

【White Paper】
Fundraising Strategy



Agenda

Agenda

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1. PROJECT APPROACH

P 02

2. REFERENCE

P 06

PROJECT APPROACH

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Funding Approach

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No	Title	Details	Example
1	Asset Finance	A method of selling assets held, such as accounts receivable and real estate, for cash. The profit from the sale is diminished because a commission is paid to the vendor at the time of sale.	<ul style="list-style-type: none">• Use factoring• Leaseback
2	Donation	The donor provides the funds as a donation, Basically, no return is generated.	<ul style="list-style-type: none">• Grants• Subsidies• CloudFunding(JustGiving, FundRazr)
3	Purchased	Funders purchase future rights to purchase certain products. Funding model in the form of purchase of rights to purchase certain products in the future	<ul style="list-style-type: none">• Cloud Funding(KICKSTARTER,INDIE GOGO)
4	Debt finance	The fund provider makes a loan to a specific project (in Japan, anonymous associations are usually formed) and earns interest income as a return.	<ul style="list-style-type: none">• Bank• CloudFunding(ZOPA LeandingClub, Bolstr,crowdcube)
5	Equity Finance	The fund provider makes an equity investment and earns a capital gain or dividend as a return.	<ul style="list-style-type: none">• CloudFunding(Circleup,croudfunder)• Direct Approach to the investors

PROJECT APPROACH

COST

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Those are the cost examples of each process. The clients are able to customize based on the demands.

No	Title	Details	COST			Way Example
			Fee to SASAL		Others	
			Initial Fee	Result Reward		
1	Strategy Planning	-	\$15,000	-	-	<ul style="list-style-type: none"> Based on the current status, SASAL, INC judges the best strategy planning. Clients need to submit PL after contracting.
2	Operation	Asset Finance	\$15,000	30%	Quit fee depends on the asset	<ul style="list-style-type: none"> Use factoring Leaseback
3		Donation			Commission for each way	<ul style="list-style-type: none"> Grants Subsidies CloudFunding(JustGiving, FundRazr)
4		Purchased			Commission for each way	<ul style="list-style-type: none"> Cloud Funding(KICKSTARTER,INDIEGOGO)
5		Debt finance	\$20,000	5%	Commission for each way	<ul style="list-style-type: none"> Bank CloudFunding(ZOPA LeandingClub, Bolstr,crowdcube)
6		Equity Finance			Commission for each way	<ul style="list-style-type: none"> CloudFunding(Circleup,croudfunder) Direct Approach to the investors

PROJECT APPROACH

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Timeline

Those are the timeline's examples of the project approach. In each process, clients and SASAL, INC will have a meeting at least once per week.

No	Title	Subtitle	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th	
1	Strategy Planning	-	■	■											
2	Operation	Asset Finance			■	■	■								
3		Donation						■	■	■					
4		Purchased							■	■	■				
5		Debt Finance										■	■	■	■
6		Equity Finance										■	■	■	■

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1. PROJECT APPROACH

P 02

2. SASAL

P 06

SASAL, INC

Company Profile

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SASAL, INC

*Feb 2024 Status

SASAL, INC is a strategic consulting firm founded in 2022. The firm is headquartered in New York, USA, and has a subsidiary in Tokyo, Japan.

Overview

Company Name	SASAL, Inc
Representative	Yurino Sakamoto
Build	October 2022
Business	Strategy Consulting Company
	Headquarter 136 Madison Avenue, New York, NY 10016
Address	Subsidiary Akasaka Front Town 3F, 4-8-19 Akasaka, Minato-ku, Tokyo, Japan, 107-0052
Employee	<u>10 (Subcontract Included)</u>
Web Site	https://sasalinc.com/
Contact	https://sasalinc.com/contact/
History	<ul style="list-style-type: none">10/2022 SASAL, Inc. Established in Japan.07/2023 SASAL, Inc. Established in the US.

Management Philosophy

Values	Deepen your human capital through our work.
Vision	Contribute as one company that supports the wealth of countries around the world.
Mission	Increase your company's "Future value".

SERVICE

Service

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SASAL, INC

The following are our services. We recommend Project for clients who want full-scale strategic consulting, and Person for clients who want a Small Start from a cost perspective.

Title	PROJECT
Contents	As a strategic consulting firm, we perform project work. We provide self-driven strategic consulting services as a team. Meetings are set up according to the client's needs.
Cost	\$100,000 – \$1,000,000 / Project
Team	3 months / 6 months / 12 months etc.,
ATTENTION	The maximum term of one contract is 12 months. If you wish to extend your contract, please contact SASAL, INC prior to the end of your contract.



CONTACT

SERVICE

Service

Those are the details of the service. That information is written on [HP's service page](#). On each page, there is information on the service scope, cost, and other aspects.

Service Details

05/11/2024
Entering the Japanese market
...

05/02/2024
Human Resource Strategy
...

05/01/2024
Advisor
...

05/01/2024
Profit improvement Strategy
...

04/29/2024
Sales Grow Strategy
...

04/28/2024
Periodically Marketing Report
...

Past Case

Those are the past cases of SASAL, INC.

No	Sector	Title	Contents	Client	Region
1	Technology	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
2	Health Care	DX Strategy Consulting	System Migration of B2C application	Public Sector	Japan
3	Financials	New business development	BDD for Business Partnership	NYSE	Japan
4	Real Estate	-	-	-	-
5	Energy	New business development	Basic Business model research of the US Energy Industry	NYSE	Japan
6	Materials	-	-	-	-
7	Consumer Discretionary	-	-	-	-
8	Industrials	New business development	Business Model Reconsider and BDD for Business Partnership	NYSE	Japan
9	Utilities	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
10	Consumer Staples	Whole Strategy	Human Resources, IT, Accounting, Business Consulting	Start-up	United States
11	Consumer Discretionary	Globally Industry Research	Globally Industry Research based on each company e.g. US, Europe	TYO	Japan

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Past Case - Research of the Telecommunication Industry

SASAL, INC did the “Research of the Telecommunication Industry.” The information on this project is written below.

Sector	Region
Technology	North America
Health Care	South America
Financials	Europe
Real Estate	Asia
Energy	Australia
Materials	
Consumer Discretionary	
Industrials	
Utilities	
Consumer Staples	
Consumer Discretionary	

Summary

The project term is 2 months. The project members consisted of Japanese members and United States members. The target country is 8 countries: the United States, United Kingdom, Germany, France, Australia, New Zealand, Korea, and Singapore. SASAL, INC researches the business model and others like IT Structure in the range of Holdings by using the Annual Report and other public documents. Sometimes, there are no reports because the information the Client needs to research is confidential. In that case, SASAL and INC changed their research methods. For example, SASAL, INC used the news. Also, sometimes they need the sector information in case SASAL, INC researched that is also based on the client's demands.



Past Case - Satellite Communications Industry Survey

SASAL, INC did the “Satellite Communications Industry Survey.” The information on this project is written below.

Sector	Region
Technology	North America
Health Care	South America
Financials	Europe
Real Estate	Asia
Energy	Australia
Materials	
Consumer Discretionary	
Industrials	
Utilities	
Consumer Staples	
Consumer Discretionary	

Summary

The research term is one and a half months. For restructuring the model of the satellite broadband for one country, SASAL, INC did the research for those companies. That company belongs to the United States, France, and Luxembourg. The meeting term is every one week, following the client’s situation. SASAL, INC did the research silently and shared the information based on the client's demand with text or meeting.



PROJECT

Project Flow

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No	Title	Detail
1	Appointment	Initial contact will occur either by the customer or due to SASAL, INC. SASAL, INC. will basically contact you by text for the purpose of building your knowledge. If a meeting is necessary, please inform SASAL, INC.
2	Requirements coordination	SASAL, INC will receive a BRD from the client and organize the requirements, or if no BRD is available, we will conduct a hearing or organize the requirements based solely on our knowledge without a BRD. Please specify your company's requirements.
3	Proposal	We will submit a proposal to the client, and if there is not enough information in advance due to lack of BRD or other reasons, there is a possibility that there will be a discrepancy between the proposal and the client's request.
4	Quote	We encourage you to obtain quotes based on your situation. We prefer to obtain quotes from other firms as we believe that this is an important decision for your company. We will respond to your questions by e-mail. Please make use of this service to share information within your company.
5	Contract	We will sign an NDA, a basic agreement, and a detailed agreement. If your company has the format, we can use the client format after legal check.
6	Kick Off Meeting	An initial meeting will be held at the start of the project. We hope you will join us to help make this project a success. Agenda <ul style="list-style-type: none">• From Client<ul style="list-style-type: none">• Share any other information.• Asking the questions.• From SASAL, INC.<ul style="list-style-type: none">• Decide the per two weeks meeting day.• Share the folder of the file.• Decide the timing of PDF Share.
7	Project in progress	We will promote the project according to the initial meeting and proposal documents. Payment is invoiced at the end of the month and paid at the end of the following month. For project contracts, the project cost divided by the term is paid monthly (e.g., \$100K- per month for 3 months of \$300K-).
8	Proposal	Based on the client's request, we will implement the proposal again. The first submission is due about two months before the project is to be completed. After the submission, we will conduct a meeting and renew the contract one month before the end of the project.

Repetition

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If you have questions, please get in touch with us.

<https://www.sasalinc.com/contact>

Thank you for reading this document.