



Proper Protocol for Sending Your Project to 5th Avenue Capital

Please follow this exact format, so that your project is approved for review by our investors:

When you submit your project, please be sure that the **subject line** on your email says:
"5th Avenue Capital Funding Request - Project Name - \$Amount - Location"

In addition to the Executive Summary, within the body of the submission email, please provide the following:

1. First and last name of the main Principal involved:
2. Address of where the project is located:
3. Address of where the Principal is located:
4. The exact funding amount requested, including desired structure (debt, debt /equity, and percentages), also include equity invested, or available, from principals:
5. Brief summary of project highlights, # of units, square footage, product mix, with the total of construction jobs and most importantly sustainable jobs after construction is completed (Please limit to 5 sentences or less):

Attach to the email an Executive Summary or Brief on the project. The executive summary should include the following, as a guideline (there is NO required format, only focused on pertinent and relevant information)

1. Project overview
2. Principals and advisory, with appropriate organizational structure and management overview
3. Funding requirements, and use of funds
4. Market, product, or service overview, including critical timeline related information, as well as milestones (past and future)
5. Competitive advantages and challenges
6. Financial information pertaining to the project, including historical financials (if available) and 3-5 proforma
7. Exit Strategy (if defined)

***PLEASE NOTE:** Within the summary there should be clear communication of what the necessary capital raise is (see #3). Once the executive summary is reviewed and gains initial acceptance (for further review, NOT A COMMITMENT TO FUND), a conference call will be scheduled to review the entire process. From there you can decide if you want to choose to move forward.