

Business Update (April 2013) - Moda Unica



Highlights

- We are finalizing the contract with the RSPCA.
- Finalized the first version of our series A pitch.
- Finalizing our financial forecast model.
- We are continually testing ways to promote PawBag and ClawBag.
- Have started talking to other investors for our next round.
- We are still exploring options in e-commerce.
- We are exploring the possibility of an RSPCA catalogue business. This will allow MU to own another channel to market.

Top Opportunities

- RSPCA – Licensing deal. The contract is about to be sent to us for final review.
- E-Commerce – We are exploring various ecommerce opportunities.
- Paws for Life - Supply agreement for accessories.
- PawBag-ClawBag - Testing other ways to market the bags. We will be exploring international shipping.

Top issues

- Series A – We need to start capital raising.
- Resources – financial, operations, technical developer.
- Funding – We need to go to market as soon as we have signed the RSPCA contract. Depending on how long the capital raising process may take, we might need a bridging loan.

Sydney Angel Sidecar Fund Investment

- Cost of Investment \$145,006
- Book Value \$145,006