

# DAKIN CAPITAL LLC



## SPRINT PROGRAM SERVICES

Dakin Capital is a licensed provider of the Sprint Program for raising capital developed by the Capital Innovation & Technology Institute.

The six-month Sprint Program works to provide entrepreneurs with a turnkey package of knowledge, strategy, deal structure, campaign plan, technical support, and financing to successfully complete a capital campaign.

The Sprint Program is designed for organizations seeking to raise a minimum capital goal of \$500,000. A maximum goal may be as high as the entrepreneur may justify based upon his or her current capital needs and within the regulatory structure that is selected.

This range of capital goals covers the capital needs of most small businesses.

The Sprint Program implements the Motivated Money approach to raising capital that focuses on stakeholders – individuals or businesses that stand to benefit from the success of an organization without making an investment. When stakeholders invest, the combination of the benefits and an ROI on their investment makes them the most motivated.

The Motivated Money approach has advantages over common investment approaches that offer only a single benefit in the form of a return on investment. The Motivated Money approach has the following advantages:

- Identification of investor candidates who have greater motivation to invest
- Investment offerings that are tailored to targeted investor candidates
- Higher probability of success in conduct of a capital campaign
- Completion of capital campaign in shorter time at lower cost

### Consultation

Participants in the Sprint Program will receive an average of 120 hours of consultation by Karl Dakin on the design, staging and conduct of a capital campaign. His work may be supplemented with work of associates and staff.

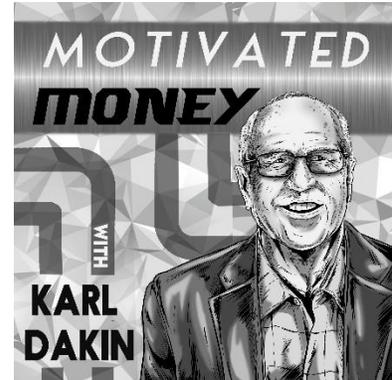
Karl Dakin takes lead responsibility for management of the capital campaign from start to finish. He will participate with the management team in the planning of the organization and the contribution of raising capital toward achievement of its goals.



## Motivated Money Bootcamp

Participants in a Sprint Program will participate in the Motivated Money Bootcamp presented by Karl Dakin. The training is comprised of a series of ten Workshops of two hours each:

- Workshop 1 – Managing a Capital Campaign
- Workshop 2 – Identification of Investor Candidates
- Workshop 3 – Determining Your Capital Needs
- Workshop 4 – Strategizing Your Offering
- Workshop 5 – Planning the Capital Campaign
- Workshop 6 – Getting Ready to Receive Capital
- Workshop 7 – Telling Your Story
- Workshop 8 – Promoting Your Offering
- Workshop 9 – Closing and Investment
- Workshop 10 – Implementing Your Plan



Each Workshop includes two or three lessons with a learning point, an example or illustration of a capital campaign, an exercise to be performed by attendees and a discussion of an optimal development and conduct of a capital campaign.

### Schedule

The average time to complete the Sprint Program is six months. Time to complete may vary based upon several factors that include the current status of the organization's books and records, the ability of the organization to clearly communicate the benefits of its products or services and current available resources.



Month 1 – Identify stakeholders, determine needed capital resources, develop a capital strategy, and craft an offering to one or more investor groups.

Month 2 – Develop the capital campaign plan, install necessary management systems, create offering documents (memorandum, investment agreement, slide deck and any demonstration), hire contractors, engage platform.

Month 3 – Establish communication channels, recruit promotional commitments

Month 4 – Launch capital campaign – work to achieve minimum capital goal

Month 5 – Continue capital campaign

Month 6 – Continue capital campaign – work to achieve maximum capital goal

## Deliverables

Participants in the Sprint Program will receive:

- 120 hours of consultation by Karl Dakin
- 3 representatives of organization attendance at Motivated Money Bootcamp
- Identification of most motivated investor candidates
- Determination of capital assets for growing organization
- A capital strategy
- One or more offering structures
- Capital campaign plan
- Offering memorandum / prospectus
- Investment agreement
- Slide deck
- Product or service demonstration (if needed)
- Selection, acquisition, installation, and operation of necessary systems
- Engagement of contractors
- Delivery of promotional materials into communication channels
- Continuing support of organization’s management team



## Fees

For performance of the Sprint Program, Dakin Capital charges a flat fee of \$30,000 and an ownership stake in the organization or participated in a revenue sharing program. The amount of ownership or revenue share will be negotiated based upon the capabilities of the management team, the maturity of the organization and the complexity of the capital campaign.

## Cost of Sprint Program

In addition to the Fees of Dakin Capital, an organization may expect to incur direct expenses in the conduct of a capital campaign in an average amount of \$30,000.

A list of common expenses and an allocation is shown to the side. The items and amount of the expense may be customized to match the characteristics of the capital campaign and the targeted investor candidates.

Contractors may include any service provider, but will include help with promotion – crafting videos, slide decks, website, demonstrations, social media, podcasts, or other communications to share the story of the organization with the targeted investor candidates.

Extra Staffing	\$ 8,000
Contractors	
Accounting	\$ 3,000
Legal	\$ 3,000
Platform Fees	\$ 3,000
Market Information	\$ 1,000
Promotional Activities	\$ 6,000
Travel	\$ 3,000
CRM	\$ 1,000
Misc	\$ 2,000
	\$ 30,000

These costs may be substantially greater for capital campaigns with larger capital goals and/or designed to seek investment from a large number of investor candidates.

If an investment platform, a broker/dealer, or finder is engaged, the organization will incur additional costs in the form of commissions, fees, payment processing charges and other costs representing a significant percentage of all investments.

In addition, an organization may offer investors free or discounted products or services, coupons or other premiums of value which will have their own cost and reduce the net proceeds of received investments.

### **Entrepreneur / Organization Commitment**

In addition to the services of Dakin Capital and payment of direct expenses, the organization must commit the time of its management to active participation in the campaign design, staging and conduct.

Dakin Capital is limited to support and management of the capital campaign, but it does not function as an intermediary that stands between the organization and investors. It does not function as a broker or finder on behalf of the organization or as an advisor on behalf of the investor. All campaign communications to investor candidates must originate with the organization or a member of its management team.

The entrepreneur or organization that participates in the Sprint Program must commit to:

- Work diligently toward raising a minimum of \$500,000 in capital resources within six months in the form of equity, debt, licensing fees or net profits
- Meet all government requirements for business operations
- Maintain accurate books and records
- Expand management of its board, officers, and advisors
- Attend Motivated Money bootcamp
- Review, edit and approve a capital campaign plan
- Establish needed communication channels (phone, email, social media)
- Review, edit and approve needed communications (offering, slide deck, demonstrations, investment agreement)
- Contact and pitch investor candidates



Additional questions may be directed to:

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