



Regulation D: Engagement Steps

- Step 1: Initial Consultation** Our process begins with a comprehensive initial consultation to grasp the client's business, goals, and funding needs. During this phase, we also assess the client's eligibility and suitability for a Regulation D 506 offering, considering factors such as financial health, business model, and growth projections. We conduct a Strategic Analysis of the company and key players.
- Step 2: Regulatory Compliance Review** Navigating the regulatory landscape is paramount in Regulation D 506 offerings. We conduct a thorough review of relevant securities laws and regulations to ensure our clients' compliance with the specific requirements of Regulation D 506. Identifying potential risks, we provide strategic recommendations to mitigate compliance challenges effectively.
- Step 3: Business Valuation and Offering Structure** Working closely with our clients, we determine an appropriate valuation for the business pre and post money and assist in structuring the Regulation D 506 offering. This includes defining the offering size, setting the securities type & price, and establishing investor-friendly terms to optimize fundraising success.
- Step 4: Preparation of Offering Materials** Stony Hill Advisors collaborates with clients to prepare compelling and informative offering materials, including the filing of Form C with the SEC. Our focus is on ensuring all required disclosures are accurately presented, instilling confidence in potential investors.
- Step 5: Marketing and Investor Outreach** A targeted marketing strategy is essential in reaching potential investors. We develop and implement comprehensive plans that leverage both traditional and digital channels, facilitating investor outreach and engagement to build trust and confidence.
- Step 6: Platform Selection** Selecting the right crowdfunding platform is a critical decision. We assist our clients in choosing an appropriate platform that aligns with their objectives, ensuring seamless integration between business goals and the capabilities of the chosen platform.
- Step 7: Campaign Management** Stony Hill Advisors implements a comprehensive campaign management strategy. This includes regular updates, communications, and engagement with investors. We monitor the progress of the offering, making data-driven adjustments to optimize results.
- Step 8: Closing the Offering** Guiding clients through the closing process is a crucial aspect of our service. We ensure compliance with regulatory requirements for the issuance of securities, facilitating the distribution of securities and the transfer of funds to the client.

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Step 9: Post-Offering Compliance

Our commitment extends beyond the offering period. We provide ongoing support in post-offering compliance, including reporting obligations and investor relations. Our team assists clients in navigating any post-offering challenges or inquiries from regulatory authorities.

By choosing Stony Hill Advisors, clients benefit from a comprehensive and collaborative approach to Regulation D 506 offerings. Our team's expertise and dedication ensure a smooth and successful fundraising process, allowing clients to focus on what matters most—the growth and success of their business.