

Green Dome Investments

How We Helped a Large Logistics PE Firm in the GCC Secure Funding for Market Expansion

CLIENT PROFILE

Green Dome Investments is a private equity fund that built the largest tech-enabled logistics platform in the Middle East. They came to us for help with their fundraising strategy, including the development of their pitch deck, financial model, valuation analysis and capital structure.

THE CHALLENGE

To attract investors in a competitive market, the firm required a very detailed pitch deck that explained their complex business model in simple terms. The financial model included a blend of historical data and projections that needed to be presented in an investor-friendly way. Finding a fair market valuation for a company with so many moving parts was also difficult.

OUR SOLUTION

We worked with Green Dome Investments to develop a comprehensive fundraising strategy that told their story and showcased the potential of their business. This included:

- A pitch deck that included an overview of the company's business model, milestones, KPIs, financial projections, and more.
- A financial model that provided an overview of the company's revenue, expenses, and ROI.
- A valuation analysis that enabled the determination of the fair market value of the company.
- A favorable capital structure that would give investors the confidence they needed to invest.

THE RESULT

The detailed investor presentation clearly explained the business to prospective investors. Green Dome Investments was able to approach these investors confidently, knowing the exact inputs and outputs of their business model backed by sophisticated financial projections. When it was time to negotiate the deal terms, our client had a fair valuation and capital structure ready, backed by the performance of comparable companies.

KEY TAKEAWAYS

- Outsourcing the development of your fundraising materials to an expert firm like Fidelman & Co can give you the edge you need to secure funding from top investors.
- A well-crafted pitch deck, financial model, valuation analysis and capital structure are essential for any successful fundraising campaign.

AT A GLANCE



Client Profile

- PE fund that built the largest logistics platform in the Middle East

Challenges

- Financial model
- Investor presentation
- Valuation analysis
- Capital structure

Solution

- Underwriting & analysis
- Financial model build-out
- Professional pitch deck creation & design
- Capital structure consulting