

# Reality of Raising Investment

Davina Gregory-Dunsmuir





## > Introduction

What Do You Need?

Where Do You Get It?

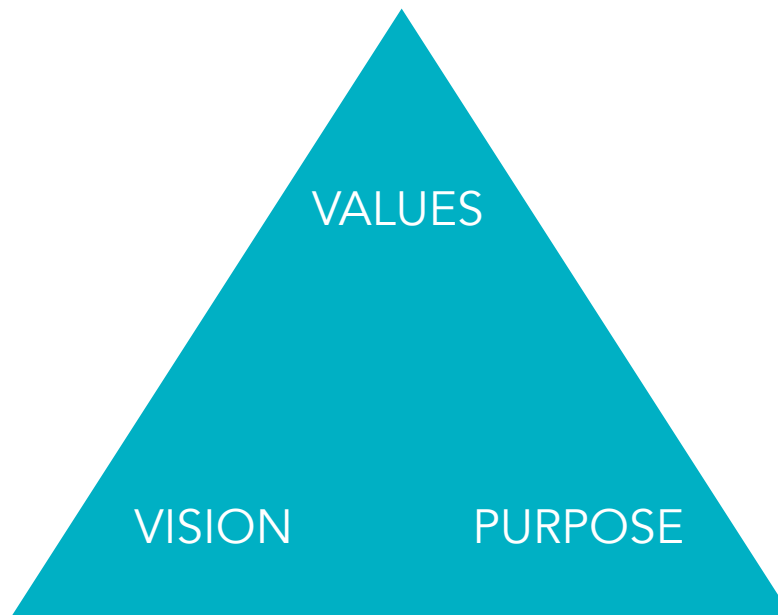
How Do You Get It?

## What's my background?

- In 2015 entered medicinal cannabis industry
- In 2018 founded own medicinal cannabis company
- In 2019 appointed a board raised \$3.175 million of \$12m required
- In 2020 left company



## What Do You Need?





THE MAGIC MONEY FAIRY



Introduction

What Do You Need?

> Where Do You Get It?

How Do You Get It?

## Options

- Self Fund
  - From Profit
  - Product Presales
  - Sell Assets
- Crowd Funding
- Bank
  - Credit Cards
  - Loan
- Asset Financing
- Family/Friends
  - Loan or Investment
- Grants or Other Government Support
- Joint Venture
- External Investors

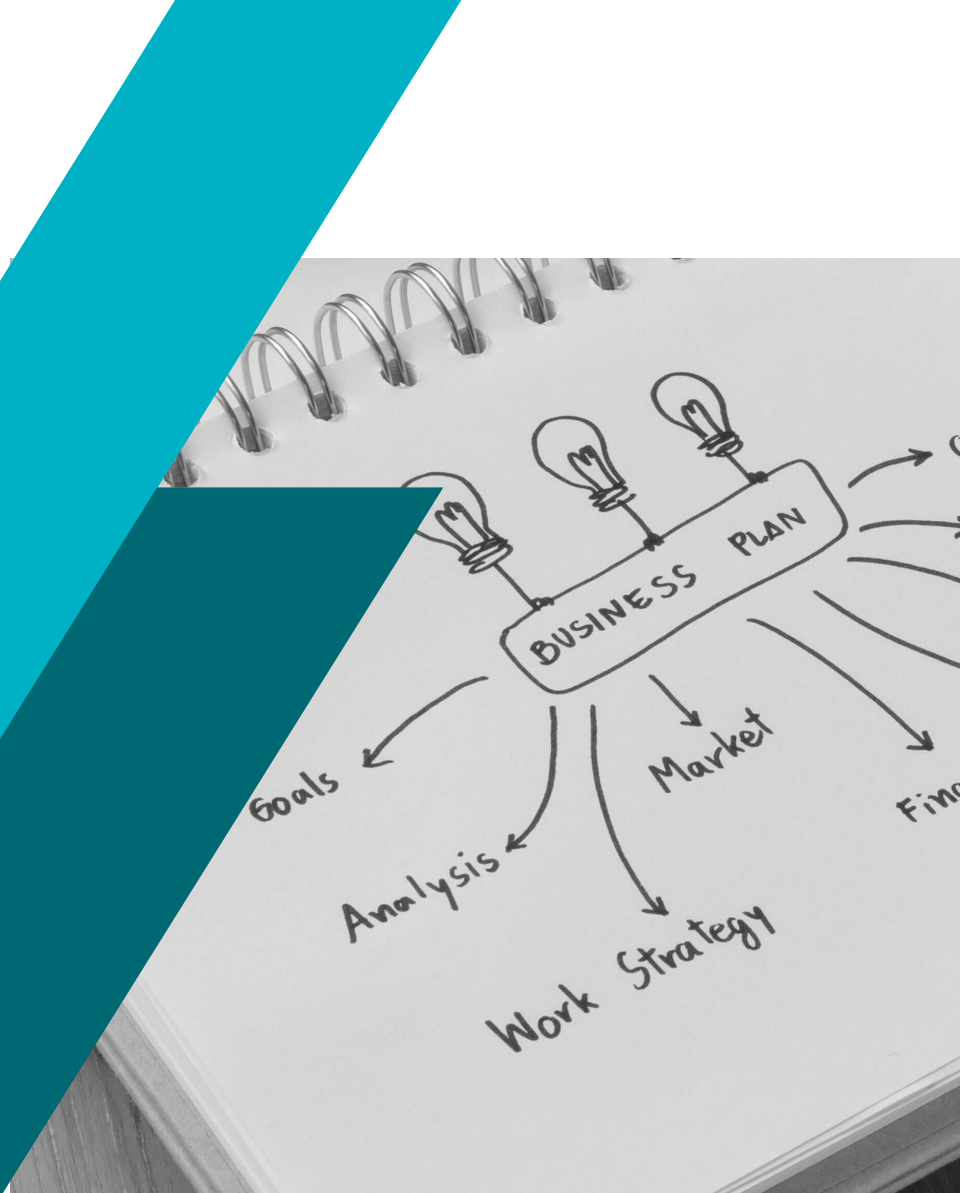


WHEN THINGS TURN TO POT



## Lessons Learnt

- Self Fund
- Bank
  - Loan
- Family/Friends
  - Loan or Investment
- Asset Financing
- Joint Venture
- Grants or Other Government Support
- External Investors
  - Remain Private Leading to Sale
  - Listing on ASX
  - Converted Note



CONVINCING INVESTORS





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## Considerations

- Consider the End Game
- Business Plan
  - Budget
  - Projections
  - Risk
  - Future
- Legal Considerations
- Financial Considerations
- Smart Money
- Valuation



KISSING FROGS

## Conclusions

- Be realistic
- Don't leave it too late
- Put yourself out there
- Ask for referrals
- Learn from rejection
- Get everything sorted NOW legally and financially
- Take regular reviews
- The Goldilocks principle
- There is more than one way to reach your goal

## Resources

- Review ASX listed companies documents
  - Pure Foods, A2 milk, Bega Cheese, Woolworths, Lark Distilling Co, Treasury Wines etc
- Useful government websites
  - <https://www.business.gov.au/>
  - Business Tasmania  
<https://www.business.tas.gov.au/funding>
- NAB Business Plan Template
  - <https://www.nab.com.au/business/small-business/moments/manage/planning/business-plan-template>
- Getting ready for external investors
  - [https://www.asx.com.au/documents/resources/EntrepreneursGuide\\_REV\\_5\\_16.pdf](https://www.asx.com.au/documents/resources/EntrepreneursGuide_REV_5_16.pdf)

## Resources

- Industry Statistics
  - <https://www.abs.gov.au/>
  - IBIS World
- Crowd funding legal guidance note
  - [https://www.lawcouncil.asn.au/  
publicassets/4ef19895-b922-  
ea11-9403-005056be13b5/Crowdfunding  
%20Guidance%20Note%20Final.pdf](https://www.lawcouncil.asn.au/publicassets/4ef19895-b922-<br/>ea11-9403-005056be13b5/Crowdfunding%20Guidance%20Note%20Final.pdf)
- Advisory Boards
  - [https://aicd.companydirectors.com.au/~/  
media/cd2/resources/director-resources/  
director-tools/pdf/05446-3-6-mem-  
director-gr-advisory-boards\\_a4-web.ashx](https://aicd.companydirectors.com.au/~/<br/>media/cd2/resources/director-resources/<br/>director-tools/pdf/05446-3-6-mem-<br/>director-gr-advisory-boards_a4-web.ashx)
- Company valuation methods
  - [https://www.commbank.com.au/articles/  
business/how-to-value-a-business.html](https://www.commbank.com.au/articles/<br/>business/how-to-value-a-business.html)
- E: [davina\\_gregory@yahoo.com.au](mailto:davina_gregory@yahoo.com.au)