

## Case Study – The Pure Goat Company

The Pure Goat Company is a start-up with organic certified infant goat milk and follow on formulas. TPGC has operations in the Netherlands with international disruptive ambitions. Based on our project experience, we share a case study on how to successfully close an early stage capital raising process

Upstream Capital – *your dedicated partner to realize your full potential, driven by data analytics*

- 4 we accelerate growth and optimize operational expenses with continuous improvement
- 4 we believe in hands-on value creation and create strategic options throughout the business life cycle
- 4 we align business strategy with operations. We drive customer satisfaction and productivity; helping supply products and solutions of outstanding quality, cost efficiently with shorter delivery times

### How we differentiate ourselves

- 4 unbiased and objective advice to the benefit of our clients
- 4 hands-on strategic and operational value added approach. We work on-site with our clients in order to accelerate sustainable growth and value creation together
- 4 unique combination of skills business development, business transformation, corporate finance, capital raising, data science, lean six sigma and performance improvement

#### Our Services

##### Business Planning

- 4 A company wants to design a business growth plan, with strategic roadmap how to accelerate sales with an efficient and effective expense base

##### Business Transformation

- 4 A company wants to maximize value and eliminate waste. Based on data analytics, a company aims to optimize the flow of people, equipment and cash

##### Corporate Finance

- 4 Raising Capital - a company is seeking either growth capital or acquisition financing
- 4 Recapitalization - a company may seek to recapitalize its ownership structure to attract external investors or take out existing shareholders
- 4 Restructuring – a company wants or needs to (re)negotiate to improve or reset its financing terms and conditions
- 4 M&A and Valuation - Shareholders (incl. PE portfolio companies) are considering to sell the company

### Case Study

Based on our project experience, we share a case study on how to successfully close an early stage capital raising process :

- After the initial series A capital raising process of The Pure Goat Company in December 2018, Capital successfully secured the first round of bank financing
- In close cooperation with management, we carved out the business plan, financial model and financing strategy
- Please don't underestimate the importance of sufficient preparation prior to every roadshow
- Make investors and/ or banks compete to provide you with funding
- Its not all about the sum of money, don't underestimate (flexible) terms and conditions
- This project underlines our capability to successfully close the capital raising process of an early stage company

### Contact us

In case you require support, please contact us

- ✉ [info@upstreamcapital.nl](mailto:info@upstreamcapital.nl)
- ☎ +31 6 1518 4909
- 🌐 [www.upstreamcapital.nl](http://www.upstreamcapital.nl)