

## THE GROWTHWIRE DEAL-MAKERS GUIDE For Growthwire Authorised Advisors (GAAs)

### INTRODUCTION

Thank you for your interest in Growthwire. We ask that you spend just a little time on this Guide to understand how to get the best out of Growthwire for you and your clients and recommend that you read it before registering.

GROWTHWIRE is a universal medium bridging the information gap between you, your clients and the global stratum of potentially ten million seasoned, wealthy entrepreneurs (and the growing number of funds) who want to invest in them. As more and more of our mainstream media partners add our ticker-tape (on which your deals appear) to their websites we are seeing a rapid rise in investor registrations, worldwide. We also deliver our RSS feed to a number of investor groups on LinkedIn and other business communities.

As we are UK domiciled, all investors are required to self-certify as high net worth individuals or sophisticated investors in accordance with UK financial regulations. However, if you are outside of the UK, should an investor from another country pursue a listing you have posted to Growthwire, they are advised that they must comply with the regulations within which *you* are domiciled.

For advisors who are also promoters to one of the small-cap stock exchanges listed on page 5 of this Guide, you can post your IPO filings to Growthwire.

### YOUR GROWTHWIRE SUBSCRIPTION



Growthwire works in close partnership with the Growth Markets Organisation (GMO), based in Melbourne, Australia. GMO will be establishing an institute that will produce long overdue standards and protocols for professional advisors in the direct early-stage investment market. This is not to impose standards on you, but to create a better structured environment in which investors will be happy to participate.

Global Early-Stage  
Investment Group  
for capital-raising  
professionals



Growthwire now also has its own community of early-stage capital raising professionals at LinkedIn, the Global Early Stage Investment Group. Discussions are developing along many fronts, particularly with regard to creating an institute for professionals, like us, through which standards and protocols can be created. Every other market in the world has them, making those markets acceptable and comfortable for investors. Perhaps it is time for ours to.

### THE GROWTHWIRE TICKER-TAPE

Our ticker-tape is the world's window into Growthwire, and the direct early-stage investment deals you have listed there. So far, the ticker is seen by approaching two million wealthy entrepreneurs, CEOs and other business leaders each month. In addition, we present a summary of our listings to some 50,000 investors through the private equity, venture capital and alternative investment groups of which we are members at LinkedIn. As a GAA you can offer this powerful new capital-raising resource to your clients.

We also ask that you carry the ticker on your own site which you can download from [www.growthwire.com/tickers.asp](http://www.growthwire.com/tickers.asp). Your webmaster can select and design the ticker exactly as you want it at our site, so that it integrates perfectly into yours and does not look like it's been 'tacked on'.

You can use the ticker to demonstrate to your clients that their proposition is being instantly presented to investors world-wide through Growthwire tickers on business and investment media sites, as well as being sent by Growthwire e-mail alerts direct to investors worldwide whose preferences your client's listing matches.

## DEAL-MAKING FOR GAAs

Through Growthwire, you now have direct access to the global community of direct early-stage investors both directly and through the media they use. This Guide explains how the system should be used to best advantage for you and your clients.

### Fees

**IMPORTANT NOTE:** Growthwire is the newswire service for deal-makers and investors. Our revenue source is subscriptions and advertising **only**. We do not charge fees on completed transactions. We are domiciled in the UK, operating within UK legislation, and our operating currency is GB£.

This is a volume participation market and fees have been set so that no-one is excluded due to currency exchange rates or available resources. The annual GAA registration fee is £50 (+15% tax, £57.50).

**Your first two listings are free. However, at your discretion, you can charge your clients the full listing fee of £250 (+ 15% tax, £287.50).**

### Posting Deals to Growthwire

To post a capital raising listing to Growthwire please use the following procedure. It's less confusing than it looks. Experienced GAAs complete this process in just a couple of minutes:

- Go to [www.growthwire.com](http://www.growthwire.com) and log-on. This will take you to the Member Services zone, if does not, click 'Services' (top left of left hand column).
- Click: 'Post off-exchange and IPO Application notices'

In the posting zone simply work through the fields shown:

1. **Investment Stage:** You can select up to two investment stages (private placement, pre-IPO etc) to maximise reach among investors.
2. **Country/Region:** Select the country or the state/region within country (where available) *where your client is headquartered* – **NOTE: NOT your domicile**
3. **Currency:** Self-explanatory
4. **Deal Value:** Select nearest amount from the drop-down. Please note minimum deal value is 50k across all major currencies.
5. **Industry Category:** You can select up to five industry categories which is to ensure that your client gets the widest possible reach amongst media and prospective investors. For instance, your client may have developed an energy saving engine management system which means you can select:
  - AUTOMOTIVE – Engine Management
  - ELECTRONICS – Automotive
  - ENGINEERING & MANUFACTURING – Automotive
  - TRANSPORT & DISTRIBUTION – Other

When posting opportunities, the system prevents you from selecting an entire industry category to include all sub-categories. This is to ensure that investors have maximum filtering availability if they wish to restrict deal-flow. However, they also have the option of selecting 'All' on each category if they wish, which most currently do.

**NOTE:** Copy the Listings Categories template at the end of this guide and, working with your client, use it to identify the most appropriate categories to use for their particular case.

6. **Headline field:** 60-character max. Keep it simple and snappy highlighting the market, technology and potential. Ie: using the engine management system described above the headline would be:

Engine Management System Reduces Fuel Consumption by 40%

**NOTE:** please use upper and lower case in your headline as shown in the above example.

**Summary field:** We recommend you prepare this off-line and cut and paste it into the field when you are completely happy with it. See 'Growthwire Ten-Second Copywriting Course' below.

This is a 250-word executive summary of the opportunity describing the history, current position and future aspirations of your client. Be sure that you do not promote the company's products, but keep the focus on the investment opportunity. Always highlight the unique selling proposition and, if possible, an indication of management strengths. Also, if appropriate, explain any management gaps that you might want the investor to fill. **Use no names** (name of client, current investors etc).

**NOTE:** Do not include your contact details as these are added automatically to the newswire alert.

7. **Submit:** Your posting is e-mailed to all those investors and media whose pre-set Growthwire preferences it matches. Interested investors will contact you directly. It stays on the system for four months after which you are notified in case you wish to renew it. It also appears on the Growthwire ticker-tape on business and investment sites worldwide and can be clicked to be taken straight to it at the Growthwire site.

## POST COMPLETED TRANSACTIONS

**We encourage you to post all your completed transactions.** Minimum/maximum deal value 50k/50m in all currencies. These will appear on the home page listings and also be sent to all Growthwire subscribers and media whose preferences your 'done deal' matches.

It does not matter whether or not your done deal was with contacts made through Growthwire. We simply want to accrue and analyse the data and use it to build the world's first index of start-up to pre-IPO private equity investment. All this data will be available free of charge to you and will also be made available to other Growthwire subscribers, analysts and media worldwide.

## SETTING YOUR GROWTHWIRE PREFERENCES

You automatically have access to those services available to subscribing investors. Most specifically, this means that you can set your Growthwire preferences and receive e-mail alerts of those investment opportunities matching your settings. You can use this to keep a track of opportunities you post to Growthwire or identify investment, strategic alliance or other opportunities on behalf of clients.

The next development phase will include a GAA's 'dashboard' which you can customise with your own logo, which will carry the Growthwire ticker-tape and also present your current transactions which you can use as a very impressive home page when clients come to your office.

## PREPARING YOUR GROWTHWIRE LISTINGS

Besides being sent to investors, your listings will also be sent to business and investment media whose settings they match.

**IMPORTANT NOTE:** If you download the 'Media Advisory' from the media zone, the 'demo editorials' will give you a good idea of how you should write your summary field for Growthwire itself. While short and sharp works, we encourage you to use the full 250 words so that editors have got something to work with. Editors won't necessarily call you, they just need good content to use as panels and fillers carrying 'Source: Growthwire' (generating more investors for you) when they're making up their pages.

Be sure to include forecast sales/profit etc and, if appropriate, how much has already been invested in the company and performance to date. Just the basics is all investors need in this first introduction to your client.

You will also see that we advise the media that in many jurisdictions it is illegal for a private company to publicly announce capital raisings. It can be viewed as an unauthorised public offering. *YOU* are the contact point on the Growthwire alert and we strongly urge you, also, NOT to use the name of your client when talking to the media – in the same way that you must not use it on your Growthwire listing.

In certain circumstances, for instance if they want to use your client as a print or broadcast feature – use your discretion.

## THE GROWTHWIRE TEN-SECOND COPYWRITING COURSE

Try not to make your words look too 'selly'. If they look like an advertisement, the media simply won't use it (it will also turn Growthwire investor subscribers off). Just the facts. Keep in mind that it's the 250-word info-packed items that get used in the news sections of magazines and business/financial sections of newspapers, and investors want as much information in as short a space of time as possible



## INDUSTRY CATEGORIES TEMPLATE

Take copies of this template and agree with your client up to five industry categories *prior to* posting your capital-raising opportunity to Growthwire.

**PLEASE NOTE:** Investors can 'Select All' enabling them to attract all sub-categories, or they can be select individual sub-categories if they wish to restrict deal-flow.

### R&D SCIENCE & TECHNOLOGY

- Aeronautics
- Alternative Energy
- Automotives
- Fuels & Propellants
- Bio-Tech
- Computing
- Defence
- Electronics
- Environment
- Materials
- Genetics
- Pharmaceuticals
- Robotics

### AUTOMOTIVE

- Accessories
- Car
- Components
- Electrics/Electronics
- Engine Management
- Heavy Equipment
- Mechanics
- Professional Services
- Research & Dev
- Safety
- Truck
- Van
- Other

### BUILDING

- Civil Engineering
- Construction
- Infrastructure
- Land
- Materials
- Professional Services
- Other

### BUSINESS SERVICES & PRODUCTS

- Business Systems
- Consultancy/Prof Svcs
- Education & Training
- Office Equipment & Furnishings
- Software
- Travel/Accommodation
- Other

### CHEMICALS

- Consumer Applications
- Defence
- Industrial Applications
- Medical Applications
- Paints & Coatings
- Professional Services
- Research & Dev
- Other

### ELECTRONICS

- Aeronautic
- Automotive
- Consumer
- Defence
- Industrial
- Marine
- Professional Services
- Research & Dev
- Security
- Other

### ENERGY

- Distribution
- Fossil
- Fuel Cell
- Professional Services
- Renewable
- Research & Dev
- Solar
- Stored
- Other

### ENGINEERING & MANUFACTURING

- Aeronautic
- Automotive
- Construction
- Control & Manufacturing Systems
- Defence
- Electrical
- Industrial
- Marine
- Professional Services
- Research & Dev
- Robotics
- Other

### FINANCIAL SERVICES

- Business
- Consumer
- On-Line Business
- On-Line Consumer
- Professional Services
- Other

### FOOD/CATERING

- Distribution
- Hygiene
- Mfg & Processing
- Production/Agriculture
- Professional Services
- Research & Dev
- Restaurants & Outlets
- Other

### HEALTH & SAFETY

- Appliances
- Nursing & Care Homes
- Para-Medic Products
- Personal Hygiene
- Professional Services
- Prosthetics
- Research & Dev
- Safety Products
- Other

### IT/INTERNET

- Business Systems
- Consultancy/Prof Svcs
- Consumer Systems
- e-Commerce
- e-Government
- Hardware
- On-Line Business
- On-Line Consumer
- Research & Dev
- Software
- Website Design/Service
- Other

### LEISURE

- Accessories
- Extreme
- Outfitting & Equipment
- Professional Services
- Travel
- Villas & Apartments
- Other

### MEDIA/NEW

#### MEDIA/PUBLISHING

- Advertising
- Broadcast
- Graphics & Design
- On-Line & Electronic
- Print
- Professional Services
- Public Relations
- Systems & Software
- Other

## PHARMACEUTICALS

- Agricultural
- Health & Hygiene
- Industrial
- Professional Services
- Research & Dev
- Other

## PROPERTY

- Commercial
- Industrial
- Professional Services
- Residential
- Systems & Software
- Other

## RETAIL

- Brown Goods
- Computing/Electronics
- Niche
- On-Line
- Perishables
- Professional Services
- Property/Units
- Security
- Shop-fitting
- Signage
- Systems & Software
- White Goods
- Other

## TELECOMS

- Consultancy/Prof Svcs
- Fibre-Optic
- Hardware/Instruments
- Infrastructure
- Mobile
- Networking
- Research & Dev
- Switching
- Wireless
- Other

## TEXTILES

- Commercial
- Consultancy/Prof Svcs
- Consumer
- Manufacturing
- Research & Dev
- Synthetics
- Treatments
- Other

## TRANSPORT/DISTRIBUTION

- Air
- Marine
- Professional Services
- Rail
- Road
- Systems & Software
- Warehousing
- Other

## SELECT SMALL-CAP STOCK EXCHANGE IPO

- Alternative Investment Market (AIM) UK
- Alternative Market – Cyprus
- Alternext – Europe
- BME Spanish Exchange
- Bulgarian Stock Exchange
- Canadian Trading & Quotation System (CNQ) Canada
- First North Alternative Market – Nordic
- Growth Enterprise Market (GEM) – Hong Kong
- Hercules New Market – Japan
- ICEX Alternative Market – Iceland
- Indonext – India
- Irish Enterprise Exchange (IEX) – Ireland
- JASDAQ – Japan
- KOSDAQ – Korea
- Market for Alternative Investment (MAI) Thailand
- MESDAQ –Malaysia
- Mothers Market – Japan
- NASDAQ – USA
- National Stock Exchange of Australia (NSXA)
- New Zealand Alternative Market (NZAX)
- Nigerian Stock Exchange
- Novo Mercado – Brazil
- Nuevo Mercado – Spain
- Open Market Entry Standard – Germany
- Plus Markets Group (PLUS) – UK
- Second National Market – Turkey
- SESAQ – Singapore
- Shenzhen Stock Exchange (SHE) – China
- SiTech – Poland
- Small & Medium Enterprise Board – China
- South Pacific Stock Exchange (SPSE) – fiji
- Standard Market – Austria
- TSX Venture Exchange (Canada)