



## DEBT RAISE, FUND RAISE & VC SCOPE & CRITERIA

v1.2

### WHO WE ARE:

- ❖ Carter & Co. is a private, single-family office involved in property, funding, commodities, banking and trading. A large part of what we do is in giving back, and helping people to reach their goals and dreams. With a background of property, serial Entrepreneurship in multiple sectors, and professional sports, we are well placed to deliver in terms of expertise and network, adding value to your vision.

### WHAT WE CAN DO FOR YOU:

- ❖ As well as our property and development background, we have access to a wealth of global capital sources, including private family offices, institutions, funds, HNW individuals, platforms, and trusted delivery partners; whom we can call upon, to get you the most favourable funding options for your project(s).
- ❖ Raising funds is all about trust and relationships, and this is where we will leverage our relationships, as well as incorporate solid analytical practises via our affiliated providers, in tandem with our extensive market knowledge and experience, in order to maximise your chances of raising the capital you need to grow.
- ❖ As part of our strategy and commitment to building up long-term relationships with clients, we will also encourage and leverage all parties, to the effect of building and maintaining new funding lines, which is vital for securing the right capital, at the right time, for your organisation or project.
- ❖ We may also engage personally, on a case-by-case basis, depending on our appetite, and usually after sight of past performance with our trusted partners. We may consider equity shares, or other deal structures.

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### ACCESS TO THE RIGHT FUNDING, MADE SIMPLE...

- ❖ We will assess your submitted requirement for fund raising, and revert with any questions.
- ❖ After a direction has been decided, or one is already known, such as debt raise or otherwise, we will begin the process of making sure that we know there is a strong chance of success.
- ❖ Upon receipt of all your documents, we will then offer a follow up call with ourselves and / or our respective partner team, in order to validate and on-board you. Your chosen process then begins.
- ❖ **Our goal is to raise solid funding for your business or projects, and build new funding lines and strategic partners in the process, adding value. We believe that we all must invest in ourselves, and each other, in order to thrive. Please continue reading below for more information on the scope, criteria and processes.**



## General Guidelines for Fund Raise Candidates

### FUNDING SCOPE:

- Mainly Series A-C Funding.
- Debt & Equity.
- Must be revenue generating and / or completed previous rounds of funding.
- Pre-Seed / Seed / VC considered in select circumstances.

### INDUSTRY SECTORS:

- Agriculture
- Food Security
- F and B
- Fintech
- Deep Tech
- Manufacturing
- Waste to Energy
- Ed Tech
- Mobility
- Logistics and Supply Chain
- Artificial Intelligence
- Bio Tech
- E-Commerce
- SASS
- Entertainment
- Sport Tech
- Healthcare
- Tele Med
- Wellness
- SME Lending

Industry Sectors are subject to change and refinement as mandates, allocations and appetites change. We will advise accordingly, as the market, and appetites, evolve.

### JURISDICTION:

- We will consider projects and fund raise requests Worldwide, but mainly focus on UK, Europe, US and Asia.

### GENERAL BORROWER / CANDIDATE TYPE:

- Must have good track record.
- Must have data room files which would stand up to scrutiny.
- We are looking for revenue generating companies ideally, but will consider those that have gone through successful rounds of funding previous to this.
- **We invest our time, resources, expertise and network into you, so we expect a commitment in return.**



## HOW AND WHICH ROUTE FOR YOUR FUND RAISE?

The exact scope, mechanism and suitability for each type of funding will vary; and often there is some overlap and fine tuning that must be done, in order to meet your funding needs, and that of the funder(s). This is where our attention to detail, access, and choice of high-pedigree partners comes into play. We will seek to add value along the way where possible, in order to maximise your chances of success. Please see below for more.

- **Debt Raise** – Via the ETN (Exchange Traded Notes) / Bond Route

ETNs are suitable fund raising solutions for large debt raises with a coupon attached. They are listed, unsecured debt securities, whereby the aim is to fulfil the target raise amount. Often these bonds are not structured right from day 1, and subsequently fail to complete the raise, despite costs being involved. This may include the coupon not being set to the desirable level, or the covenants pledged not being sufficient, etc. etc.

Conversely, in order to be successful, ETNs must be structured right, and be listed on the right exchange(s). The aim here is to structure around a Cornerstone investor, have in place extensive and compelling presentation and data room files, that may assist in selling your offering, and then utilise the right market(s) and syndication. Extra care and detail up front, is the precursor to success here, along with a solid business model and financials.

We can bring all of this, and more, including market-leading subscriber bases to assist in filling, through our lead-arranger / manager partners. We can consider pre-existing or new bond structures, but the borrower must be open to re-configuration, as per the above, if existing. We will utilise some of the top names in the sector.

- **Direct Equity Fund Raise / VC** – Via select and leading Funding Platforms and / or Directly

Direct funding is another effective way to raise funds for your organisation. It begins with a solid network, deep relationships, and a mutual understanding of both the source of funds, and the opportunities presented. In this case, most direct funding requests are best served on a platform. This allows for the analysis, curation, advise, contacts, relationship building, and sight of your opportunity by those who can service the need - and moreover, identifying and executing with the right partner(s) for the long term.

We have access to several highly effective partner platforms and / or personal platforms, ranging in suitability for your project(s). Using current and evolving mandates from HNWs, family offices, Sovereign funds, and more (see sectors above), we aim to match the best opportunities, with the best partners. There are many routes we can offer in this arena, and a personal discussion is best to assess what is most suited moving forward.

Whether it is equity, venture capital, or a large debt requirement, we can assist; providing the criteria and scope are within range, as set out in this overview document. Additionally, multiple angles may be utilised, as needed.

**Processes:** We can provide detailed documentation of each relevant process, as suited. A significant part of the process is dependent on the quality of documentation, for which we can assist. After initial documentation has been reviewed, a call can be arranged with us / the relevant team, and the process will be outlined further, including confirming suitability in general, irrespective of route, prior to proceeding. All parties to be satisfied.

**Timeline:** Usually between 30-90 days, depending on raise type and scope, and as a whole.



**Cost:** This varies, and would be an early discussion (usually a success fee, and sometimes certain upfront or retained costs depending on chosen route) – to be advised and agreed in advance, so all costs are known. In most cases, any up-front or retained costs are operational. Again, we will discuss and agree these points.

**Track record:** Can be provided upon request.

## YOUR FUTURE IS BASED ON YOUR NEXT MOVE.

Whilst it is possible to gain interest and commitment yourself, directly from capital sources, more often than not, and particularly in times of higher levels of quality being sought, origination is best done through trusted routes, which is where platform raises / personal relationships come into their own, and likewise, how ETNs structured, and syndicated in the right way, through the right channels, will often show a higher success rate.

More than ever, capital sources are relying on analyst input, trust and relationships; and that is the ethos we operate by. On the advantageous side also, is the fact that capital sources are much more well placed to execute in rapidly growing sectors. This crystallises a very solid message: The right partners, relationships, quality and strategy are more important than ever – and we are here to help assist in every way we can.

Carter Family Office prides itself on its network and relationships. We are committed to delivering results that serve for the long-term, and we are driven by being a part of the process of growth. We would be delighted to engage and assess your opportunity, and look forward to having an informal initial discussion with you, in order to build and develop trust. Your success is our success.

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## GET IN TOUCH...

Email: [funding@thecarterfamilyoffice.com](mailto:funding@thecarterfamilyoffice.com) with your requirements, and we will reply with a checklist of what is required in order to assess your project or organisation.

We look forward to becoming a partner in your success.

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## WANT TO BECOME AN INTRODUCER?

- We can pay for successful introductions.
- You would need to present the client directly, and pre-qualify based on the above.
- We are happy to engage under a fee share agreement or similar.
- **Please ask us for more details.**

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