

Renewable Notes - How to Get Started

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| 1 | Capital Goal | Determine much money you would like to raise during the first 12 and 24 months of the offering. The aggregate principal amount of notes registered should exceed your 24-month capital goal to accommodate note transitions and redemptions. |
| 2 | TARGET DATE | Select a target date to begin the offering. Depending on how quickly your attorneys complete the registration statement and whether the SEC reviews it, the registration process can take anywhere from four to sixteen weeks. Once the offering has been declared effective, it can take another two weeks to print the marketing materials. Then the marketing effort begins. The first notes will be purchased within a week or two after the marketing effort commences. |
| 3 | Distribution List | Email all pertinent contact information to the address shown below. Include everyone that will be involved in preparing the registration statement and reviewing the marketing materials such as your company's finance and marketing executives, auditors, and attorneys. |
| 4 | ADMINISTRATIVE AGENTS | Select a trustee and paying agent. These roles are typically performed by the corporate trust department of a bank. If your bank is not amenable to providing these services, Redwater can introduce you to administrative agents that other issuers have used. |
| 5 | Corporate Style Guide | Send your corporate branding guidelines to Redwater, including your corporate PMS colors. In Adobe Illustrator format, send digital versions of your corporate logo (with and without a tagline if you have one), business card, letterhead, and corporate marketing material. |
| 6 | WEB SITE ADDRESS | Identify the offering web site address. We suggest using an address that incorporates your company name or initials, such as www.ACMEnotes.com |
| 7 | Mailing List | Send Redwater the names and addresses of prospective investors you would like included on the mailing list for your investment kit. We will mail a direct response announcement to these folks as well as to a select list of prospects who have previously requested investment kits for other note offerings. |
| 8 | VENDORS | Confirm vendor selections. Unless you prefer otherwise, we will work with Minneapolis graphic designers, web site developers and printers we have previously used. |
| 9 | Offering Documents | Instruct your counsel to begin drafting the registration statement. Redwater will provide a description of the notes, the related risk factors, and a template of the interest rate supplement. We will also deliver a draft of the distribution and management agreement that will govern the relationship between our two firms. |
| 10 | CREDIT CARD | Provide credit card information to Redwater for keyword search ads. Google, Bing Yahoo, and the other search engines will require access to a credit card with a sufficiently high limit before running your keyword search ads. |
| 11 | Due Diligence | Begin assembling due diligence information. Redwater will send you a list of business due diligence items we will want to review. |