

# DIRECT INVESTING

---



**PRESENTED BY:** CHANTELL PRESTON

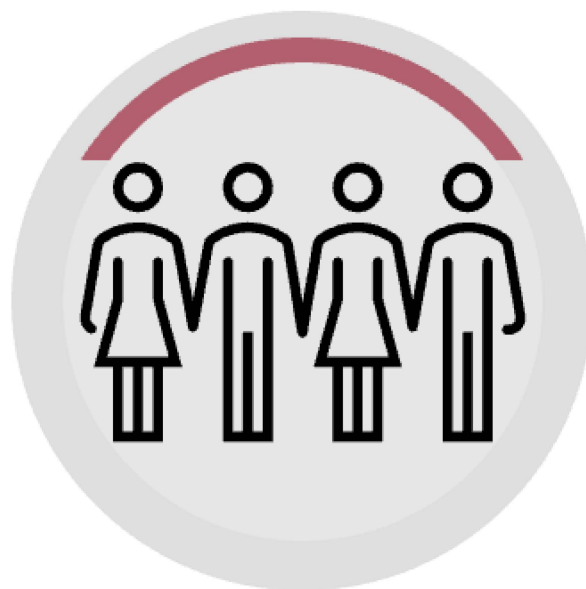


CEO, FACILITIES MANAGEMENT GROUP

LEAD PARTNER, PORTFOLIA ACTIVE AGING  
AND LONGEVITY FUND



# DUE DILIGENCE



## **TEAM**

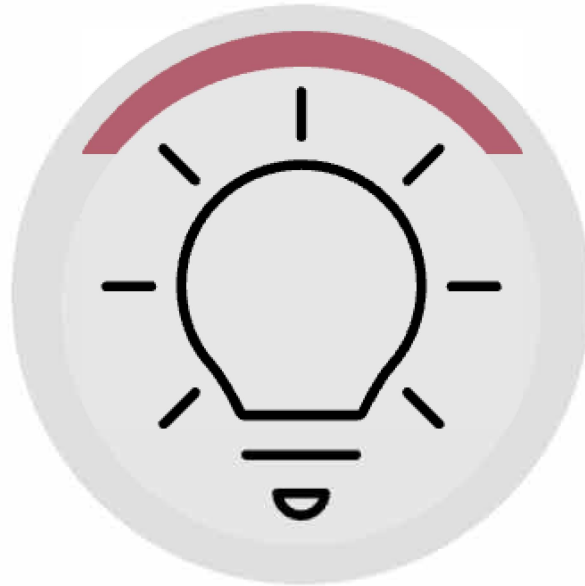
Is the team balanced?

Does the team have the knowledge and expertise needed?

Do you believe in the team?



# DUE DILIGENCE



## MARKET

Is there a market for the product?

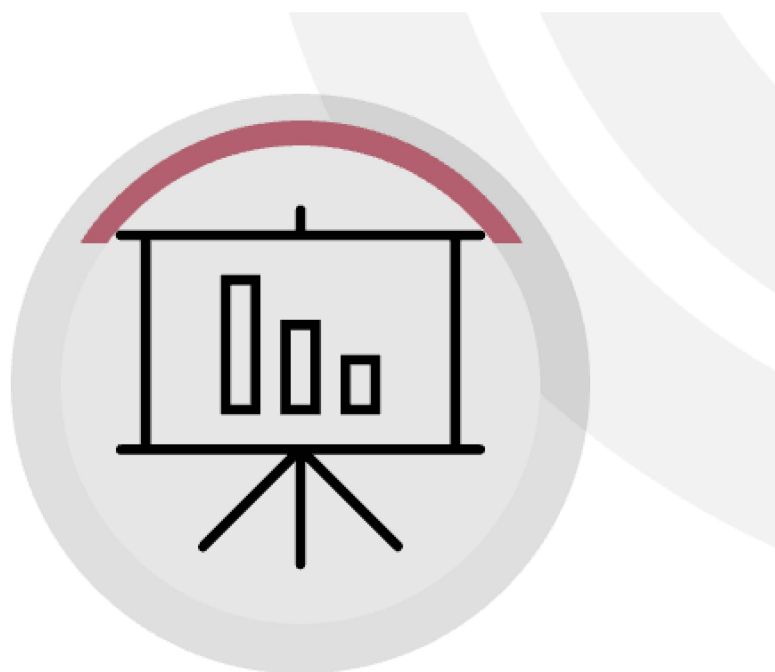
What is the industry outlook?

Is the product unique?

Do they understand their competition?



# DUE DILIGENCE



## **BUSINESS MODEL**

What is the sales strategy?

What is their revenue model?

What are the company's financials?



# DUE DILIGENCE



## RETURN

Has the company identified an Exit Strategy?

How will you make money?

How many other investors?

What return do they project?