



FINANCIAL ADVISORY SERVICES

ALL YOU WANT TO KNOW

OVACgroup

What is the origin of OVAC Group?

One Voice Adastrapera Consulting was established by the grouping of two companies, One Voice Consulting (registered in UK) and Adastrapera Limited (registered in Nigeria), thus forming the OVAC Group.

Why choose OVAC?

We understand the responsibility we are given when our clients entrust us with their financial objectives and investment decisions. While no investment is risk free, we offer options that help navigate and provide some insulation from the worst of the market's volatility.

What does OVAC do?

We provide fresh, insightful, innovative consultancy services to individuals, entrepreneurs, and companies.

Our financial advisory consultancy services include, but are not limited to, the following:

- Business plan development for start-ups and existing companies.
- Financial projections and feasibility reports.
- Pitch deck (investor presentation) preparation.
- Strategy development
- Financial and regulatory impact analysis
- Market research and analysis
- Competitor research and analysis
- Financial statement analysis
- Capital formation strategy
- General advisory services



What industries does the OVAC group specialise in?

Our value-added services are not industry specific. We pride ourselves in learning the fundamentals of virtually all industries and understand what investors would like to see in a potential opportunity. Some of the industries served are the brewing, agriculture, manufacturing, food service, media and entertainment, energy, oil and gas, networking, electricity, aviation, financial services, retail, healthcare, construction, information technology.

Do we really need a business plan?

Yes, you do especially if you are running a business. Sometimes you may need more than one business plan.

You may need two business plans for:

- **Raising Capital** – a compact, easily digested strategic document that is designed specifically to persuade investors to pick up the phone and invite you to their offices for an initial meeting.
- **Running your business** – a more detailed document that serves as a guide on the day-to-day activities of your business. It shows you the tactics that support your overall strategy.



Why should we hire a consultant to write our business plan instead of doing it ourselves?

Apart from the fact that we have expertise in preparing these materials, you could easily spend 500 hours or more preparing an investor-grade business plan, financial forecast and/or investor presentation, even if you have an MBA. Those 500 hours could be spent building your team, product, distribution channels, customer base and making sales (for existing companies). Also as an outsider, we will offer independent, third party insights into your business and may raise questions that you might not have thought to ask.

What makes your business plans and financial projections so special?

A good portion of our business plans and financial projections have resulted in raised capital, getting commitments for investments.

Each of our business plans is hand crafted to suit each customer's specific circumstances and reflect attributes that investors find appealing. All elements are considered in our business plans preparation – Porter's Five Forces, SWOT analysis, PESTEL analysis to mention a few.

Our financial projections have Statement of Financial Position (Balance Sheets) that balance; Cash Flows, Statement of Profit or Loss and Other Comprehensive Income (Income Statement) and Statement of Financial Position (Balance Sheets) that tie together. Sensitivity Analysis can be done on our fully assumption-driven financial projections.



How does the process work?

Every service rendered is unique. Our standard process includes, but is not limited to the following. We would:

- Discuss with you to understand your basic needs.
- Provide you with our investor proposal and business plans forms for you to complete.
- Review your existing materials, such as draft business plans, financial, market research, competitor research.
- After examination of existing materials, have a follow-up discussion to clarify details and agree upon the scope and fees for the project.
- Have several in-depth discussions to better understand the details, develop strategies, and agree on all major elements of the business plan and financial model.
- Conduct additional research as needed.
- Draft an investor presentation and review it with you to ensure that all parties are on the same page (if needed).
- Draft the executive summary and review it with you to ensure that we are all on the same page.
- Prepare a draft outline of the business plan for your review
- Start filling in the details on the draft.
- Get your feedback and incorporate it into the business plan.
- Incorporate your revenue and expense models into the financial model and explain how it works.
- Finalise all deliverables.
- Discuss with you on the best way to deliver the investor presentation and how to address questions.





How long does it take?

This usually depends on many factors like how the project is structured, the quality of your existing materials, the level of your participation, the complexity of your market and business model and our current workload.

However, a typical engagement which consists of industry, market & competitor research, strategy development, investor presentation usually takes 6-8 weeks. Some simple projects take a just few days while some can take a year or more.

We accept “rush jobs” at additional costs. We typically work on multiple projects any point in time and usually schedule these projects so Rush jobs distort our schedules or inconvenience other clients and they need to be compensated by offering discounts.

Will you agree with everything I say?

Although they say that the “Customer is always right”, our job is to help you avoid mistakes. We will challenge your ideas and assumptions so that you will be ready for any tough questions when you meet the investors or be prepared for unexpected challenges in your business.

Do you have after-sales service?

We will remain available at no extra costs to provide advice, make changes to the documents we gave you and answer any follow-up questions you may have.

Will you sign a non-disclosure agreement?

Yes, we will. We prefer to use a Mutual NDA so that we can also protect our own trade secrets.

Where are you located and how do you work with clients outside of your local area?

We are in Reading, UK and Lagos, Nigeria. However, we rely heavily on the phone, email, fax and online meeting tools to remain closely and swiftly in touch with our clients.

Are your materials all that we need to start looking for capital?

You might need to supply other supplemental documents to ensure that your offering complies with required regulations, documents that investors typically review during the due diligence like corporate by-laws, joint venture agreements etc.

How long will it take us to raise capital?

It depends a lot on several things but capital is usually raised faster when you have everything the investors are looking for and very cooperative.

Is our company at the right stage to be looking for capital?

We would be happy to assess your situation for a small token. Please contact us.



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