0316	
8110418	
20110420	
-0110420	008
20110420	Tfr
20110420	in
20110501	
20110505	
20110500	
20110512	
20110512	1
20110512	1
20110531	100
20110604	19 11
2011063	
20110	
2011	
201	

Character. Machaels Oshoal

ther STARGES

Raksha Agarwal and Associates

347.58 47.58 47.58 47.58 80.07 920.58 80.1788

80.71 805.50 05.58

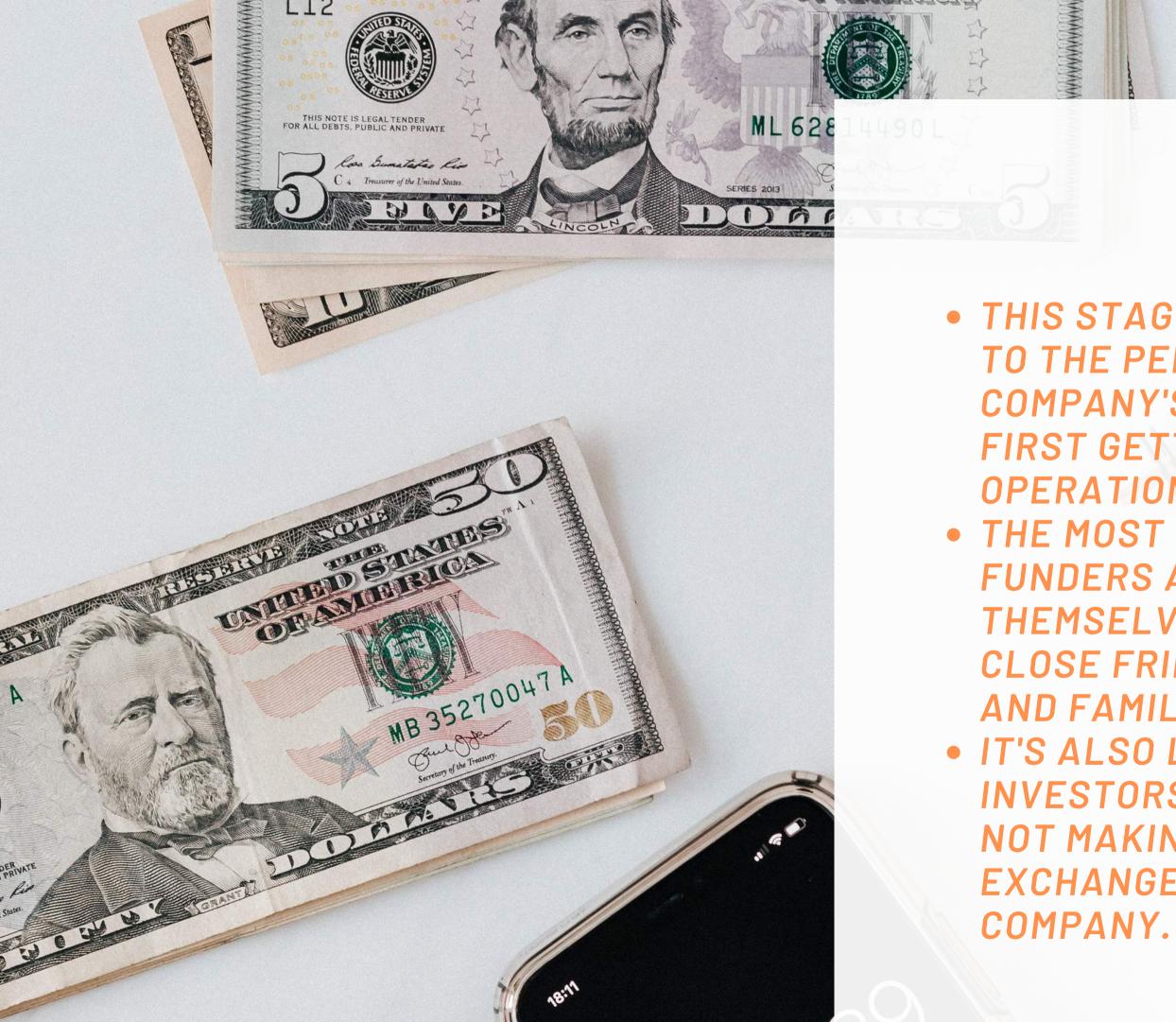


FIRST ROUND: *PRE SEED FUNDING*

Makes data more memorable

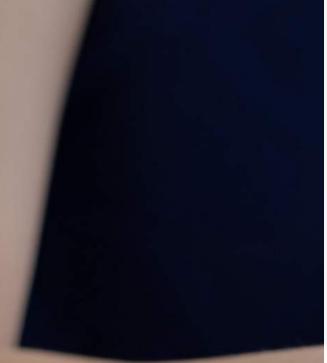
re context to

our claims



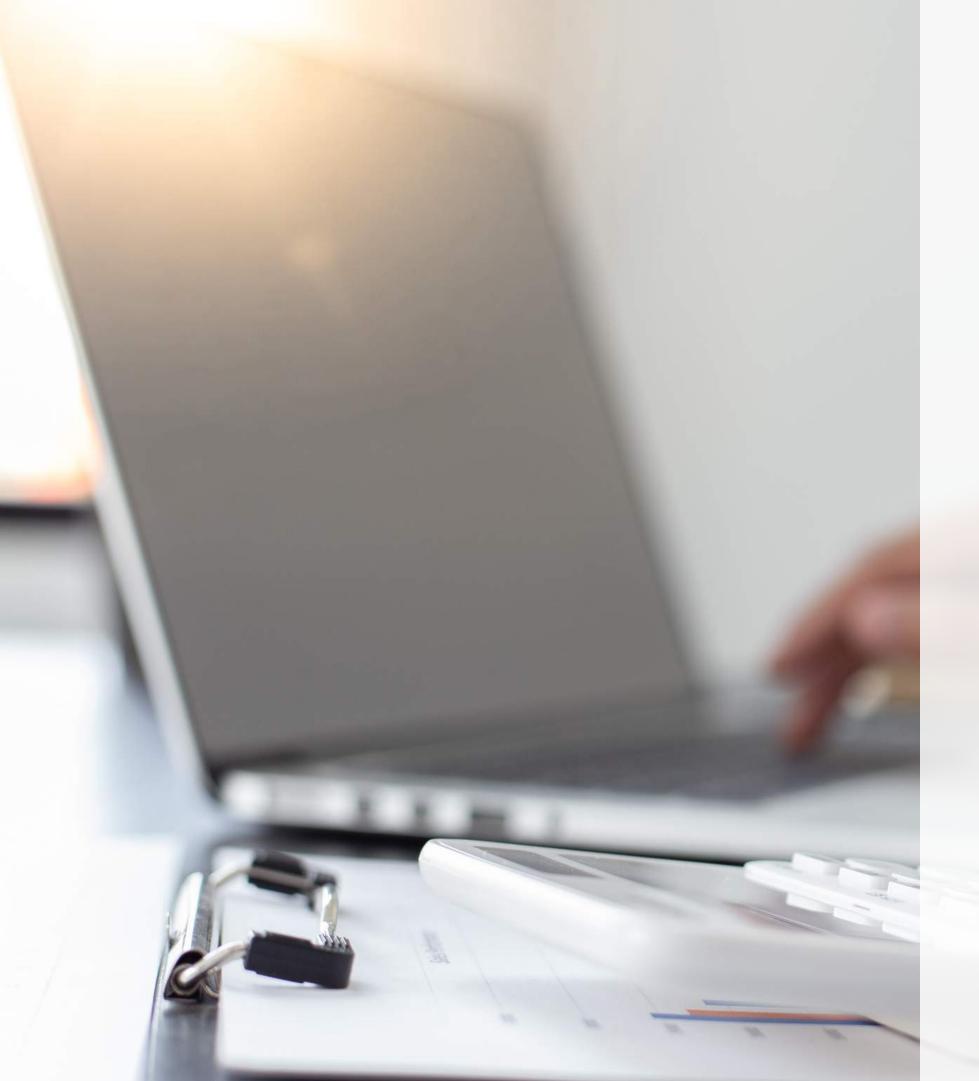
• THIS STAGE TYPICALLY REFERS TO THE PERIOD IN WHICH A **COMPANY'S FOUNDERS ARE** FIRST GETTING THEIR **OPERATIONS OFF THE GROUND.** • THE MOST COMMON "PRE-SEED" **FUNDERS ARE THE FOUNDERS** THEMSELVES, AS WELL AS **CLOSE FRIENDS, SUPPORTERS** AND FAMILY. • IT'S ALSO LIKELY THAT **INVESTORS AT THIS STAGE ARE** NOT MAKING AN INVESTMENT IN **EXCHANGE FOR EQUITY IN THE**

WWWWWW



ROUND: SEED FUNDING





• IT IS THE FIRST OFFICIAL EQUITY FUNDING STAGE.HIS EARLY FINANCIAL SUPPORT IS IDEALLY THE "SEED" WHICH WILL HELP TO **GROW THE BUSINESS.**

• SEED FUNDING HELPS A COMPANY TO FINANCE ITS FIRST STEPS, **INCLUDING THINGS LIKE MARKET RESEARCH AND PRODUCT DEVELOPMENT.WITH SEED** FUNDING, A COMPANY HAS **ASSISTANCE IN DETERMINING** WHAT ITS FINAL PRODUCTS WILL **BE AND WHO ITS TARGET DEMOGRAPHIC IS.**

• THERE ARE MANY POTENTIAL **INVESTORS IN THIS SITUATION:** FOUNDERS, FRIENDS, FAMILY, **INCUBATORS, VENTURE CAPITAL COMPANIES AND MORE.**

SERIES A FUNDING

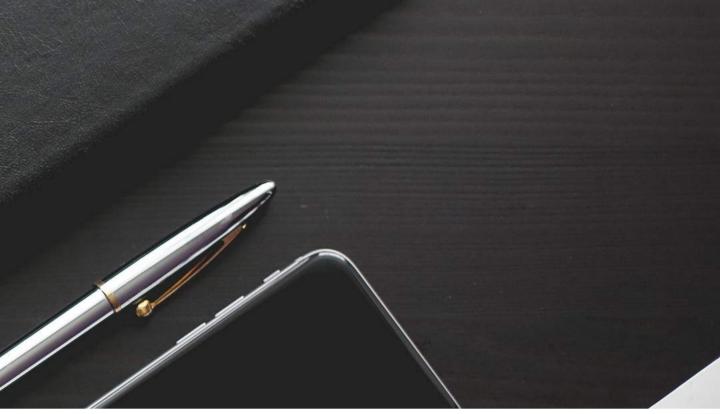


• ONCE A BUSINESS HAS DEVELOPED A TRACK RECORD (AN ESTABLISHED USER BASE, CONSISTENT REVENUE FIGURES, OR SOME OTHER KEY PERFORMANCE INDICATOR), THAT COMPANY MAY OPT FOR SERIES A FUNDING IN ORDER TO FURTHER OPTIMIZE ITS USER BASE AND PRODUCT OFFERINGS.

• HERE INVESTORS ARE NOT JUST LOOKING FOR GREAT IDEAS. RATHER, THEY ARE LOOKING FOR COMPANIES WITH GREAT IDEAS AS WELL AS A STRONG STRATEGY FOR TURNING THAT IDEA INTO A SUCCESSFUL, MONEY-MAKING BUSINESS.







• THE INVESTORS INVOLVED IN THE SERIES A ROUND COME FROM MORE TRADITIONAL VENTURE CAPITAL FIRMS.BY THIS STAGE, IT'S ALSO COMMON FOR INVESTORS TO TAKE PART IN A SOMEWHAT MORE POLITICAL PROCESS. IT'S COMMON FOR A FEW VENTURE CAPITAL FIRMS TO LEAD THE FIRM. IN FACT, A SINGLE INVESTOR MAY SERVE AS AN

• OTHER FUND GIVERS AT THIS STAGE ARE EQUITY CROWDFUNDING AND EVEN ANGEL INVESTORS AMY PUT ON SOME MONEY AS ADDITIONAL CAPITAL.



100 200 P



FOURTH ROUND

- NOW THAT YOU HAVE CROSSED THE SERIES A FUNDING AS WELL, YOU HAVE PROVED TO INVESTORS THAT YOU ARE READY TO TAKE YOUR SUCCESS TO NEXT LEVEL.SO COMES THE NEED OF SERIES B FUNDING.
- COMPANIES UNDERGOING A SERIES B FUNDING ROUND ARE WELL-ESTABLISHED, AND THEIR VALUATIONS TEND TO REFLECT THAT.
- SERIES B APPEARS SIMILAR TO SERIES A IN TERMS OF THE PROCESSES AND KEY PLAYERS. SERIES B IS OFTEN LED BY MANY OF THE SAME CHARACTERS AS THE EARLIER ROUND, INCLUDING A KEY ANCHOR INVESTOR THAT HELPS TO DRAW IN OTHER INVESTORS.
- THE DIFFERENCE WITH SERIES B IS THE ADDITION OF A NEW WAVE OF OTHER VENTURE CAPITAL FIRMS THAT SPECIALIZE IN LATER-STAGE INVESTING.





FIFTH ROUND



- THESE COMPANIES LOOK FOR ADDITIONAL FUNDING IN ORDER TO HELP THEM DEVELOP NEW PRODUCTS, EXPAND INTO NEW MARKETS, **OR EVEN TO ACOUIRE OTHER COMPANIES.**
- HERE INVESTORS INJECT CAPITAL TO GET DOUBLE THEIR CAPITAL BACK.
- HERE COMPANIES TEND TO ACQUIRE OR MERGE WITH OTHER **COMPANIES WHICH CAN PROVIDE MUTUAL SYNERGY FOR BUSINESS.**
- INVESTORS LIKE HEDGE FUNDS, INVESTMENT BANKS, PRIVATE EQUITY FIRMS AND LARGE MARKET GROUPS COME INTO PICTURE.



• MOSTLY EQUITY FUNDING INVESTMENT ROUND ENDS WITH SERIES C BUT FEW FIRMS ALSO GO FOR SERIES D,E AND FURTHER AS THEY ARE IN SEARCH FOR A FINAL PUST BEFORE **IPO**



RAKSHA AGARWAL AND ASSOCIATES

CONTACT DETAILS

+91 9749751644

AUDIT@RAKSHAAGARWAL.IN

A-12, MAHENDRA COMPLEX, OPP. HOTEL GATEWAY, SEVOKEE ROAD, SILIGURI-734001



