

**Funding**

**for the next stage of your  
company's development**



**psd**  
partners

# Your Company's Success

Your business has used up its seed capital, money from family, friends, initial investment that has seen you prove the concept of your business. Now, you need money to get your business to its next stage of development.

## What is “Post Seed” Funding?

PSD Partners help businesses source the money to develop their plans. PSD Partners aim is to satisfy our clients through a deep understanding of their funding /finance needs and their businesses, and by providing an excellent, responsive and innovative service that delivers money when a business is in most need of it.

Putting our clients first is an absolute priority for us. It's what we see as building your and our success, together. We take time to understand our clients' businesses and particular requirements so that we can meet their funding challenges, effectively and contribute to their success.

We attach a high priority to being proactive, responsive and innovative in thinking of new and different ways to help our clients.



# What investors seek before investing?

Investors are only interested in great returns. However, identifying an investor who is comfortable with a particular business, that has not already proven itself a success, requires work.

An investor will always assess a business in terms of Risk Vs Reward and the trade-off between the two. For an investor, there will be a reluctance to meet with companies they do not understand or know. Companies can waste time, energy and resources, chasing investors who would never have an interest in such a sector or stage of company, no matter how good the business opportunity is.

An Investor's decision to invest will often be determined by a familiarity/comfort with the sector in which the company trades. Having an existing portfolio investment with synergies also helps

While there is rarely a "typical" investor, there are a common set of criteria that would seem to influence their decision process:

- Business' Concept/product
- The market potential
- The execution of the concept i.e. the Business model
- Business Forecast and the reality of it base assumptions
- The Management team; does it have the skills, ability and experience

PSD Partners have a broad experience of businesses across a wide range of sectors nationally and internationally. We work very hard to understand your business and how we can assist in helping to raise that money for you.



# PSD Partners can get your business in front of the appropriate investor.

PSD Partners strength is that we assess and work as a team for every client. So each client gets the full breadth and depth of our experience and ability. It is important that your business message and model are clear, concise and to the point. We work with our clients to shape their business plans and prepare the documentation necessary to present the investment case. We help our clients produce summaries and presentations that give their business its clearest and best opportunity.

We work on each client's project as a unique challenge. Each project is given energy and understanding. We see it as a unique challenge with a unique solution. We will endeavour to source investors who share your focus, values and views of where and how the business should develop.

We provide access to a range of investors, who are difficult to access.





## Where will these investors come from?

PSD Partners have built strong relationships within the private and institutional investment community. Many of these people prefer to stay out of the public domain, while others are profiled investors. However, as we treat each client as unique, we also endeavour to source investors with specific skills unique to your business. Therefore, we continuously add to our investor contacts. It is important to understand that we do not “sell” your business’ opportunity to everyone we can find. We produce a very targeted list of potential investors, with prior agreement with each client. We seek to use your limited time to maximum effect.

## Our fee structure & investment range

PSD Partners operates solely on our success of raising funds for our clients. While we typically consider investment projects in the €500,000 to €5m, we average around the €500,000-€1.5m mark.

*PSD Partner does not undertake due diligence on behalf of any client or investor. Nor does it offer any opinion as to the quality or risk attached to any investment. PSD Partners recommends that independent professional counsel be sought as to the risk profile and potential return on any project it markets on behalf of its clients. Post Seed Development Partners Limited T/A PSD Partners is a limited company registered in Ireland. Company No.475666 Employment Agency License EA 3552 (Employment Agency Act 1971)*

**Learn more from our website: <http://psdpartners.com>**



## About PSD Partners

PSD Partners works with companies across the globe. We help our clients to build their human capital. We find the best talent for their most important executive roles, helping them to build world class teams, and help them fund sustainable growth. We source the best, not only those seeking a role on the market at a particular time.

PSD Partners superb funding network (nationally and internationally) and our breadth and depth of capabilities, are among the firm's greatest strengths and are at the heart of our relationships with our clients. We act as an integrated team, working together to deliver the best results for our clients. We are supportive, and determine to help others succeed.

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