

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

Responsible Ways to Capitalize your Brand



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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