INVESTMENT CRITERIA PUBLIC - Plutus Equities LLC

Prior to seeking investment, it is important that your business is at the right growth threshold and that you are ready for the responsibility of having outside investors. While the merits of each investment will vary, we evaluate your venture according to the following criteria:

Investment Terms

We primarily invest in preferred equity of private companies, but we have significant flexibility and experience in investing in public companies and in secondary transactions.

We Invest between $100,000 to $1,500,000 in early stage companies.

The need for infrastructure and establishment in the USA is preferred.

Business Criteria

Stage of Company:

- We are looking for companies that have an established proof of concept and are poised for growth , or

- Have a validated business plan and early adopters and need support/help to create the **minimum viable product** (MVP) to establish proof of concept with regulatory validation.

Defensible Competitive Advantage: We seek companies that can protect their market position through high barriers to entry, first-mover advantage, high-quality differentiated products, etc.

Competent Management Team: It is essential that the company have a strong management team with a successful history starting and/or managing companies, or has other industry experience and education.

Market opportunity

We invest in solutions that address major problems for significantly large target markets (i.e. a $50+ million market). Your company must demonstrate a strategy to claim significant share of this market (i.e. 10%+).

Technology

Healthcare /life science

Our primary investment focus is on specialty medical devices (such as IVD etc), pharmaceuticals and biopharmaceuticals

IT Sector

Opportunities in healthcare information technology and diagnostics as these become more integrated into therapeutic management and the delivery of care. Also companies that have a completed product or service offering with demonstrated market demand with an emphasis on SaaS business model.

PLUTUS
EQUITIES