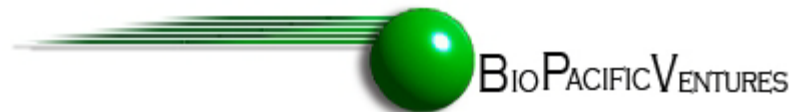


How to attract investment ...and why it's so damn difficult

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...how do investors think?

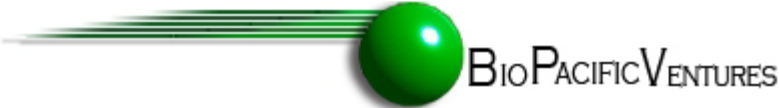
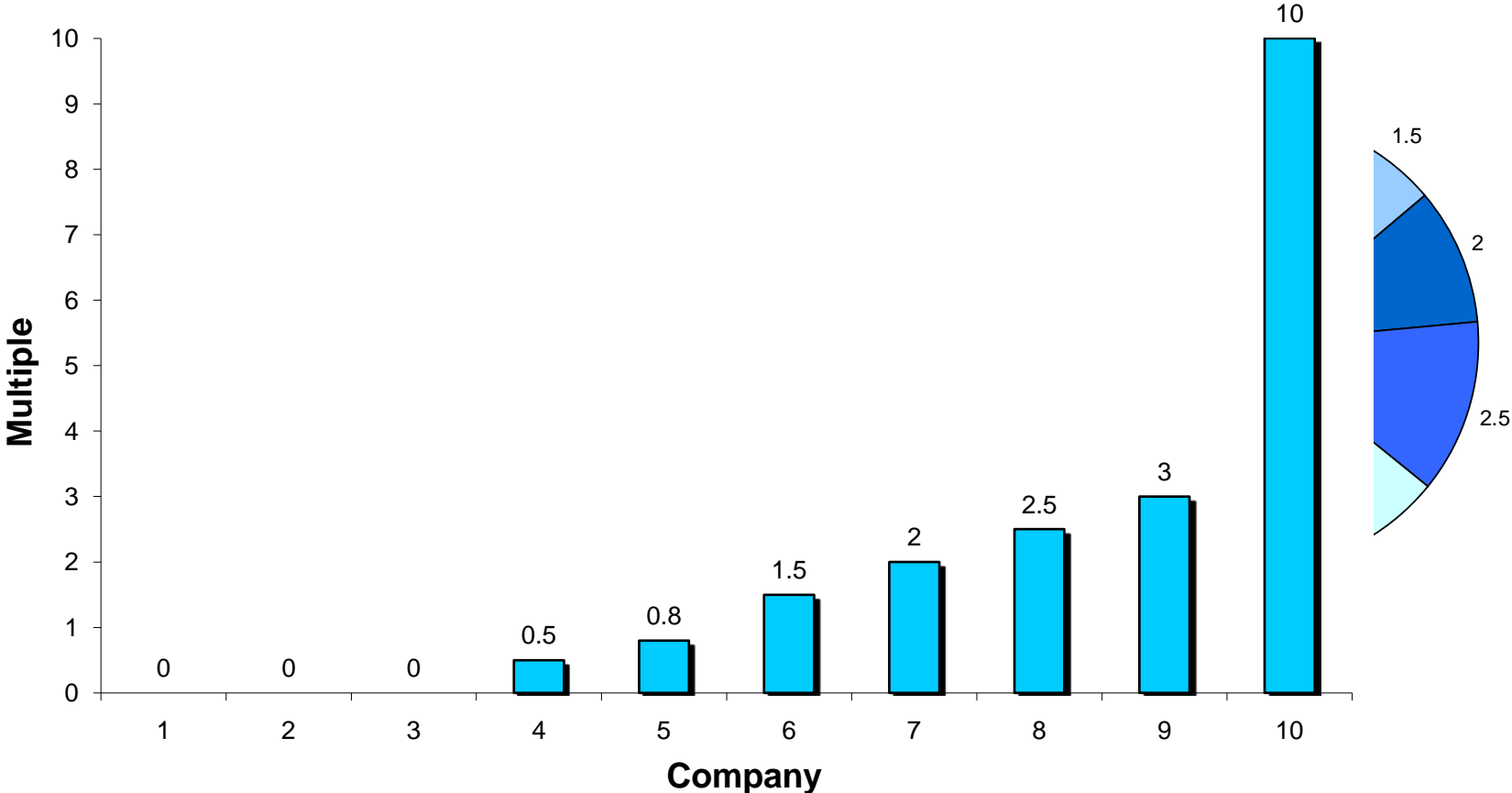


IRR (internal rate of return)

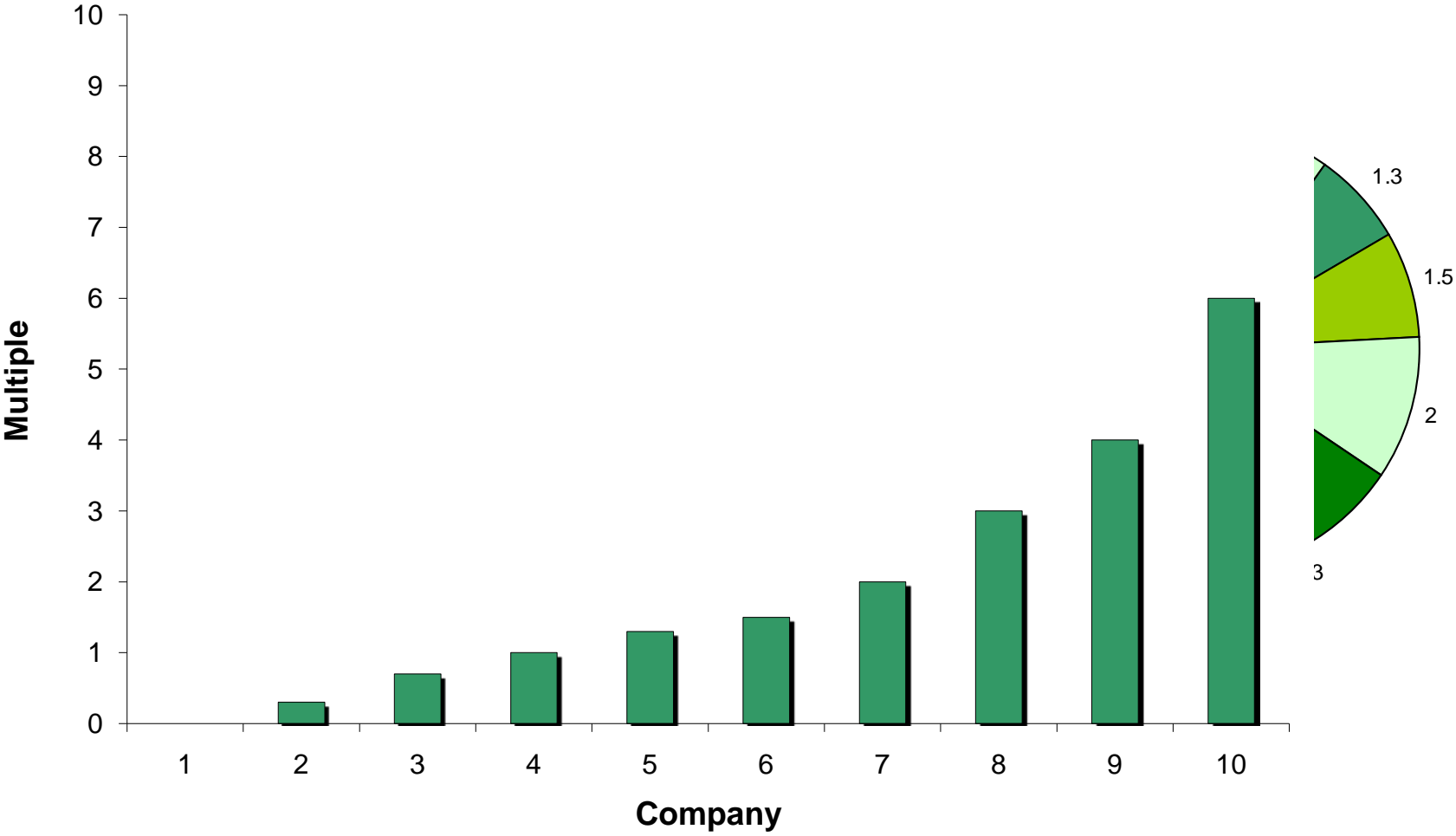
$$= \frac{\text{Realised Value} - \text{Amount Invested}}{\text{Time}}$$

- The measure of professional performance
- Aligned to personal wellbeing
 - if positive, reward
 - if negative, career limiting

Venture Capital Portfolio Return



Food Ventures Portfolio Return



How to attract investment



- Think growth in value
 - Think of value steps along the way
 - Think when can it be cash-flow positive
 - Think who can add most value next
 - Talk execution
-
- Put all the technology / R&D / Product Development / Market entry *into investor context*

Horizon Science

- Functional sugar
- Demo market in Australia (and NZ)
- Establish value proposition for market partner
 - Sugar Australia = CSR and Chelsea
- License to other equivalent players internationally
- Enter discussion with potential international licensors



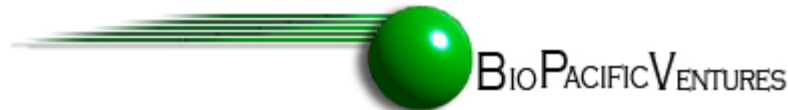
Vital Foods

- Functional kiwi-fruit extract
- Pipeline
- Demo market in New Zealand
- Establish relativity to market leader
- Enter discussion with market leader & competitors



Alternative approaches?

- Extending down the supply chain
 - (e.g. Rissington, NZ King Salmon)
 - Grows the business
 - Potentially expensive
 - Increases complexity
- Branded ingredient (“Intel inside”)
 - Hard to command premium in end-product
 - Hard to command IP value in sales
 - Competing with all other ‘premiumizing’ ingredients
- Market internationally yourself
 - Very expensive
 - Demands top expertise



How to attract investment



It's not how well you can tell a story...

...it's how strong your story actually is.

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