



**Diamond Willow**  
Advisory Ltd.



**Debt Financing Experts**  
Exceeding Expectations. Every Time



# WHAT WE DO

## Obtain debt capital on behalf of our clients

Diamond Willow Advisory assumes full responsibility of securing debt financing (over \$2 million) for corporate borrowers in a manner that expedites the borrowing process and timeline.

## POSITIONING OUR CLIENTS FOR THE FUTURE

We facilitate debt capital across all industries with a Canadian presence.

### We can secure a variety of loans including, but not limited to:

- ✓ Term loans
- ✓ Acquisition financing
- ✓ Operating lines
- ✓ Refinancing
- ✓ Bridge financing
- ✓ Asset based lending
- ✓ Equipment loans/leasing
- ✓ Revolving acquisition lines
- ✓ Growth financing
- ✓ Working capital/lines of credit
- ✓ Purchase order financing/WIP financing
- ✓ Trade financing
- ✓ Factoring receivables

# ECONOMIC RESEARCH

Micro and macro economic research with a monthly research publication aimed at adding value to our network of borrowers and lenders.

Our research aims to target topics on economics, trends, niche analysis, and consumer reports. DWA looks to provide insight and opinions on topics or themes that impact both borrowers and lenders.

We offer a formal publication on a monthly basis with ideas and insights shared on a more regular basis.



# TYPICAL DWA CLIENT PROFILE



Company size: **\$8+ million in revenue**



Financing size: **\$2+ million in debt**



Situation: growth, acquisition, turnarounds, optimization



**Profitable** or clear path to profitability



Any sector and with a **Canadian presence**



**Exclusions:** DWA does not broker equity/securities and does not directly source mortgage-related debt instruments

# DWA VALUE PROPOSITION

## Network

- ✓ Vast lender network (~450)
- ✓ Network of trusted ancillary service providers

## Accelerated Timeline

- ✓ Expedite timeline via professional process and deep lender relationships
- ✓ Create competitive tension and never get a "maybe"

## Expertise & Execution

- ✓ Customized process and lender-focused materials (financial model, CIM, etc.)
- ✓ 65+ years combined experience in capital markets

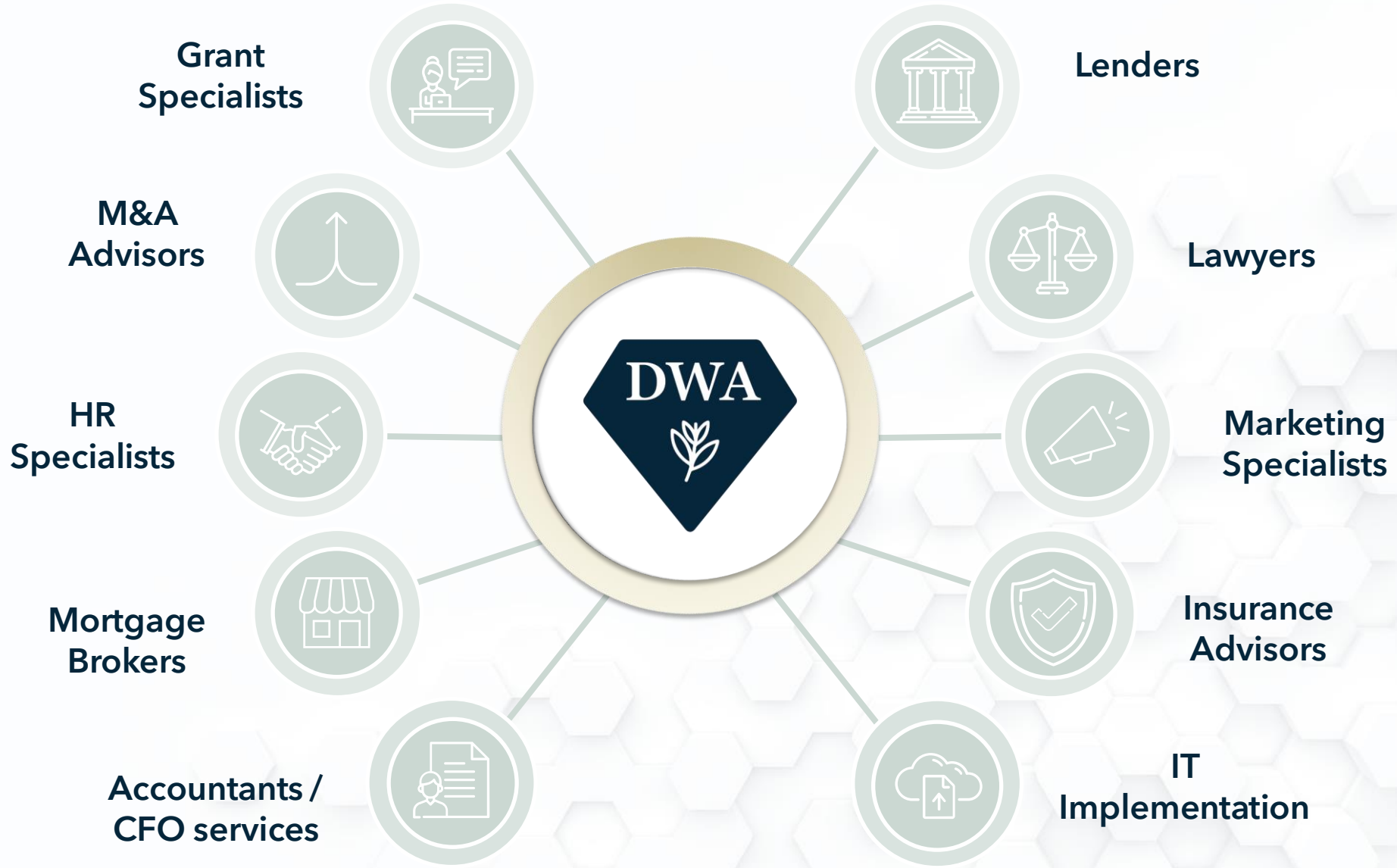
## Resource Allocation

- ✓ Allow business owners to focus on operations while delegating capital raising efforts

## Aligned Structure

- ✓ Heavily weighted success fee creates strong alignment with the borrower
- ✓ Preference for clients with similar values of integrity, accountability, communication and execution

# BUSINESS ECOSYSTEM



Our extended network of trusted professionals spans across a variety of ancillary services and provides our clients with a fulsome solution during the capital raising process and beyond

# DWA PROCESS AND PRICING



## Our pricing structure ensures total alignment with the borrower

We perform a significant amount of due diligence prior to formal engagement. We only take files if we believe we can add value - otherwise we refer them or pass.

### DWA pricing breakdown:

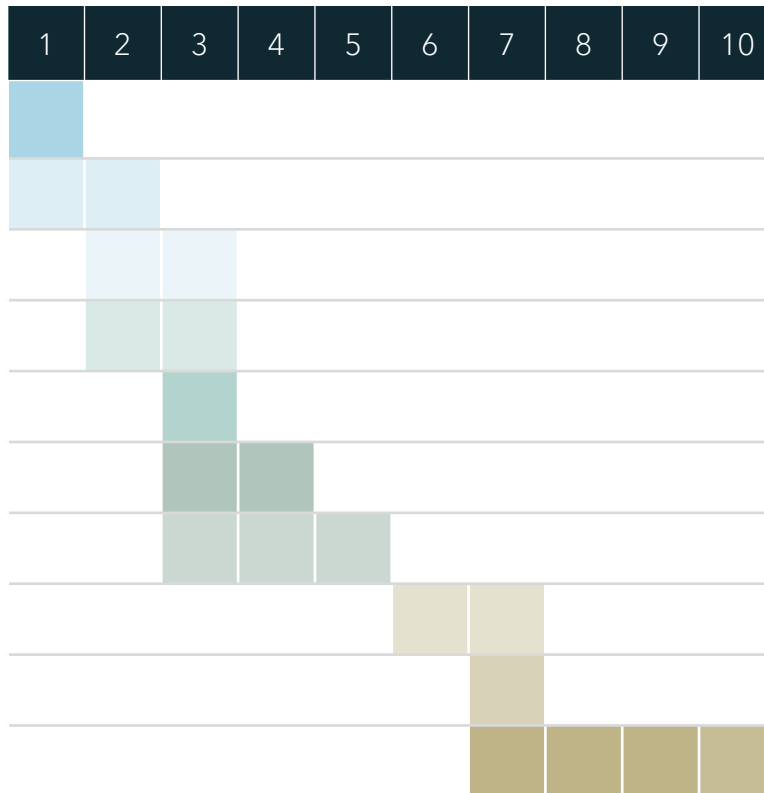
- 1) Minimal up front work fee to ensure commitment from client.
- 2) Closing fee (2.5% - 4.0% of total loan proceeds). Ideally paid by at time of funding out of loan proceeds. We can be flexible and work with our clients on payment structure.

The only out of pocket expense is the work fee with the closing fee only collected upon a successful financing.

# INDICATIVE TIMELINE & KEY DELIVERABLES

DWA will manage all aspects of the financing process on behalf of its clients, allowing borrowers to focus on running their business.

(number of weeks)



## Key Deliverables (Illustrative Financing Process)

- Negotiate terms and finalize engagement
- Additional due diligence
- Prepare materials (model, presentation, teaser)
- Prepare marketing list from extensive lender database
- Set up and populate virtual data room ("VDR")
- Circulate teaser / engage in preliminary discussions
- Coordinate execution of NDAs prior to VDR access
- Review and negotiate term sheets ("TS")
- Sign non-binding TS and begin preparing definitive docs.
- Coordinate with legal counsel to finalize closing docs.



# DWA PRODUCTS AND SERVICES

## WE DO THE WORK, SO YOU DON'T HAVE TO.

We pride ourselves in delivering best-in-class product and services, including our lender-focused Confidential Information Memorandum (CIM).



DWA performs a significant amount of due diligence and provides all relevant information with our in-house CIM, lender-friendly financial model, along with supporting documentation in our password protected virtual data room.



We provide targeted lenders enough information to enable an expedited response on indication of interest

Specifically, each CIM includes:

- ✓ Executive summary highlighting the situation and ask
- ✓ Summary and detailed financial information including at least two years of financial projections
- ✓ Revenue driver details
- ✓ Risk assessment
- ✓ Business strategic plans
- ✓ Competitive analysis
- ✓ Management biographies, organizational structure, etc.
- ✓ Proposed borrowing terms



# DWA COMMUNICATION

As a core value, communication with the borrower, lender, and referral partner is paramount. We always maintain open communication with our business partners and our weekly reports keep clients involved and informed in every step of the process.

## DWA Weekly Client Report

Once we are formally engaged on a financing, we send our clients a weekly update report to inform them of where we are in the process and any update on the financing status.

### Specifically, the weekly report includes:

- ✓ Where DWA is in the workflow;
- ✓ Completed process stages;
- ✓ Financing summary table including number of lenders contacted, number interested and any term sheets received;
- ✓ Next steps to ensure we are always moving forward



# WHY DIAMOND WILLOW ADVISORY?

## Vast Lender Network Throughout North America



Alternative Lenders



Banks & Government



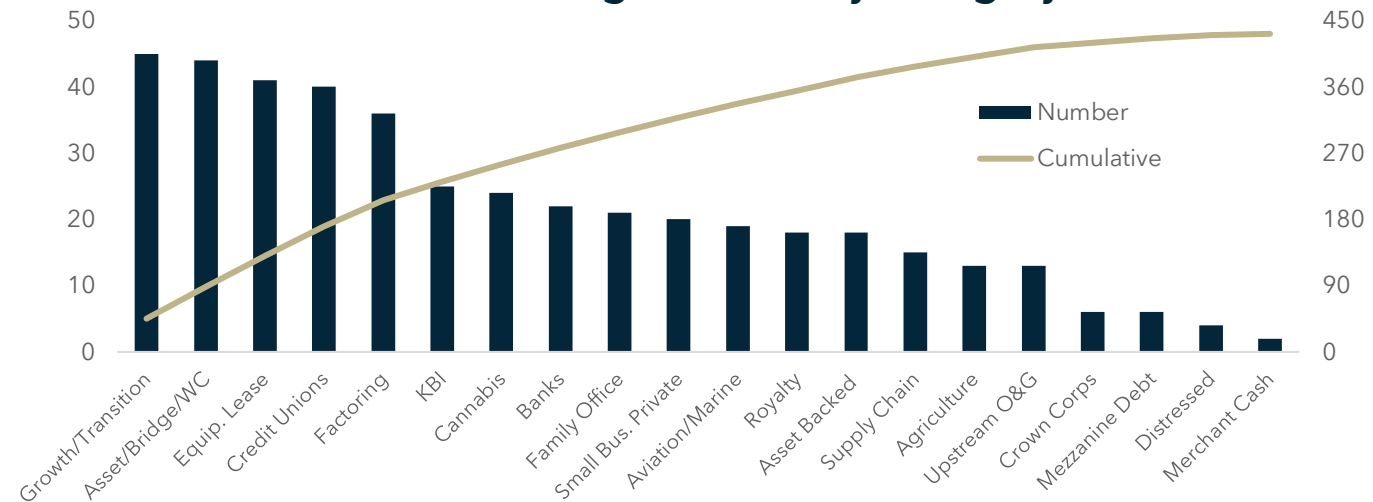
Credit Unions & Other

With our diverse lender network, we help obtain the following loan types:

- ✓ Term Loans
- ✓ Acquisition Financing
- ✓ Operating Lines
- ✓ Refinancing
- ✓ Bridge Financing
- ✓ Asset Based Lending
- ✓ Equipment Loans/Leasing
- ✓ Revolving Acquisition Lines
- ✓ Growth Financing
- ✓ Working Capital/Lines of Credit
- ✓ Purchase Order Financing/WIP Financing
- ✓ Trade Financing
- ✓ Factoring Receivables

- Little risk to borrowers given DWA's fee structure and screening process.
- Outside of the senior lenders, we have ~350 non-bank lenders broken down by specialty, target, approach and more. The earlier we are involved, the better for the borrower.
- Borrowers and lenders get (where applicable):
  - ✓ Weekly status report
  - ✓ Copy of Information Memorandum
  - ✓ Financial model
  - ✓ Streamlined management of due diligence and data room administration
- We pride ourselves on offering best-in-class service with proficient execution.
- Proven track record of executing on difficult files.

## DWA's Lending Network by Category



# CASE STUDIES

## DESCRIPTION

## THE CHALLENGES

## THE OUTCOME



**U.S. based PE fund acquiring Canadian utility service company via carve out**

- No historical financial statements
- U.S. fund's first ever acquisition
- 65% customer concentration with three-year contract
- Bonding requirements dictated security stack
- Limited hard assets but reasonable debt metrics

- \$13 million unitranche private deal
- Seven-year amortization, 12-month interest only period
- 10% interest rate
- Brought a Canadian bank in for a small line of credit to set up the refinance which is expected at year two once historical financials are available



**Refinancing of utility construction company in special loans at three banks and defaulted on a private lender**

- 80% customer concentration with one-year projects
- New management team turned around the company with positive EBITDA starting in 2020
- ~40% hard asset coverage
- Requesting 4x debt/EBITDA
- Outstanding lawsuits

- \$40 million private deal consolidating debt at the holding company level
- Decreased debt service by 63% in year one and 32% in year two given creative structuring
- Materially reduced CFO's financial reporting obligations
- Borrower expected to return to a bank at the end of year two



**Refinancing of manufacturing company in special loans at a Canadian bank**

- Previously over-levered management buyout with people and financial reporting issues instantly uncovered
- Limited hard asset coverage and relatively high leverage metrics
- Strong industry demand but limited working capital

- \$10 million private term deal while leaving the operating line at the bank
- Creative structure provided increased working capital in the short term



# OUR VALUES

**HONESTY & INTEGRITY** | We are upfront, honest, and clear with our expectations of the client and what services we provide to them. We maintain the highest standards of integrity.

**QUALITY** | Our products (information memorandum, models, reports) and service are the highest standard in the industry. We will continue to separate ourselves from our peers through our best-in-class approach to everything we do.

**ACCOUNTABILITY** | We are committed to taking ownership of our actions and fulfill our agreed upon responsibilities. We always look to exceed expectations, even if that means initially having a conservative approach.

**EXECUTION** | Financial expertise, established network, and strategic thought help clear a path to successful execution. From initial conversations with prospective clients to receiving payment, we will execute in a timely and effective manner.

**COMMUNICATION** | Open communication with the borrower, lender, and referral partner is paramount. We commit to keeping appropriate parties involved in the conversation by sharing as much as possible and communicating in a timely manner. We always maintain open communication with our business partners.



Diamond Willow Advisory

# MEET OUR TEAM

Together we offer ~65 years of combined finance experience in capital markets, corporate finance, private equity and accounting



**Grant Daunheimer**, CFA | Founding Partner

After grinding out 16 years in Equity Capital Markets as a Research Analyst covering the Canadian upstream Oil and Gas space, Grant decided to shift gears and enter the private debt world. Grant founded Diamond Willow in 2018 with the goal of bringing a differentiated level of financial service to small businesses. Grant is an enthusiastic leader at Diamond Willow and loves interacting with entrepreneurs who carry similar enthusiasm for their business.

[grant@diamondwillowadvisory.com](mailto:grant@diamondwillowadvisory.com) | 403.975.6808



**Haley Talbot**, CFA | Partner

Haley joined DWA in 2023 as a result of a merger with H&S Advisory Ltd., the firm she previously co-founded, with a common goal to elevate the Canadian debt financing advisory space. Haley began her career in corporate finance and investment banking in 2012 and has worked on a variety of transactions including debt and equity capital raises, M&A advisory and restructuring mandates. Haley has been a CFA Charterholder since 2016.

[haley@diamondwillowadvisory.com](mailto:haley@diamondwillowadvisory.com) | 403.969.0954



**Stephanie Blais** | Partner

Stephanie joined DWA in 2023 as a result of a merger with H&S Advisory Ltd., the firm she previously co-founded. Stephanie comes from a family of entrepreneurs and previously owned and managed a small business for seven years prior to pursuing a career in investment banking and advisory in 2016. She brings a unique set of skills assisting business owners with strategy and marketing, putting their best foot forward to obtain best possible results in a financing scenario.

[stephanie@diamondwillowadvisory.com](mailto:stephanie@diamondwillowadvisory.com) | 403.542.5815



**Mathew Burpee**, CA, CFA | Partner

Every group has to have an overachiever, and for us, that is Mathew. Given the professional designations (CA, CFA), becoming the youngest Manager at a major accounting firm, graduating at the top of his class and volunteering, Mathew has a firm grip on that overachiever status. Having successfully sold two small businesses and recently acquiring and overseeing eight companies, Mathew brings a depth of capital raising, strategic planning and private equity experience to the DWA team.

[mathew@diamondwillowadvisory.com](mailto:mathew@diamondwillowadvisory.com) | 403.807.7202



**Alex Kinnaird** | Associate

Alex is passionate about helping entrepreneurs achieve their business goals through access to capital. He is experienced in all areas at DWA, developing creative solutions to clients' capital needs, assisting with market research, and growing the lender network. Alex is a self-diagnosed workaholic but, when he does have some free time, enjoys being outside in the woods or cheering on the Calgary Flames. Alex is currently pursuing both CFA and CPA designations.

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At DWA, we pride ourselves on providing best in class products and services. With our core values consisting of **integrity, quality, accountability and communication**; clients know they are getting the best advice. Our experience allows us to solve the most complex financial situations and we are committed to maintaining the highest ethical standards.