



# Fund Raising Research

As an independent 3<sup>rd</sup> party advisor, Edison can help you engage more effectively with your investor audience in a private placing or fund raising.

**Target: Private company / Pre-IPO**

Our fund raising research can help to shape your company's equity story and the way it is communicated to potential investors, as well as to prepare the management team for challenge by investors.


The fund raising report is typically used as part of a soft-marketing exercise to move investors up the learning curve, enabling more focused and productive meetings with the management team.

Edison's distribution reach can also access additional investors (including retail / HNW) otherwise unaware of the fund raising.

## Fund raising research


- A rigorous 3<sup>rd</sup> party view on valuation and the investment story.
- Supports the raise with Edison's brand and credibility.
- Brings incremental demand, targeting different investor pools to brokers .
- Global distribution.

Fund raising research can make a marked difference:




**PREPARES**

the management team for investor challenge and questions.




**FOCUS**


Edison's research adds credibility to the round and provides a platform for management to build on.




**FINANCIAL FORECASTS**

Edison produces robust, defensible, independent forecasts to support the investment case.







## Why Edison?

We are ideally qualified and positioned to help shape and communicate the investment story, supporting the management team to ensure the investment proposition is as bulletproof as possible.



Drawing on Edison's brand and credibility as a provider of public market research, fund raising reports provide an effective way to present the company's investment case to prospective investors (retail and institutional). The report is geared towards enabling investors to understand the key points of the investment case as the first step in the fund raising process.



Based on management's input, Edison will produce independent forecasts for the company. These will be robust and defensible and will help build credibility in the eyes of potential investors.



Enables a focused fund raising exercise, with management able to build on the existing knowledge base from advance circulation of Edison's research.

Edison Investment Research Limited is authorised and regulated by the Financial Conduct Authority

# Edison Services Overview

## Our services



Consulting includes working with clients on transactions and fund-raising projects, valuations, commercial due diligence, pre-IPO work, modelling, market reports and other ad-hoc projects.



Pre-IPO Research can help you prepare your board for life as a public company by telling your story to the market.



Equity Research ensures that investors are kept regularly informed on our client companies throughout the year.



Enhanced Distribution supplements the existing Edison distribution circuits with paid for newswire services that creates greater reach and engagement for our clients.



ResearchLink allows clients to embed our research on their company website improving investor engagement



InvestorTrack® is Edison's unique platform tracking the readership of published research.



ADR Research directly targets US investors and our research has a proven track record in stimulating liquidity in ADRs and attracting new investors from the largest pool of capital in the world.



Boardroom Briefing is an honest, concise and independent view of various equity market themes and trends specific to a client's sector and business.



Investor Relations is a full service investor relations business that works with private and public companies, custom-building programmes of activity and accessing diverse pools of investment capital through its global investor networks.



Perception Surveys deliver the investor intelligence needed to help manage market expectations for the client's board of directors.



Targeted Investor Marketing enables your company and our covering analysts to work together to identify 25 key funds to target as potential investors.



EdisonTV executive interviews are a natural extension of providing investors with an update on the client company via social media.

Frankfurt

London

New York

Sydney

Wellington

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