



Why MSI?

MSI is a progressive and innovative client advisory organization specialized in investment banking services, financial consulting, business development, and the creation of marketing and sales strategies for client companies in various industries. With a worldwide network of 300+ potential investors for your company ranging from high-net individuals to pension funds and a variety of other investors, we successfully match clients with qualified and reliable potential investment sources. MSI focuses on building and fostering solid relationships with our investment sources and providing our clients with the tools and expertise to access these financial resources and to achieve the desired level of success and prosperity.

What is the procedure?

After our initial contact, MSI will ask you to sign a Non-Disclosure Agreement (*NDA*) and a Non-Circumvent Agreement (*NCA*), available on our website, section "downloads." If you have your own documents, we may use your materials in addition. MSI will then conduct a business and technical evaluation to determine if your company matches the requirements of our potential investor's. The basis of this evaluation consists of the following materials provided by you:

- Executive Summary and Business Plan
- Financial Statements (*income statement, balance sheet, cash flow, 3-5 year projections, use of proceeds*)
- White Papers (*if applicable*)
- Endorsements (*purchase orders, LOI's, recommendations*)
- Related Presentation Materials (*PowerPoint, marketing and sales literature, etc.*)
- List of potential investors previously approached by your organization

MSI also determines whether we can clearly assist with your fundraising efforts. Our approach benefits both MSI and our potential clients in regard to time, efficiency, and effectiveness. If both parties decide to pursue further talks, MSI will offer a contract proposal. MSI will require the following information for the contract proposal:

- Full name of the company, physical address (*No P.O. Boxes*), and state of incorporation
- Exact amount of funds needed
- Name and title of person authorized to enter into binding contracts

If both parties can agree on the general terms of the contract and a future cooperation, MSI will then provide you with references, e.g. past clients and some present clients, if desired. If we decide to work together, we will arrange to meet with you in person to discuss the current situation and work out a funding strategy.

What are the fees?

MSI is clearly aware of the fact that companies trying to raise money are operating on limited budgets. However, MSI is a fee-based company – we are not a real estate or a "shotgun/blanket cold-calling" sales agency working on commissions only over an un-specified amount of time. If you desire this type of relationship, MSI will clearly not be the right partner for you. The *up-front fee* ranges from US\$15,000 to US\$25,000 depending on the scope of the project. This fee covers the "customization" of your materials to the specific needs and focus of our investment contacts, with which we have an existing relationships. In addition, MSI is compensated through a percentage (*6% - 7% depending on the size of the investment amount – percentages on funds greater than US\$5 million are governed by an adjusted Lehman formula*) applied to funds specifically raised through MSI and our directly and indirectly related investment sources as well as warrants. Any related expenses are covered by our clients and are usually "capped" at US\$ 10,000.

Questions?

For any further questions please feel free to contact us at +1.404.441.3100 or e-mail – info@msilimited.com.