

# Attracting Investment for Mobile Content Projects

*Maximising your Chances of Success*



Walter Adamson  
Digital Investor  
& i-mode Content Forum

[www.imodestrategy.com](http://www.imodestrategy.com)  
[adamson@digitalinvestor.com.au](mailto:adamson@digitalinvestor.com.au)

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## 12 / 6 / 3 rule:

- “Surprise me”
- The pitch
- It’s about their money

# The “surprise me” factor

## The VCs get bored:

- 100 strike-outs between home runs
- Be global be new be exciting
- Create competition between funders  
eg Skype

# The Pitch – Opening Move

**Start by showing its worthwhile:**

- **The Market**
  - How big it is
  - How fast it is growing

# The Pitch – Mid-game

## It's about you:

- **Your Offer and Technology Advantage - IP, sustainability**
- **Why people will Buy it and How (direct, indirect, margins)**
- **The Team and their ability to deliver**

# It's about THEIR Money

**It's not about you, stupid!:**

- **The Ask, and the Payback for the investors**
- **How you're going to Spend the money and how the VCs can Control it**
- **The Risks and your Mitigation**
- **The Financials**

# Tips

- Don't tell them its unique
- *Do explain how you are going to succeed when you get less money and everything takes more time than you imagined - the Last Man Standing Strategy.*
- Do give them some time back

# Raising Money – The Inventory

**You need more than the pitch:**

- **Business Plan & Strategic Growth Plan**
- **Valuation Model**
- **Investor Memorandum**
- **Investor Presentation – the pitch**

# Get Help

**You don't pull your own teeth:**



- This is a specific discipline
- Hawking yourself leads to soiled goods
- There are experts with a track record  
eg. BSI [www.bsi.com.au](http://www.bsi.com.au) Investor Forum

# The Valuation

The valuation is a negotiation:

- Not an accounting exercise
- Key is market validation & the valuation model
- Be realistic & know the jargon

Pre-money Valuation			Post-money Valuation		
	Value	%		Value	%
Owners	\$1.00m	80%	Owners	\$750,000	75%
Investor	\$250,000	20%	Investor	\$250,000	25%
Total	\$1.25m		Total	\$1.00m	

# Contact

**Walter Adamson**

**Digital Investor Pty Ltd**

**adamson@digitalinvestor.com.au**

**m: 0403 345 632, Skype: walter**

**www.digitalinvestor.com.au**