You are to assume that you are Javed Huq of Bullhound, and that you are pitching for the sell side mandate and to act as Gravity Road’s agent in the sales process starting Q3 2023.

You are to prepare a presentation pack for the Chair of Gravity Road, with the following key elements:

• **Investment Hypothesis**, with an accompanying executive summary of the company. This will explain the opportunity as you see it. (20%) **750 words**

• **Market review**, including competitor analysis, and what you see as the reasons why Gravity Road is a strong competitor in its sector. (20%) **750 words**

• **Valuation analysis**, with reasons for the means of valuation chosen. This will need to validate the range of values which you think might be offered for the company. (40%) **2 spreadsheets for workings and explanations on word doc.**

• **Provide the Chair with your preferred candidates** to sell the company to, with reasons for these choices (20%) **750 words**