



Dear Client,

To give you a sense, set out herein is a “content page” of an information memorandum.

In the classic tradition of management textbooks all over the world, we have used a “widget” company, “ABC Widget Co., Ltd”, as the business that is looking for investors.

ABC Widget is a fictitious company, and please note that the content page set out herein is solely for reference and not exhaustive.

We do not believe in a boiler plate approach.

Each client has a different value proposition, which must be brought to bear, and clearly articulated.

As such, we invest significant time; and work with our clients to deliver a unique, credible and executable equity story.

Each information memorandum is therefore unique and is based on the client’s strategy, business plan and financial projections thereon.

Thank you.

Please do not hesitate to contact us if we can be of assistance at [enquiry@c-consultancy.com](mailto:enquiry@c-consultancy.com).

## **ABC Widget Co., Ltd Information Memorandum**

ABC Widget Co., Ltd (ABC Widget) is a leading widget company with operations in Hong Kong, South East Asia and China and a track record of over 20 years.

As part of our digital strategy, we produced an award-winning prototype that we believe will revolutionize the widget industry, and put us at the forefront of the industry.

“Widget Superior” is the world’s first 5G enabled widget, which works seamlessly with all major smartphones through an APP that is free of charge and is available for both IOS and Android smartphones.

We now have a pipeline of potential customers; and are seeking investment of US\$10,000,000 for production, research and development, marketing, recruitment, and digital distribution platforms.

**Important Note:**

This document is prepared solely for discussion with interested parties. Neither ABC Widget nor any of its directors, employees or advisors makes any representation as to the accuracy or completeness of this document or of any other information provided, whether written or oral. In particular, there is no guarantee that any description, projection, estimation or data concerning the future contained in this document is either a promise or representation of the future. ABC Widget reserves the right to make amendments to the information contained herein without notice or explanation.

# Content

## **Section 1: Executive Summary**

## **Section 2: Market Gap & Opportunity**

- Market Gap for Digital Widget
- Widget Superior: The Industry Validation & Early Traction
- Global Digital Widget Market >\$50 Billion
- Traditional Versus Digital Widget: The Transition and Opportunity

## **Section 3: Widget Superior: The Product & User Experience**

- 5G Enabled & Real Time Connectivity
- Product Functions
- User Experience Through The APP
- Digital Distribution Platform
- Support Centre
- Data Management Platform

## **Section 4: Business, Customers & Competition**

- Business: Vision, Mission & Track Record
- Current & Target Customers: Value Proposition
- Competition: Our Edge versus Theirs
- Key Differentiation
- Barriers To Entry
- Sustainable Advantage

## **Section 5: Strategy & Plan**

- Strategic Pivot #1: Create The Best User Experience
- Strategic Pivot #2: Pilot Roll-out With Current Customers
- Strategic Pivot #3: Marketing & Digital Distribution
- Strategic Pivot #4: Defend & Take Market Share
- Business Pipeline: Current Customers
- Business Pipeline: Target Customers
- Manufacturing & APP Development
- Sales, Marketing & Distribution
- Head Count: Now and Future
- Major Non Financial KPIs
- Major Financial KPIs
- Where Will We Be in 5 Year

## **Section 6: Financials: Historical and Projections**

- Historical consolidated Profit and Loss
- 5-Year Projections of Consolidated Profit and Loss
- Balance Sheet & Cash flow: Actual and Projection
- Returns: Key Metrics

## **Section 7: Funding**

- Funding Requirements
- Uses of Incoming Funds
- Funding Timeline & Valuation Terms
- Valuation
- Exit Strategy
- Legal Structure
- Professional Service Providers

## **Section 8: Management, Board & Shareholders**

- Management Team: Industry Veterans
- Shareholders & Board of Directors

## **Section 9: Next Steps**

- Management Presentation
- Limited Data Room
- Letter of Interest