

Debt raise for a payments enabler

Business Situation

- Our client was mandated to explore strategic options to raise money through private placements.
- The company had an ambitious target to raise >\$80 million through a series of funding in the next three years, with a plan to list publicly by the end of 2023.

SGA Support

- Analyzed the dynamics of the payments industry through industry specific valuation parameters and benchmarking of competitors.
- Developed an extensive Public Information Book (PIB), leveraging company website, databases, company reports, and third-party resources.
- Searched for investors with similar requirements and vision for the sector and prepared detailed investor profiles.
- Contacted potential investors and maintained a detailed database with all their required details.
- Assisted in evaluating financing options, credit positioning, pricing updates, and covenant analysis.



To know more about our Investment Research Services write to us on investmentresearch@sganalytics.com or contact us on **+1 315 503 4760**