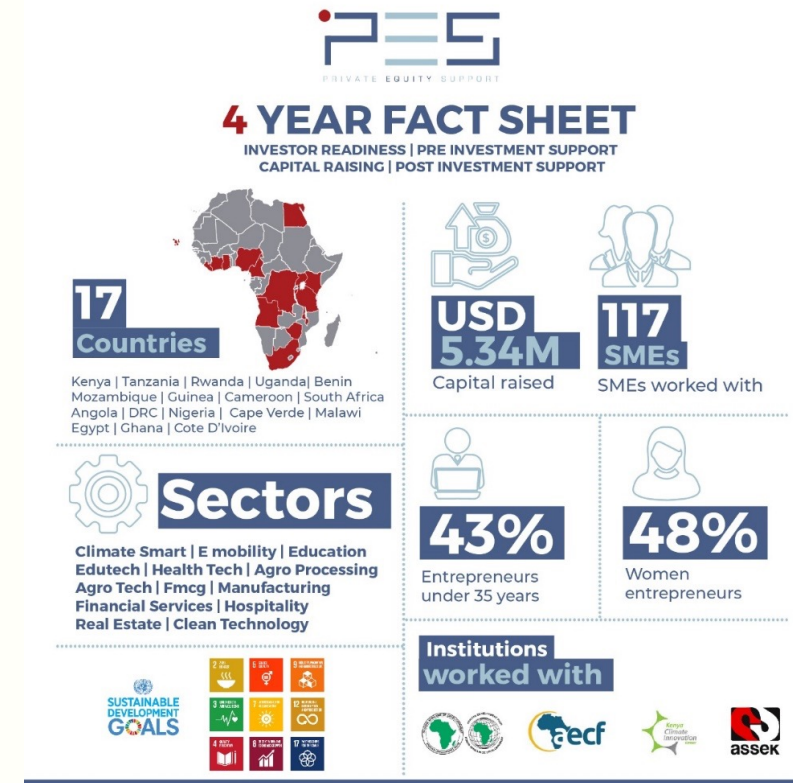
**PRIVATE EQUITY SUPPORT (PES)** is women owned and led Enterprise Support Advisory consulting firm, based out of Nairobi, Kenya.

PES assists **Small and Medium Enterprises (SMEs)** get investor ready as part of a **capital raise process** or to **reposition for growth**.

This is through **3 main ways** – **Pre-Investment Support (Investor Readiness)**, **Capital Raising** and **Post Investment Support**.

We have worked with **117 SMEs**, across **17 African countries** and assisted raise **USD 5.34M** for SMEs we work with.

PES works with **Small and Medium Enterprises (SMEs)** to prepare investor ready deal pipeline to **facilitate access to finance**.



## MEMBERSHIP AND AFFILIATIONS



[EAVCA](#)



[IRSA](#)



[ASSEK](#)

# INVESTOR READINESS

Investor Readiness Demystified

Types of Investors/Capital

Investor Engagement Process

Access to Finance

# INVESTOR READINESS DEMYSTIFIED

## GETTING INVESTOR READY

- **Build on your business plan-** What is your business idea? what have you done up to date? What do you want to achieve in future? How much capital do you need? How will you use it?
- **Know your Investor-** What are their sources of capital? Sectors of interest? Terms and conditions? Track record?
- **Prepare your pitch**

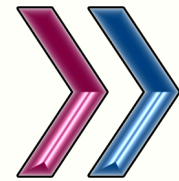
## Why is Investor Readiness important?

- It empowers a business/entrepreneur in raising the right amount and right structure of capital.
- It enables better alignment between the entrepreneur and investor.
- It cuts down the time undertaken during the investor engagement process

## INVESTOR EXPECTATIONS



Great Team,  
Resilient business  
model, Execution  
Capacity, Path to  
exit



Return on  
Investment,  
Realization  
of value

# TYPES OF INVESTORS / FUNDING FOR STARTUPS

**Small Business Loans-**  
Banks, MFI's, Saccos

Venture capitalists

Angel Investors

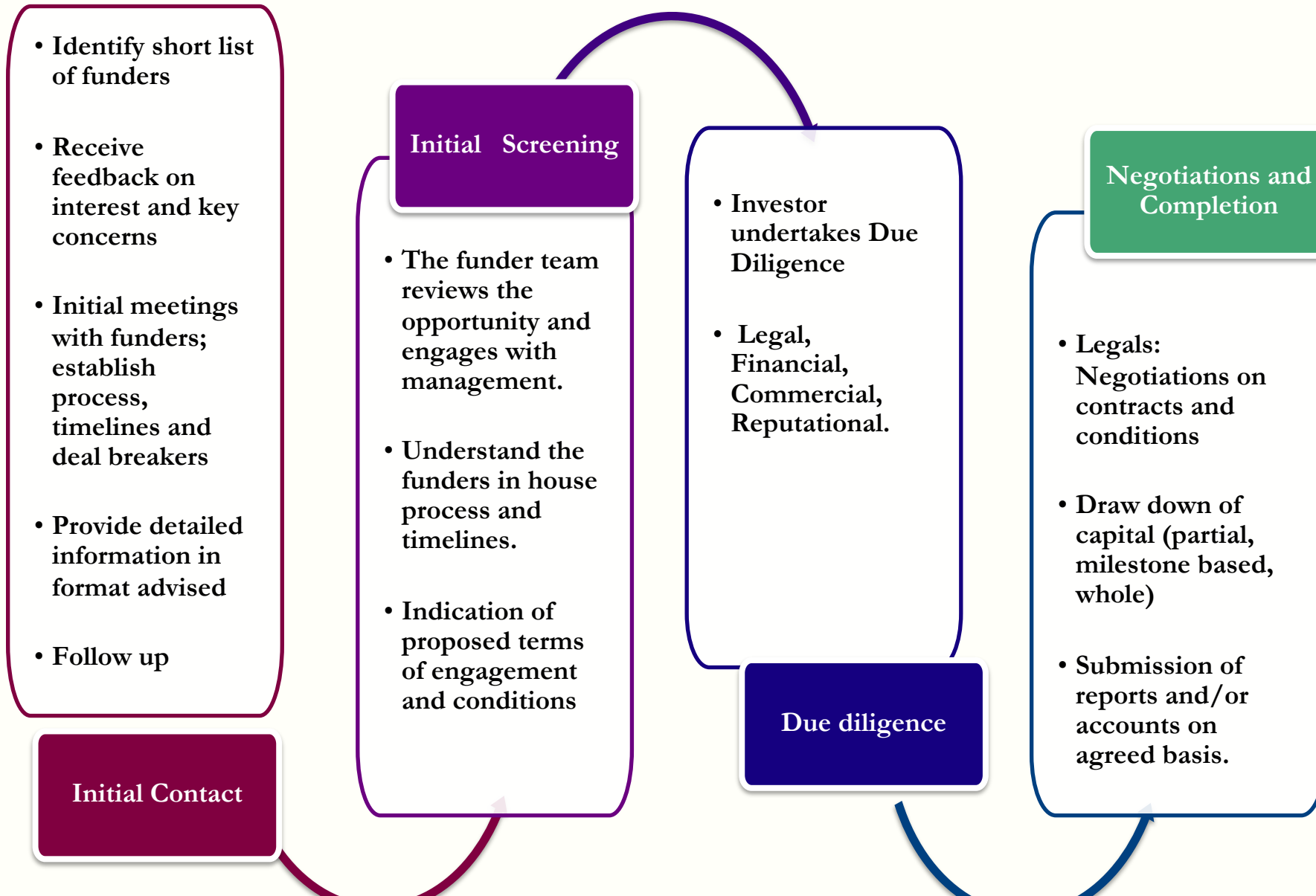
**Funding Rounds-** Pre-  
seed, Seed, Series A,B,C.....

Equity Crowdfunding

Accelerators

Incubators

# THE INVESTOR ENGAGEMENT PROCESS



# SAMPLE DOCUMENTATION REQUIRED

Pitch Deck- summary presentation of a business idea when pitching for investment

Historical/Current Financial Statements

Business Plan- written document explaining the current objectives and future plans of a business

Financial projections-A model showing expected financial performance of a business.

# HOW CAN I ACCESS FINANCING ?



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[ACRE](#)



[CCA](#)



[CECET](#)



[Innosphere](#)



[Nextenergy](#)



[Energia](#)



[GFW](#)



[BackHer](#)



[PFAN](#)



[Antler](#)

Reference Video: [The real reason women raise less funding](#)





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