



## **DiscountRB.com is using the following methods of raising capital!**

- **Angel investors:** Angel investors are high-net-worth individuals who invest their own money into early-stage startups. They often provide valuable mentorship and industry connections in addition to capital, acting as strategic partners who can open doors for your company.
- **VC firms:** Venture capitalists provide capital to early-stage companies that they believe have high growth potential. In exchange for this money, the investors receive equity in the company. VCs are looking for companies that can become market leaders.
- **Institutional investors:** Institutional investors are typically large asset managers that pool funds from a variety of different institutional and retail investors to invest in growth-stage or pre-IPO startups, as well as other asset classes like private equity and public market investments. Examples of institutional investors include investment firms like Fidelity and T. Rowe Price. The category can sometimes extend to banks, hedge funds, and family offices.
- **Accelerators and incubators:** Startup accelerators and incubators are programs that provide a small amount of funding, mentorship, and resources in exchange for an equity stake in the company. These are popular paths for first-time founders seeking guidance, a structured ecosystem for growth, and a strong network of peers and potential investors. Most accelerators take a non-negotiable equity share percentage, usually 3-7%.



- **Down round:** A down round is when a company raises a VC financing round and the pre-money valuation of the company is lower than the post-money valuation of the previous round, resulting in a lower price per share. When a company raises a round with a higher valuation than the previous round, it's called an up round.
- **Bridge round:** A bridge round is extra money a company raises between priced rounds that helps founders extend their last round of fundraising.
- NorthshoreRB.com has already acquired commitments from 3 private investors firms totaling \$122,000. Our initial goal for round 1 is \$1.4 Million.
- Which would be used for Licensed Brokers, permitting costs, premium office headquarters. 15 desktop stations, Walk in center for clients to search for businesses on our provided equipment at our customer service desks (a library setting). A by weekly publication featuring local businesses for sale.
- From the founder and creator of the Mega national Hit ISoldMyHouse.com.
- Many investors alike already know about the success of ISoldMyHouse.com making millions, and millions of dollars. We changed the Real Estate market in 5 short years.
- What we will need to start this project is 2 full time programmers, a CEO, and sales manager. Eventually, a weekend TV show featuring businesses for sale through-out New England



without revealing their actual location. We use Counties as a descriptive location only. We feature stand in similar looking stock images never to reveal the location of the actual business we are selling until a Non Discloser has been signed. Other brokers often get a money rush, and list the location, show actual photos hoping it will bring a faster sale, while putting the businesses owner at risk of losing their employees.

- **We Are The Discount Food & Beverage Brokers** “charging only 5% and 6% percent opposed to those brokers who charge 10-15%.
- This will be our niche in the industry. While other brokers walk away from frustrated sellers who refuse to pay their price, we will save the business owners absorbent fees by providing to sellers a discount for selling their businesses, confidently, for HALF of what others often charge. It’s time to re-boot this industry.
- Struggling business owners have been taken advantage of by everyone. Everyone has their hands in their pocket from the Food Vendors, Meals Tax, Landlords, and Fee Chasers (inspections and licenses fees).  
There is no end to it. Every year there is a new FEE, so we feel when they finally have had enough and decide to sell, they do not get “Fee Flamed” on the way out again!