



Project Financing Assistance

a consulting service of American Diversified Enterprises LLC

Creating Effective Project Financing Documentation

American Diversified Enterprises' Project Financing Assistance Consulting Service (PFA) can provide guidance and advice in creating highly effective project financing documentation that will grab attention and expedite financing requests. PFA's services include:

1. Review of existing financial documents and presentation materials,

with suggestions on how to:

- Improve the clarity, impact, ease of use, and the ways in which information is presented;
- Sharpen the focus: ensure that the narratives and other documents are appropriate to the financing ask that is being made and do not include extraneous or distracting information; and
- Ensure the documents will help, not impede or reduce, the chances of success.

2. Complete document preparation and production services to revise

existing materials and add new materials and enhancements to create a package of clear, compelling, easy-to-understand documents that:

- Include a teaser, a summary describing the fundamentals of the investment, introductory slide deck, and financial model'
- Ensure the required materials for a full submission ready for delivery;
- Break out information into easy-to-absorb, easy-to-digest chunks;
- Present information in "layers," with each component of the project financing documents keyed to each other and designed to capture interest, present key numbers and details quickly and succinctly, and lead an investor/lender through a logical sequence of steps, offering additional detail and amplification with each step;
- Ensure copy writing, illustrations, and graphic presentations are clean and simple, eye-catching, well organized, tell a compelling story, and meld together to grab – and hold – the attention of investors and lenders.

Objectives:

1. Ensure:

- The materials zoom in on the fundamental goal – speaking directly to the reviewers in the language they understand, providing the information they expect to see in the order they expect to see it, and contributing to a positive decision – thus:
- The materials are designed to influence the reviewers' memories;
- The materials are built around an awareness of how information gets into memory;
- The materials include a specific call to action; and
- The materials follow the points outlined below so they leave a lasting, positive impression on the reviewers' memories.

2. For these reasons, the review will be targeted at ensuring:

- The materials adequately address the financing request's objectives and needs;
- The materials satisfy all requirements of the agency, investment firm, or lender to which they are being submitted;
- The materials have a consistent format and theme throughout that tie them together, that complement the information and data being relayed, and distinguish the documents from the crowd of other financing requests and documents that the reviewers see day in and day out;
- The theme/format uses color effectively and subtly; includes headlines, taglines, small blocks of text, text boxes, photographs, illustrations, infographics, and other subtle, tasteful typographic and graphic devices to break up text, highlight numbers, and lead the reviewers' eyes to key elements of the presentation in a logical, one-at-a-time, easy-to-understand sequence;
- White space is used effectively to avoid clutter, font sizes are easy to read, and key "take away" points stand out;
- Information is broken out into easy-to-absorb, easy-to-digest chunks;
- The materials do not have any "stop signs" – pages or slides filled with small, dense blocks of text (with paragraphs 10 lines or more in length), hard-to-see graphics and illustrations, and columns of text competing for attention with no clear visual signals to lead the reviewer from one data point to another;
- The materials stand out, pulling the reviewer in at first glance, saying "read me," grabbing attention at the onset and holding attention throughout;
- The materials are written with the audience in mind (the reviewer who is assessing the financing request, presented from the point of view of a borrower who understands how lenders and investors think) i.e., information and data is relayed in a "I know what you are looking for and here it is" manner, rather than as a company vision statement or sales pitch;
- The materials avoid the trap of overwhelming reviewers with too much information (less is more) and, instead, present information in "layers," leading from simple to more complex, with "off ramps," options to obtain additional details on specific points of interest, and "hooks" to make reviewers crave more and lead them to the next step;
- The materials include stories, analogies, visuals, examples, and repetition (but not too much repetition) to help embed your message in the reviewers' mind;
- The materials recognize that the reviewer:
 - ✓ has limited time and a short attention span and is bombarded with competing proposals and demands for his or her attention;
 - ✓ will, on average, only remember 50% of your message after reading/seeing your presentation materials, which will drop to 25% by the next day, and 10% a week later;
 - ✓ may not make a decision immediately, but a week or several weeks after reviewing;

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- The materials include key “take away” points that are designed to stand out in the reviewers’ memory long after the presentation has been read/reviewed; and
 - Adequate background information and data is available to provide satisfactory answers to key questions that prospective investors and lenders are likely to ask.

3. *If requested to assist in preparing the project financing documents, PFA will:*

- Submit suggestions for consideration for revisions, improvements, and additions per the bullet points above, with explanations for the reasons behind each suggestion;
- Hold one or more teleconferences, as necessary, to discuss these suggestions;
- Outline the steps for implementing suggestions;
- Determine roles and responsibilities for carrying out suggestions;
- Work with the company/project developer/borrower to collect information and revise, add to, and improve on the project financing document package;
- Interact with the company/project developer/borrower on a regular basis to go over work in progress, share input, propose options, clarify direction, and come to agreement on the final structure, appearance, and content of each of the components that will be used in the updated project financing documents;
- Maintain consistency and quality control over all parts of the financial presentation package.
- Test and audit the financial model.
- Provide the completed financial presentation package to the company/project developer/borrower for final review.
- Make final adjustments.
- Produce and deliver the final project financing documents ready for submission.