



# Project Financing Assistance

an American Diversified Enterprises company

## Initial Application Submission

### 1. Introductory Business Plan - no less than 20 pages; preferably no more than 35-40 pages

1. **Executive Summary**, beginning with loan amount being requested (2 pages maximum)

2. **Company Overview** (2 pages maximum)

3. **Products and Services** (3 pages)

4. **Market Analysis** (4 pages)

4.1 Market Overview (1/2 page)

4.2 Relevant Market Size (1/2 page)

4.3 Target Customers (3/4 page)

4.4 Customer Needs (3/4 page)

4.5 Competitive Advantages (1-1/2 pages)

5. **Strategy and Implementation** (5 pages)

5.1 Strategy (1 page)

5.2 Implementation/Operations Plan (3 page)

5.3 Milestones (1 page)

6. **Management Summary** (2 pages); save additional detail for **Attachment #4** as part of the Full Business Plan

7. **Financial Plan** (5-6 pages)

7.1 **Revenue Model** (brief narrative plus a summary Income Statement, Cash Flow Statement, and Balance Sheet tables for Years 1-5); Additional financial information will be required for the Full Business Plan, with detailed Income, Cash Flow, and Balance sheet tables for the life of project (up to 20 years) provided in **Attachment #3** to the Full Business Plan

7.2 **Funding Requirements/Use of Funds** (provide a summary table in Introductory Business Plan showing key uses by line item and requested disbursement scheduled); Detailed line item uses will be required for the Full Business Plan, with monthly, quarterly, and annual breakdowns included in **Attachment #1** to the Full Business Plan Full Business Plan

7.3 **Financial Model** - See 2. **Financial Model** below (to be provided as a separate attachment)

8. **Project Status** - Brief description re: level of development that has been reached (TRL 7, TRL 8, TRL 9, full commercialization with a single deployment or with multiple deployments); if financing request is for a commercial project, level of front-end engineering and design (FEED) or project preparation that has been reached; and anticipated timeline to complete construction and go into full commercial operation

9. **Engineering and Design** - Include architectural renderings and general plant layout (if applicable); summarize construction plans and schedule in Introductory Business Plan, with details provided in **Attachment #9** to the Full Business Plan



- 
- 10. Status of Project Site & Permits - Legal & Regulatory Information** (describe briefly in a few sentences in Introductory Business Plan); further information, appropriate to the project status, will be required for the Full Business Plan, with details provided in **Attachment #5** to the Full Business Plan
- 
- 11. Supply, Offtake & Purchase Agreements - Availability of Resources** (provide brief summary only in Introductory Business Plan); this information, appropriate to the project status, will be required for the Full Business Plan, with detail provided in **Attachment #7** to the Full Business Plan
- 
- 12. Environmental Assessment** (provide brief summary only in Introductory Business Plan); further information, appropriate to the project status, will be required for the Full Business Plan, with details provided in **Attachment #8** to the Full Business Plan
- 
- 13. Technical Information** (summarize in the Introductory Business Plan), further information will be required for the Full Business Plan, with details, appropriate to the project status, provided in **Attachment #9** and, if shovel ready, **Attachment #11** to the Full Business Plan
- 
- 14. Project Feasibility** (summarize in the Introductory Business Plan); further information will be required for the Full Business Plan, with details, appropriate to the project status, provided in **Attachment #10** to the Full Business Plan
- 
- 15. SWOT & Risk Analyses** (provide summary only in Introductory Business Plan, noting that this information will be provided in **Attachment #6** which will be available on request as part of the Full Business Plan)

## **2. Financial Model** (provide as separate attachment to Introductory Business Plan)

**Project Financial Model** (broken down by quarter for the first four years, and annually for the remaining life of the project) showing assumptions, sources and uses, capital expenditures (CapEx), revenues, operating expenses (OpEx), distribution waterfall, income statement, cash flow statement, balance sheet, and debt amortization.

---

---