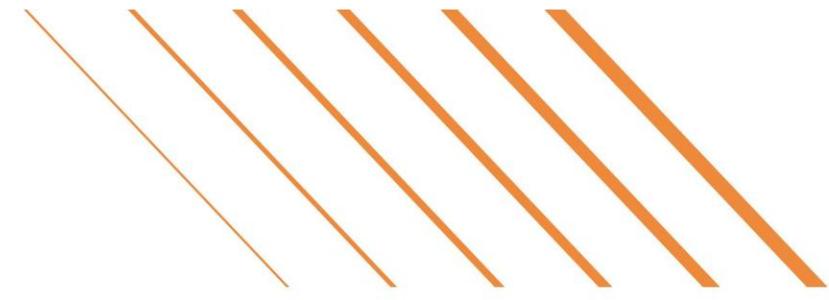


2025 IFA



CONVENTION

LAS VEGAS, NV | FEB. 10-13

Responsible Ways to Capitalize your Brand



Jim Balis



Marc Douglas

Partner, Capital Spring and Former CEO, Sizzling Platter

Chairman, Clothes Bin Franchise



Chris Pena

Co-Founder and Board Member, BODY20



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FIVE DOLLARS

Know Your Motivations

- Funding rapid growth
- Accessing expert guidance and industry connections
- Overcoming funding gaps for new projects or market expansions
- Gaining credibility through investor backing
- Potentially achieving liquidity for existing owners
- Utilizing the investor's expertise to navigate strategic decisions





Consideration	Debt	Equity
Ownership	No ownership dilution	Ownership dilution
Repayment	Fixed periodic repayments	No obligation to repay
Risk	Lender bears lower risk	Investors bear higher risk
Control	Borrower retains control, subject to covenants	Shareholder rights