



**US CAPITAL GLOBAL**  
ADVISORS ASSOCIATION

## **PARTICIPATE IN OUR TRANSACTION ANALYSIS COMPETITION**

The award-winner of our bi-annual Transaction Analysis Competition will receive:

- A grand prize of \$50,000 to cover the cost of a regulated capital raise for their business in Europe and the United States.
- A complimentary, customized Transaction Analysis (TA) report, which predicts successful ventures using a scoring methodology developed by US Capital Global over 9 years.
- Set up of an investment structure for the capital raise with accompanying regulatory offering and marketing documents, as well as global distribution through US Capital Global's wide network of investors, brokers, VCs, family offices, RIAs, and other referral sources in Europe and the United States.
- Exposure through investor roadshow, marketing, and PR activities to support the raise.



## **THE TRANSACTION ANALYSIS COMPETITION**

Participating businesses will be assessed using US Capital Global's Transaction Analysis (TA), which predicts successful ventures using a scoring methodology developed and applied through a nine-year study. Incorporating subjective, objective, and analytical methodologies, the TA predictive process has proven more than 75% effective in determining the ultimate success of a venture during its seed, start-up, and growth stages.

Successful ventures are defined as businesses earning a TA score of 925 or higher (out of a possible 1,000) that later achieve three important benchmarks: (1) partial or full funding, (2) remaining in business for at least three years, and (3) repaying lenders or investors through an exit, or in accordance with original agreement terms. Find out your venture's TA score!

Any business may enter the Transaction Analysis Competition at no cost and receive a complimentary, customized TA report. US Capital Global will sponsor a regulated capital raise for the award-winning business by covering up to \$50,000 worth of banking and legal fees incurred in the capital raise process.



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**REGISTER TODAY!**

by visiting us at

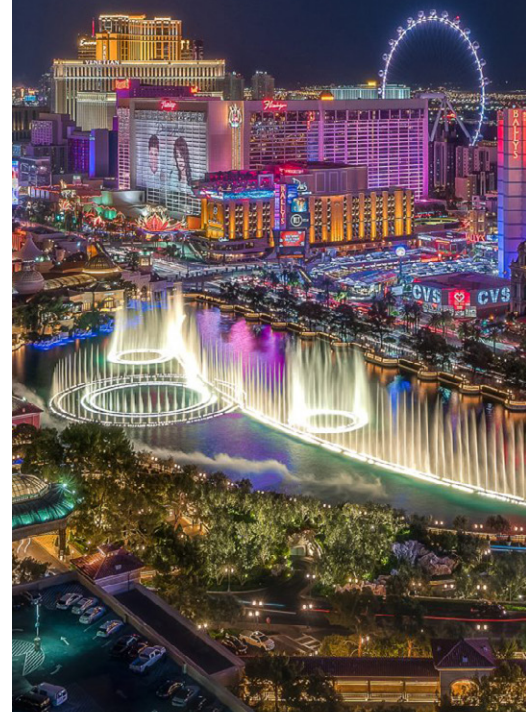
[www.uscapaa.com](http://www.uscapaa.com)

## YOUR CAPITAL RAISE BY US CAPITAL GLOBAL

Winners who wish to accept their award will proceed to a capital raise by US Capital Global. The award will be used to cover the cost of the capital raise in Europe and the United States, including financial advisory, regulated marketing and offering documents, and some travel expenses for the winning business to pitch at leading industry and investor events.

The capital raise process will include the following:

- Structuring the raise in collaboration with the winner (generally \$5MM minimum raise, but a smaller raise is also possible, if preferred).
- Setting up a private investment fund or SPV structure for the capital raise.
- Preparing compliance-approved regulated offering and marketing documents.
- Placing the opportunity on US Capital Global's regulated digital investment platform ([www.uscgs.com](http://www.uscgs.com)) as well as on other participating broker platforms.
- Leveraging US Capital Global's wide network of investors, brokers, RIAs, family offices, VCs, and other referral sources in Europe and the US.
- Investor webinars, capital raise events, and related marketing and PR activities to support the raise.



## ABOUT US CAPITAL GLOBAL

Headquartered in San Francisco with offices in London, US Capital Global is a full-service private financial group with an established track record in corporate finance, asset management, and capital formation services. Established in 1998, the group leverages the latest FinTech and RegTech innovation to provide sophisticated debt, equity, and investment products to lower middle market companies and investors. All private placements, securities, and other related services in the United States are offered by the group's FINRA-registered broker-dealer affiliate, US Capital Global Securities LLC. [www.uscapglobal.com](http://www.uscapglobal.com)

## TERMS AND CONDITIONS

There is no obligation on any participants in the Transaction Analysis Competition to accept an award and proceed to a capital raise. All capital raise and other related services will be offered by US Capital Global Securities LLC, member FINRA/SIPC, or other regulated affiliates within the group. Award-winners who wish to proceed to a capital raise will become a client of US Capital Global and be engaged by the group's London office and San Francisco office regulated bodies under a fee agreement like other clients of the group. There will be standard success fees of 8% cash and 10% zero-cost warrants (10% of the capital raised in warrants, not 10% of the company) charged by US Capital Global, in order to pay the group's bankers and any third-party bankers assisting with the raise. Final award-winners will be selected bi-annually through the Transaction Analysis and by a panel composed of senior finance professionals from US Capital Global. An award is not a guarantee of financing. For more detailed terms and conditions relating to this competition and any capital raise, please contact US Capital Global.

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