



Risk to Value (R2V) Process – Is your Use of Funds Fundable?

A New Way to Rapidly Create a Strategic Plan for Early Stage Companies

Arscientia has invented a new process which assists in rapidly creating a strategic plan for early-stage companies. The process is called R2V. It replaces the standard Use of Funds in pitch decks, because your pitch deck should speak the same language as investors before you ever show it to one. How a company spends its time and money will determine its success or failure, it is the most critical portion of a pitch deck and its impact is often underestimated by entrepreneurs. However, investors pay the closest attention to it. The typical Use of Funds focusses on a “what” to spend money and time on, not the “result” to be achieved.

The R2V Process will:

Raise Money Faster Because You Have an Investable Plan

- Do the hard things first.
- Optimize your Use of Funds to meet investors’ criteria to invest.
- Spend less time raising it and more time spending it - your investors want to pay you to work not raise money.

Maximizing Valuation and Minimizing Dilution

- Align your Use of Funds strategy with the largest pool of investors.
- For your investors, you will quantify the key metrics and milestones on which they will base their ultimate decision to invest.

Increase Probability of a Successful Exit

- Build a funding roadmap that has the highest probability of success and maximizes valuation until IPO or an M&A event.
- Quantify the subjective to keep the focus on your strategic plan to maximize valuation.
- We facilitate the entire process, empowering the team to obtain consensus and alignment which increases the probability of successful implementation.

R2V delivers a re-defined Use of Funds by prioritizing key company milestones and goals, so a company spends its money and time on the activities that will maximize valuation (ROI). We facilitate the creation of Smart Measurable Attainable Realistic & Timely (SMART) goals to drive and quantify a risk/reward profile an investor requires today.

“The Risk to Value -R2V process should be used by every start-up to calculate how much money they need and how to spend it. The data created is exactly what VC’s need to make investment decisions. R2V will help you raise money, spend it wisely and increase the chances of a successful exit. “

- Dan Gatti, Managing Partner - IC Ventures