

EXIT STRATEGY



FEATURED IN THIS ISSUE

2.1 ECO REALTY HOLDINGS INC.

Take a problem and find a solution and this is a recipe for success. Find out how Eco Realty and its related companies are making a change.

2.2 Q & A

Check out the last three Questions we received and how it may impact your investing decision.

2.3 IN THE WORKS

We are focussing on Socially Responsible Investments, learn how you can get involved with us directly or become a Subscriber to our Short-List which only selected parties may Participate.

2.4 UPDATE

A word from our friends at Send To News...

ACT, When Finance Alone is Not the Solution

The Paramount Issue - Execution Risk

There are more companies looking for funding than there are good, no exceptional, investment opportunities. The planning involved in creating a solid investment opportunity stems from many factors and planning is not only found in the realm of start-up companies alone. In fact, the more mature the company, the more important planning is for successful funding and capitalization. Gone are the days when 'hot tips' over cocktails are a suitable arena for any investor. Accordingly, as more information is readily made available on the Internet and time social media networks proliferate the dissemination of information 'real time.'

During 2012, the venture capital community invested \$XXXX and the number of IPOs topped out at YYYY.

Why were these companies successful in meeting their funding targets?

Each successful funding campaign requires one key component the people who can execute on delivering the planned objectives of the company.

Execution risk or how it is addressed will define if there will be a Series A, B, C, D or opportunity for investors to achieve Return of Capital and when the company is

efficiently managed, Return on Investment.

As the investor universe ages and the population base ages, yield based investments are continuing to capture more of the investable dollars. The venture capital pool has not dried up; however, the competition for this capital is even more fierce.

This Newsletter is called Exit Strategy for one very specific reason, you can buy (invest) equity or even provide debt to any company, the more important issue is whether is a true exit for your investment.

Last year I saw two private companies lose over \$100,000,000 in investor capital. In Tier 1 funding, \$250,000,000 is a modest raise. However, losing \$1.00 or \$250,000,000 is not acceptable.

Will every investment succeed? Absolutely not!

The Executive Team has to deliver on its business plan and ensure the execution risk is mitigated.