



THE CRESCENDO STRATEGY

Helping entrepreneurs & organisations
structure their vision to secure funding

CRESCENDO

At Crescendo, we work with innovative businesses like yours to develop & implement high-growth strategies and secure funding to achieve your growth objectives.

We sit beside you, on **your** side of the table, working with you to determine where you are and where you want to be, then assist you to develop a bespoke action plan to achieve your goals.

As a boutique advisory services business, we believe that business is about people first, where all of our clients are a part of the Crescendo family with a direct, ongoing connection with our founder, Troy Schoenfisch.



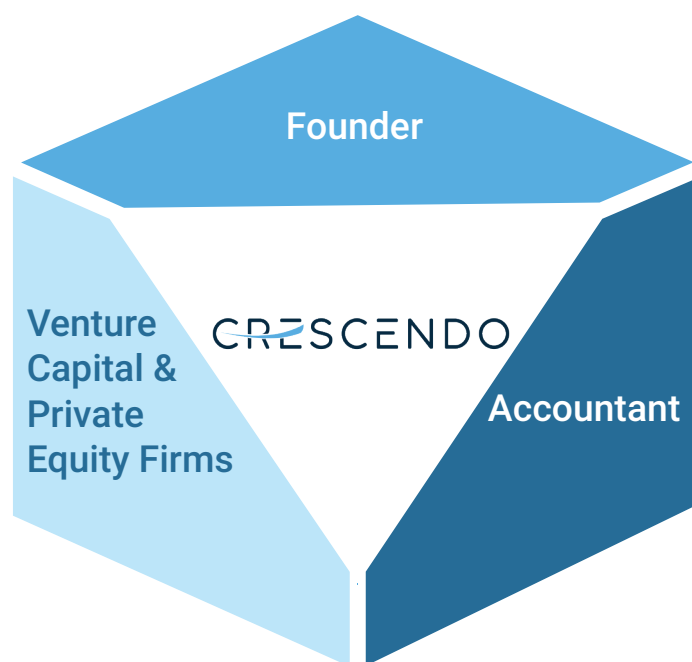
Crescendo Founder, Troy Schoenfisch

Contents

Why Crescendo	02
Sources Of Funding	05
Process	07
Services	09
About	11
What Next	12

Why Crescendo

Crescendo is specifically positioned at the centre of three core specialities in the business space, building on the combined strengths & expertise of each segment and 'filling the gap' between each to achieve your joint objectives and outcomes.



Through our extensive relationships with accountants in the compliance space, we know that the detailed process of developing growth strategies and preparing detailed business plans, then finding and preparing to apply for funding & investment for clients is not always part of their core services. Many times, it is not viable to have someone 'in house' to focus on this work so they aren't able to provide the support & opportunities to many clients that could potentially access significant funding or investment.

We also know, from working with our contacts in the Venture Capital and Private Equity industry, that the top reason why they aren't able to proceed with investing in a company that approaches them, is because the business is underprepared and does not have the necessary documentation required to undertake a proper analysis of the investment opportunity.

Similar to the situation with accountants, it is also generally not viable for these businesses to have an internal resource that they can dedicate to this work, which means that there are potential investment opportunities that are passed over.

Why Crescendo

At Crescendo, we address these issues directly by providing the following targeted benefits to each of these segments, thereby allowing each specialist to focus on their core area of expertise;

Accounting Firms

- Assist to identify opportunities for current clients
- Maintain focus on compliance requirements & workloads
- No need for a dedicated internal resource with experience in accounting compliance, growth strategy development & accessing funding or investment
- Engage in a collaborative way to support clients

Venture Capital & Private Equity Firms

- Assistance for when founders and businesses approach the firm that are under-prepared for investment
- No dedicated internal resource to assist businesses with preparation of documents
- Able to maintain focus on review & approval of deals

Founders

- Dedicated resource with accounting, management & Director experience
- Refine & develop growth plans & preparation of high level professional documentation to use for funding & investment applications
- Sourcing & assisting with applications for funding and investment opportunities

Industry Experience & Specialisation

While our professional team has over a decade of experience working with businesses and organisations from a wide cross-section of industries, our greatest outcomes and biggest impacts have been in the following areas;

- | | |
|---------------------------------|--------------------------|
| ● Professional services | ● Technology Development |
| ● Mining products | ● Agriculture |
| ● Alternative Energy Generation | ● Manufacturing |

Why Crescendo

Non-Profit, Social Impact & UN Sustainability Development Goals

We also have extensive experience in working in the Not For Profit & Social Enterprise Space, assisting to establish over 20 organisations in Australia - utilising our growth & investment strategies to design & implement sustainability strategies for organisations all over the world.

We prefer to use the phrase 'Profit for Purpose' rather than Non-Profit, as all organisations fundamentally need to be profitable and financially sustainable in order to achieve ongoing positive impact. While we have worked with a wide range of organisations, we have primarily focused on;

- Animal Welfare
- Environmental & Conservation Projects
- Immigration & Indigenous Support
- Mental Health
- Women's Empowerment & Entrepreneurial Programs



The more of these that relate to your organisation, the more funding opportunities likely exist in support of your mission. This can also apply to commercial businesses looking to access funding and investment.

Sources of Funding

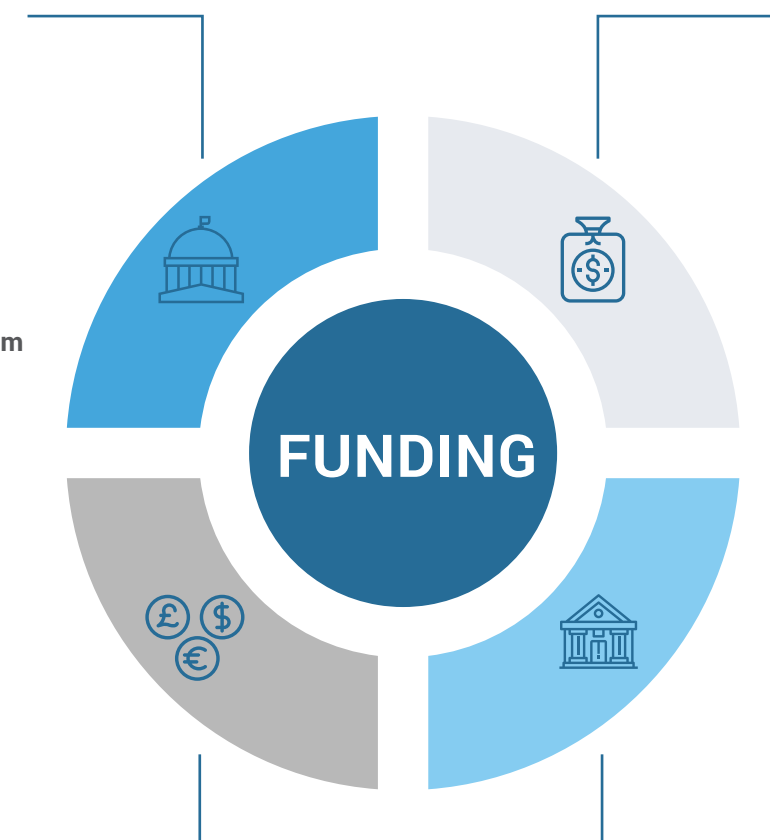
As the below graphic shows, there are multiple sources of funding available to achieve the growth goals of your business;

Grants

- Corporates
- Local Government
- State Government
- Federal Government
- Philanthropics
- European Union
- World Economic Forum

Investors

- Director/Personal
- Venture Capital
- Private Equity
- High Net Worth Individuals
- Angel Investors
- Crowdfunding



Revenue

- Products
- Services
- Licencing
- Recurring

Lending

- Banks
- Invoice Funding
- Equipment Finance
- Directors/Personal

“Revenue is the PRIMARY source of funding for any business”

Businesses often reach out or are referred to us to assist them with finding and applying for grants.

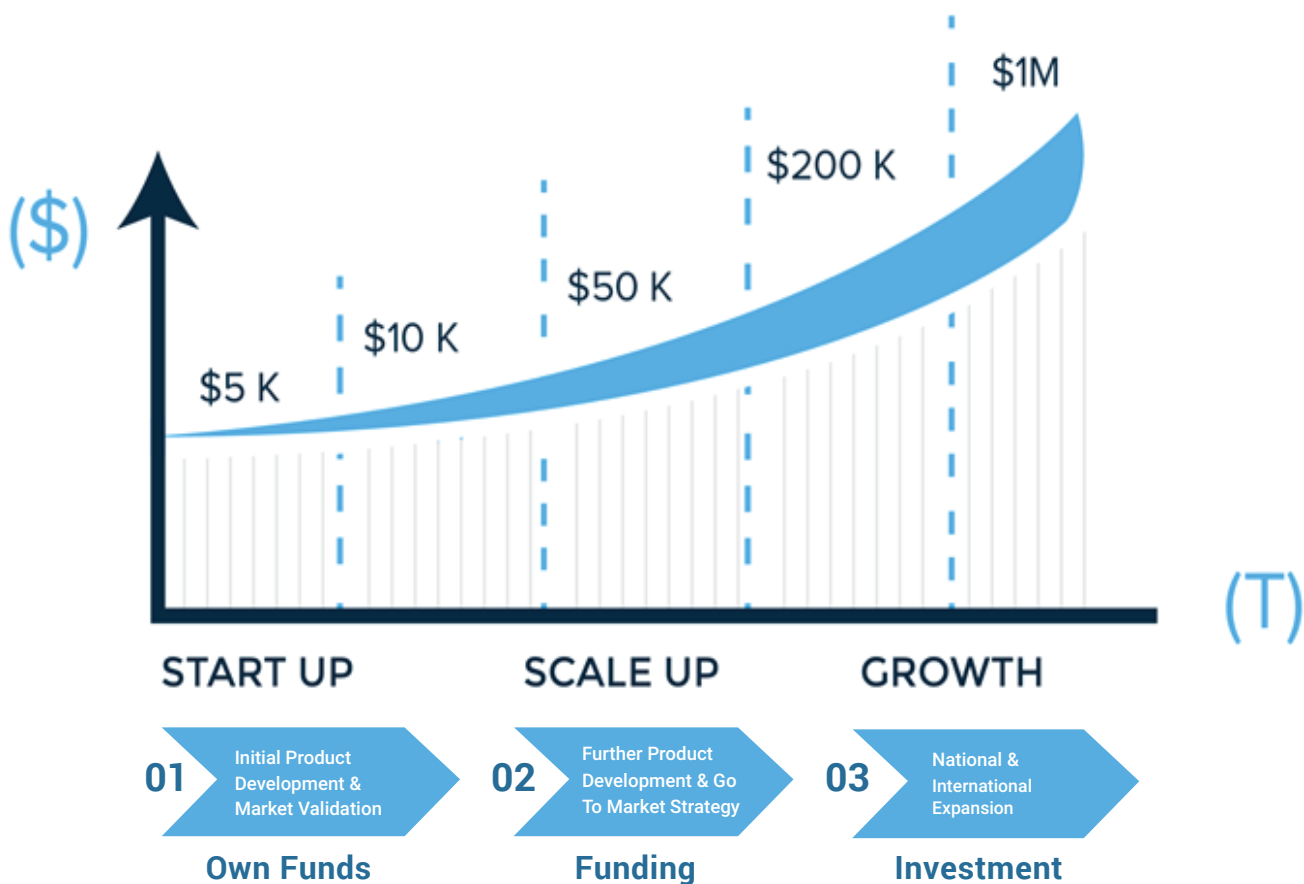
We have achieved a success rate with grant applications of over 95% approvals because we fundamentally believe that it is not the application itself that determines success, but the level of planning and preparation that makes the difference.

As such, we NEVER engage with a client unless we KNOW we can assist them with an overall plan of achieving and funding their growth objectives.

Sources of Funding

The following are the fundamental elements of any Growth & Funding strategy that we develop

- What stage of development is your business or product at currently
- What is the ultimate scope of the project & designated milestones throughout the process
- What external support will be required to achieve those goals
- What are the timelines to achieve each stage of the growth objectives



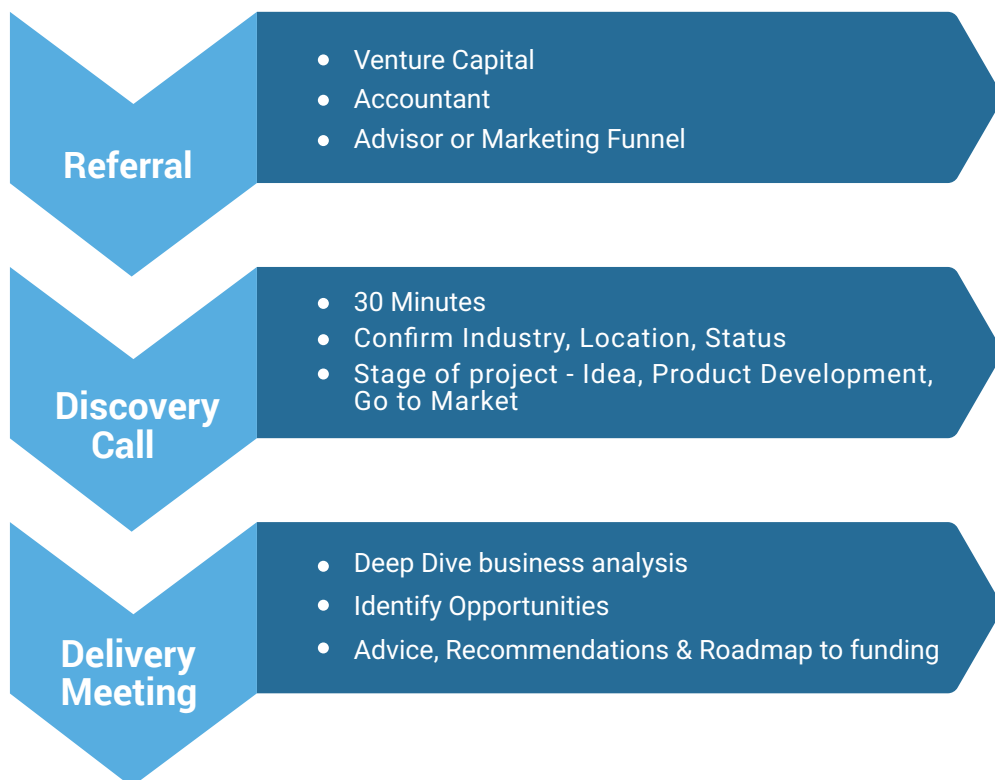
As such, rather than focusing on how much funding is available for a particular grant, our approach is to develop a growth strategy with distinct outcome and funding milestones, then determine what combination of funding options are available for each stage of the process, focusing on generating revenue, while utilising grants, investment, lending and other tax and government incentives to accelerate the timeline or increase the potential outcomes of the project.

The timing of this process is also important. Too often, people start looking for funding through grants or investment when they have run out of their own funds. This is too late. For maximum effectiveness, it is important to prepare a separate and distinct growth and funding strategy to progress between each stage in the above graphic.

Process

Our process has been developed and refined to ensure that the focus remains on relationships and outcomes.

No matter where you are in the development of your product or preparation for your growth plans, we will 'meet you where you are' and work with you to both develop and implement a strategy that works for YOU and your team, as well as providing you with the documentation and reports required for any potential funding or investment opportunity.



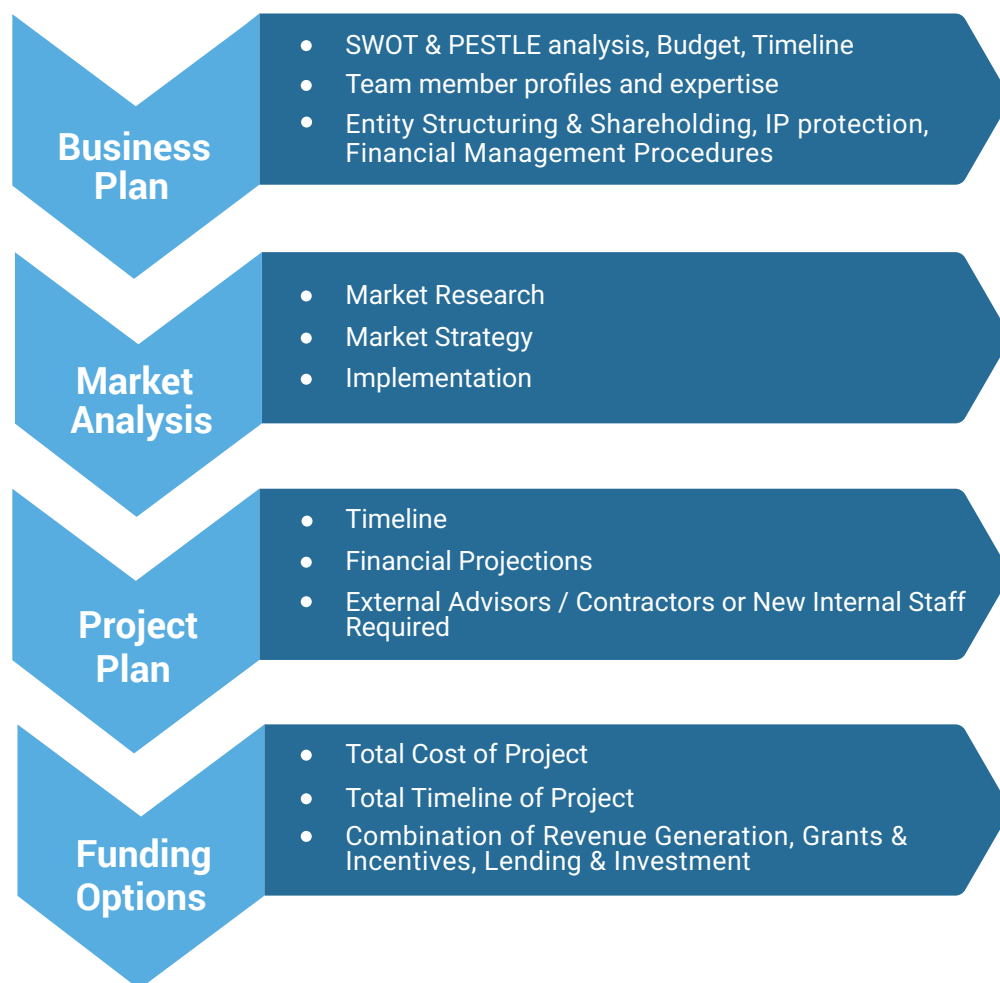
The first step is a conversation with the Founder of Crescendo - not a member of a sales team. In this 'Discovery Meeting', we will discuss your plans, your goals and YOUR priorities and challenges that you would like to address. We guarantee that we will not look to proceed beyond this point if there is not a defined and significant impact that we can provide to you and your business.

Our Engagement Documents have been prepared with YOU in mind and include a Non-Disclosure Agreement to protect you and your innovative ideas.

Process

Our unique combination of skills and experience means that we can promise that the 'Delivery Meeting' is exactly that, with actual advice and recommendations provided on the spot and in the room.

The following are the core elements of what we will work through together to assist you to define and fund your product development and business growth goals;



Each of these elements are absolutely fundamental to accessing funding and investment, as well as ensuring clear and structured timelines and outcomes for your business goals.

If you have prepared any of these items already, that's great - we can review them and ensure they include all the requirements to successfully access funding and investment. If not, we will work together using our specifically designed templates to produce all of these documents at a very high standard.

Services

Full Suite of Advisory & Support Services

Our core focus at Crescendo is to work with innovative businesses like yours to develop and implement high-growth strategies and secure funding to achieve your growth objectives. To assist you in this process, we offer the following services to support you and your team on an 'ad-hoc' or project basis, or as part of an ongoing engagement;

Investment & Funding Preparation

- Growth Strategy & Business Plan Development
- Revenue Models, Market Development, Customer Acquisition
- Budget & Projections Preparation
- Organisational Structuring & Team Member Profiles
- Intellectual Property Protection
- Risk Assessment & Mitigation
- Pitch Deck Creation

Not For Profit Support

- Internal Financial Systems
- Governance Processes
- Program Development
- Budget Preparation Support
- Grant Application, Reporting & Acquittal Support

Innovation & Technical Tax Incentives

- R&D Tax Incentives
- Early Stage Innovation Company

Chief Financial Officer, Director and Advisory Board Services

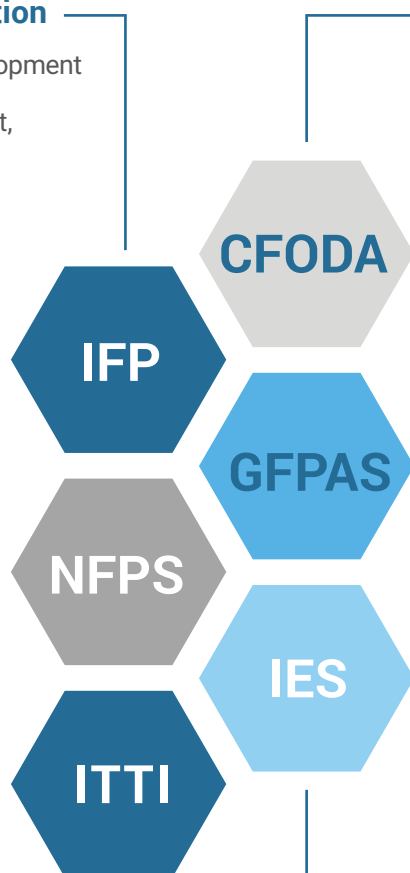
- Strategy Development
- Project Management
- Budget Preparation & Variance Analysis
- Process Review & Analysis
- Strategy Development
- Project & Team Management

Government Grant Funding Preparation & Application Services

- Exclusive Access to Grant Opportunities From State & Federal Governments
- Export Market Development Grant
- Accelerating Commercialisation
- TIQ & EFA

International Expansion Support

- International Network of Partners & Advisors
- Funding & Investment Preparation For Expansion



Services

Australian & International Partners

To truly succeed in business, it takes a team of dedicated, highly motivated and experienced professionals, all working together towards a common goal. This is why we collaborate with a hand-picked team of specialists that will assist you to achieve your goals.

Where you have one or more of these services in place already, that's great! Where you don't, we can find the right fit to work with you moving forward;

Accounting & Bookkeeping

Full Service Processing & Compliance Services
Monthly & Quarterly Reporting

Marketing

Market Research
"Go To Market" & Market Growth Strategy
Advertising & Campaign Management

Legal Support

Contracts
Corporate Structuring Establishment
- Company & Trust setup
Intellectual Property Protection
- Patents
- Trademarks

Human Resources

Contracts
Dispute Management & Protection



About

After a decade in Public Practice Accounting firms as a Senior Accountant, including time as a Practice Manager, our Founder, Troy Schoenfisch, left the world of compliance and audit accounting and spent years deeply involved in the StartUp and ScaleUp space in Brisbane, Australia.

Since then, Troy has consistently been a mentor and facilitator in Incubator and Accelerator programs, StartUp Weekends and Hackathons, working from StartUp hubs and Co-Working spaces across the world, developing a network of business owners, business advisors, mentors, government and investment industry professionals with the common goal of achieving success and making a difference.



Crescendo was founded on the concept that success in business can be a tool to achieve positive change. Whether we are working with a business that is developing a new product or service, or a new approach to an old idea, a central question that we assess is 'how will this innovation impact the world?'

“Business success is a mechanism to achieve long term positive impact in the world around us”

We start with assessing what the growth opportunities are, both nationally and worldwide, then working out how we can work together to make a difference to the lives of others through successfully achieving the business goals.

In this way, while legal and compliance requirements differ around the world, the fundamental principles of developing a strategy, then accessing a combination of funding and investment to achieve those outcomes are universal.

What Next?

If you're a **founder** looking to access funding and /or investment to accelerate your growth, book your initial chat with Troy, here:

www.troyschoenfisch.com/meet

If you're an **accountant**, we can show you how to add further value to your client base (while supporting your position as their accounting hero), by assisting you to identify potential opportunities for funding and investment for your client base. Please book a dedicated time to discuss this with Troy here:

www.troyschoenfisch.com/meet

If you're in the **VC** and **PE** space and have innovative and interesting businesses that you want to invest in that "aren't quite ready yet", and want to determine if there are any other government incentives available to minimise your risk and exposure, reach out to Troy to discuss how we can assist you with either your current or prospective investment opportunities;

www.troyschoenfisch.com/meet

Check out our **videos** and **latest updates** at:

www.troyschoenfisch.com/news

Follow and **Connect with Troy** on **Linkedin** here:

www.linkedin.com/in/troyschoenfisch/

www.troyschoenfisch.com

troy@troyschoenfisch.com



CRESCENDO