

Transaction Advisory Services

Who We Are



Jeff Gustafson
Partner, Client
CFO & Transaction
Advisory Founder

- 30+ years in Finance as Investment Banker, Company Founder, CFO
- 20+ years raising capital for growth companies
- Served as CFO or transaction advisor to 100+ Propeller clients



David Davick
Client CFO,
Transaction

- 25+ years in Investment Banking, Corporate Finance, Investor Relations & Public Accounting
- Served as CFO or transaction advisor to 100+ SaaS, CPG, Blockchain & Tech clients
- Former board member SF chapter National Investor Relations Institute



Craig Connors
Transaction
Advisory Associate

- 5+ years in Debt Capital Markets, Private Fund Management, Microfinance, FP&A
- Served as a financial analyst for 15+ CPG, Ecommerce & SaaS clients
- Chartered Financial Analyst

What We Do

Navigate Capital Raises or M&A Events

Propeller's Transaction Services Team has decades of **Investment Banking, Investor Relations and Principal** Investing experience with growth companies.

We're there at the start to **understand your goals, introduce partners** that share your vision, and negotiate valuation and deal terms.

Our team knows the **process, key players,** and **YOU** better than anyone.

Fundraising

We leverage our collective experience in **investment banking, investor relations and as business** operators to give you an insider's perspective.

Services:



Guidance on Modifying / Adjusting Financial Reporting and/or Presentation



High-level Valuation Analysis



Financing Strategy and Process Management



Pitch Narrative & Deck Materials



Facilitate Conversations with our Investor Network



Project ownership dilution and waterfall implications



Valuation & Term Sheet Negotiation



Assist Legal Team in Structuring & Negotiating Legal Documentation



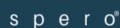
Due Diligence Material Prep

Track Record of Success

Equity Investments



Equity Investment and Debt Financing from
BainCapital



Equity Investment from
VALOR EQUITY PARTNERS



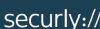
Equity Investment Led by
SEP



Equity Investment Led by
HARBINGER VENTURES



Equity Investment Led by
PRELUDE



The Student Safety Company
Equity Investment Led by
defy.



Equity Investment and Debt Financing



Equity Investment



Strategic Equity Investment Led by
CM GROUP

Acquisitions



Acquired by
accenture



Acquired by
ADVANTAGE SOLUTIONS



Acquired by an Undisclosed Buyer

Buyer Due Diligence

THE FRUITGUYS

EQUATOR COFFEES

PipelineRx

Financing Readiness



MIMI CHENG'S
NEW YORK CITY







PRIDE+GROOM



Our Unique Network Advantage

Select relationships within Propeller's **investor network**.

 <p>Consumer growth equity, large portfolio including On Running, Parade</p>	 <p>Consumer-focused PE firm targeting equity of \$10M - \$75M. Sample Investments: Mizzen + Main, Rhone</p>
 <p>Consumer growth equity. Strong influencer network. Portfolio includes Thom Browne, YTTT</p>	 <p>Consumer-only venture capital. Early investor in Parade, Everlane</p>
 <p>Growth equity focused on consumer & digital. Investor in Marine Layer, Dagne Dover</p>	<p>FORERUNNER</p> <p>Venture fund focused on early-stage consumer including Bonobos, Birdies, Cotopaxi</p>

Validation Market Considerations

Quality Companies Are **Getting Financed**

- The private equity market has shifted recently and become tougher
- Investment dollars are funneling towards highly differentiated companies with strong growth and profitability potential
- We recommend broader investor outreach to increase the likelihood of a successful raise
- Typical multiples at this stage are ~3X to 5X revenue. Premium multiples for companies with faster growth and/or higher margins
- A carefully orchestrated, highly competitive process will help increase valuation multiples and drive better terms

Financing Deal Process

We work through a **methodical process** across a proven timeline.



Fee Structure/Proposal

Our project fee includes a fixed monthly amount with the project balance due at completion as follows, subject to **successful completion**:



Monthly Progress Billings

XXX per month, paid in advance.
All payments made via EFT by the 20th of the same month.



Remaining Project Balance

Total project fee of XXX less deposit and progress billings paid due via EFT at the close of financing or six months, whichever is sooner.



Project Fee Discount if No Financing

If your financing is unsuccessful, the fees owed for the project will be calculated based on the time incurred at our hourly rates, with any unpaid balance due at that time.