



Richmond Financial Services



HOW PRE-IPO INVESTMENTS WORK

Most often we offer investments in late-stage companies prior to their listing on a stock exchange (pre-IPO). But before we delve into how to invest through Richmond Financial Services, here's our explanation of how investments in private companies actually work.

CAPITALISATION

First things first, where does a startup get its value? A company's value, its capitalisation (share price multiplied by the number of shares): Growing capitalisation means earnings for everyone: founders, employees with stock options, early-stage investors and, of course, us -those who invest at pre-IPO stage- shortly before a company goes public.

A company's growth is measured quantitatively by its capitalisation growth is a lengthy process that takes years. The most successful companies grow rapidly, constantly accelerating, but all go through several stages: early, mid and late. Here at Richmond Financial Services we focus on mid to late stage pre-IPOS. Let's take a close look at each of them.



MID STAGE

Investment funds, rounds.

The company has succeeded in finding initial investments, and now its development requires more money. In order to attract necessary financing, this company will do investment rounds: research investors will come in and raise the required sum of cash. Usually, startups associate funding rounds with an important milestone in their development.

At this stage, startups use the help of investment funds. Funds vary by the types of industry they support (tech, biotech, AI, robotics) by the capital they manage and by the startups stages they specialise in when investing.

Early investment round (A, B, C, D, etc.) means more money, issuance of stock to this round's investors and new valuation for the company. The subsequent letters represent subsequent rounds. Investors' rights at every round may vary, but in general an investor always gets an equity stake in the company being funded and the option to sell its stocks to profit from the investment.



Most well-known funds: Andreessen Horowitz, Sequoia Capital, Accel, Benchmark, Index Ventures, Kleiner Perkins, Founders Fund.

SERIES A – EARLY GROWTH

By series A stage, the company already has a developed product and customer base (it has succeeded at both in pre-Seed and Seed rounds). Now the company organises production, improves the first versions of its product, brings it to market and tests unit economics.

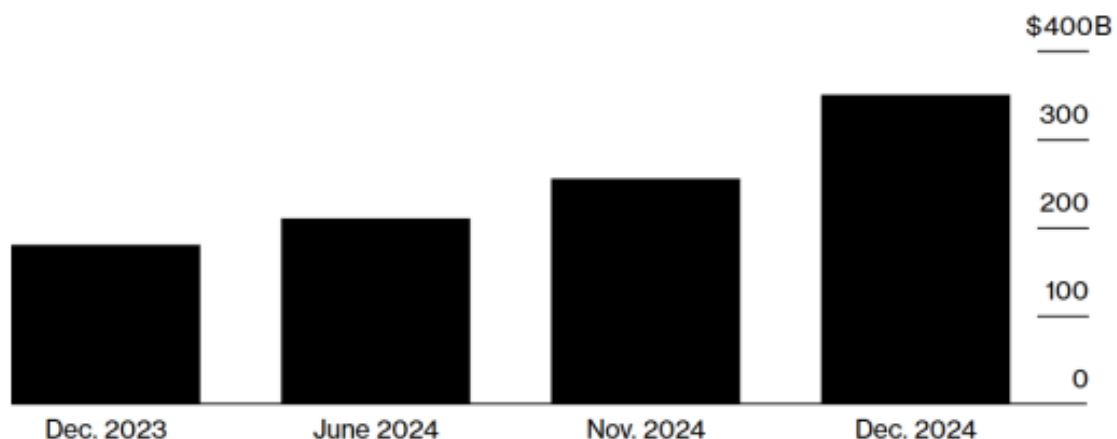
SERIES B – SCALING STAGE

If the previous stages served to prove the company's viability. Series B round sets bigger, even more ambitious goals – scaling, scaling, expansion of production and sales, capturing new markets.

SERIES C...F – MATURING STAGE

At this stage, a company captures a larger market share, develops new products and acquires another startup as a merger. This company is well-established and has procured stable revenue streams.

SpaceX Valuation is projected to double in a year



A company's valuation is drawn by venture investors that build financial models and take into account multiple factors – potential market size, revenue growth and unit economics indicators, size of costs, product's functionality, etc.

The growing value indicates that a company is on the right track. As it progresses from one funding round to another, its valuation becomes more accurate. Gradually the public gets to know more and more information about its business: revenue numbers, customer base, growth rates. Provided, of course, founders and management want to disclose these financials.

LATE STAGE

Late Stage, Pre-IPO

A company's growth culminates in IPO, the process of offering corporate shares to the public for the first time. When a startup goes public, its investors in all previous funding rounds get an opportunity to cash it out.

However, in recent years companies more and more often remain private: now a startup may take 10-12 years to reach IPO from its inception. Large investors have long-term money and are ready to wait to profit more, while small and midsize investors who are used to buying stocks after IPO don't have the opportunity to make money using the same instruments.

Nowadays more and more people see the results of their investments in pre-IPO stocks and feel ready to invest in private companies though some 5-10 years ago they invested only in publicly traded stocks. The private stocks market gradually ceases to be a) a grey area with muddled rules, b) a playground exclusive for large investors.

The market is gradually embracing the concept of investments in private companies even if you have a small amount of money. We, at Richmond Financial Services, are pushing the market towards this trend: we are looking for ways to let midsize and small investors profit from investments in private stocks, and we work hard to make this process as user-friendly as possible.



IPO

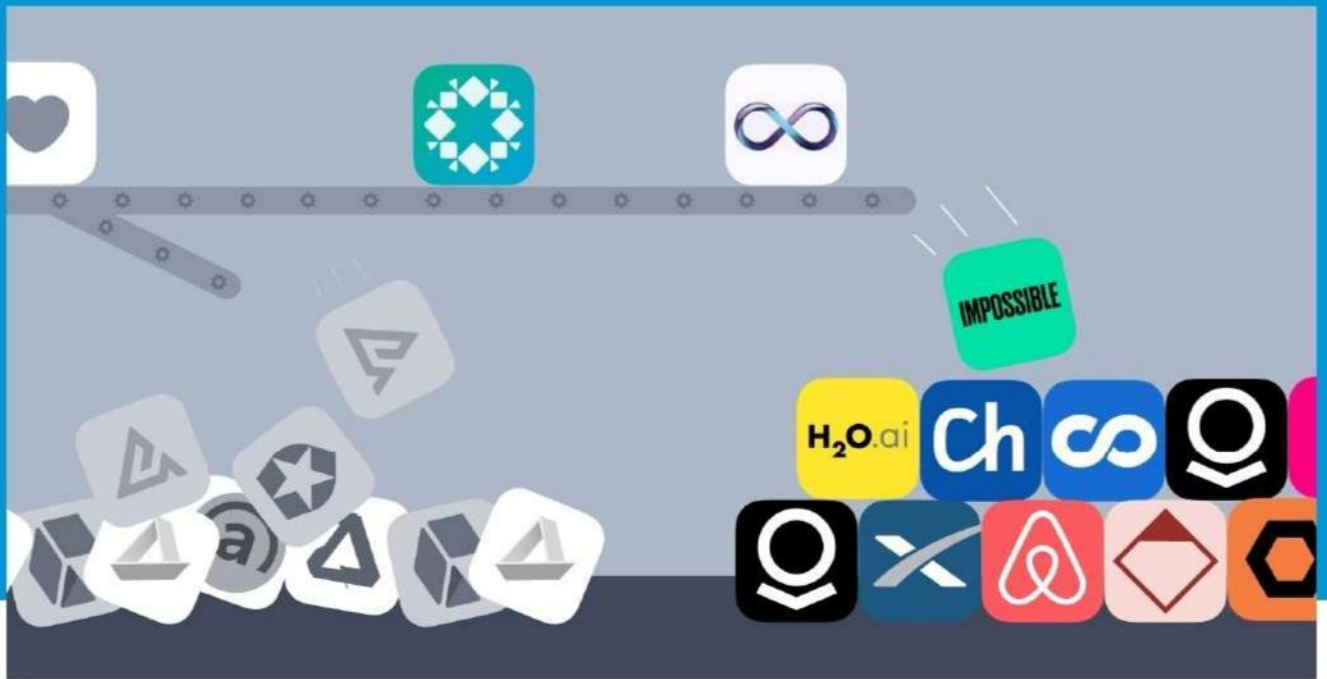
Exit, Underwriters, Listing, Direct Listing

Most companies aspire to do an IPO. Investors in previous rounds see IPO as an opportunity to exit, while a startup looks to get a fair valuation and solid clients that prefer to work with public companies (it's easier to evaluate their product and business condition, openness plays a vital role here).

When a startup decides to go public, it employs underwriters – investment banks responsible for administering a public offering and files its prospectus with the SEC. This startup will prepare documentation and list on a stock exchange (listing). After IPO (Initial Public Offering), the company's stocks are publicly traded and anyone can easily buy them.

However, if a startup intends to do an IPO, it doesn't necessarily need to employ investment banks. Some (like Spotify, Slack) do their own listing (direct listing). In this case you don't have an opportunity to buy stocks shortly before IPO, and those investors who bought pre-IPO stocks hold an advantage.





PRE-IPOS WITH RICHMOND FINANCIAL SERVICES

Let's take a look at what companies get on our platform, how to join an investment and how the exit happens.

WHAT COMPANIES WE OFFER

Our analysts have years of experience investing in the private market. They select companies from all over the world that meet our requirements for a potentially successful technology business.

First, these companies create the products of the future. Secondly, they receive investor funding to fuel their growth. We carefully choose companies that exhibit rapid development and secure investments from major investment funds at each stage.

The third criteria involves identifying fully-established businesses worth hundreds of millions or even billions of dollars. We focus on companies that show clear indications of going public within the next 1-3 years, rather than early-stage startups.

HOW TO INVEST

1 Choose an Offering

You can view current investment opportunities in the Invest Now Section. If you invest through Richmond Financial Services for the first time, you will have to complete the verification process: confirm your client's identity (KYC) and investor's status. It is necessary to be verified only once, further investments don't require this.

2 Sign the Documents

On our website you will be able to open an account and sign the documents that specify the terms of the investment, your rights and obligations as an investor.

3 Transfer the Funds

You will receive payment instructions.

4 Wait for the Transaction

After all the investors have transferred their funds, we start a transaction process. We check the documents on the availability of shares from a seller, the structure of the transaction and other legal issues. Next, we sign a purchase agreement and a stock transfer agreement confirming the ownership of the shares. After that, the money from our fund is transferred to the seller and your investment is open. If a transaction is made directly, it also includes a ROFR (Right of First Refusal) procedure. In this case, we notify the company about the upcoming transaction. According to the rules, the company and major shareholders have the right to redeem the shares we are interested in within 30 days. If the ROFR is waived, the deal is executed.

In rare cases, the company can buy back the stocks we have targeted. Should this happen, we will return your money or offer alternative conditions for your purchase.

5 Notification to the SEC

Once your investment is open, we submit all the transaction documents to the Fund Administrator for recording and preparing a notice to the SEC. After the Fund Administrator completes the paperwork, you receive a Capital Account Statement.

EXIT SCENARIOS

An IPO exit strategy is a plan for investors to sell their shares in a company after the IPO to realise profits. In a basic scenario, investment in a private company ends when this company goes public and the 180-day lock up period is over.

SUCCESSFUL SCENARIOS: IPO, DIRECT LISTING, SPAC DEAL, M&A DEAL

Once the 180-day lock up period has ended, if you wish to do so, you are able to sell some or all of your shares in your RFS Online Trading Account by clicking the “Sell” button.

EARLY EXIT

You can exit investment at any time once it's open. In this case, your share is sold to another investor in the private equity market.

If an early exit is initiated by the SPV's manager, he has to get the consent of the majority of investors (their shares in the SPV must exceed 50%). Moreover, the U. S. law presupposes the “best effort” commitment: the SPV's manager can close an investment only if it's the best available option for investors.

An early exit at your initiative is possible if you or the manager have interest parties willing to buy your share in the SPV. However, the manager is not obliged to look for a new investor or buy back the share at his own expense.

FEES

Commissions may vary depending on an investment offer. The exact values are listed for each investment opportunity in the “Offering” section.

- **Management fee** is charged at the closing of investment, after the rest of the commissions are paid.
- **Carried interest** is charged at the closing of investment, after the rest of the commissions are paid.
- **Related expenses** are paid additionally depending on the exit procedure. For example, it can be a broker’s commission if the company goes public, or due diligence costs if an M&A deal occurs.

QUICK OVERVIEW

	Website www.spacex.com
	Product Reusable rockets, spacecrafts, transportation and satellite internet
	Total funds raised \$11.9B
	Last round Dec 2024. Valuation \$350B
	Famous investors Fidelity Ventures, Google, NASA, Bank of America

WHY INVEST IN SPACEX

The most valuable private company in the world, after the tender offer executed on Dec 2024.

Wide range of breakthrough projects – SpaceX carries NASA astronauts to the ISS, takes people for joyrides into space, and delivers communications satellites into orbit. Eventually, it wants to transport people to Mars.

Huge growth potential in aerospace and communications. Morgan Stanley survey revealed that institutional investors and industry experts expect SpaceX to become more valuable than Tesla. For reference, Tesla has managed to soar to a \$1T.16 market cap, as of March 2025.

Starship and Starlink projects met with early success. Starlink presents a substantial opportunity in the coming years. To date (March 2025), Starlink has launched over 7,000 satellites into orbit. The system is now active on all continents, having reached over 5,000,000 active users. At around \$85-120 a month, Starlink is generating \$6.5B in annual recurring revenue. The company plans to reach 100 million users in the next 5-10 years. With \$1,200 in annual sales per user, Starlink could generate \$120B in sales for SpaceX.

Elon Musk has proven to be adept at raising capital for his many ventures. As of March 2025, SpaceX has raised a total of \$11.9B. Investment in this area has grown top-heavy in recent years, with only a handful of companies drawing in the lion's share of funding. Fortunately, SpaceX has been among them.

High market growth potential. SpaceX is operating in a number of large and growing markets. Among them are deep space exploration market (to reach \$700B by 2030, Morgan Stanley Research), space launch services market (to reach \$32B by 2027, Allied Research), satellite internet market (and \$120B in annual revenue projected for Starlink).

PRODUCT

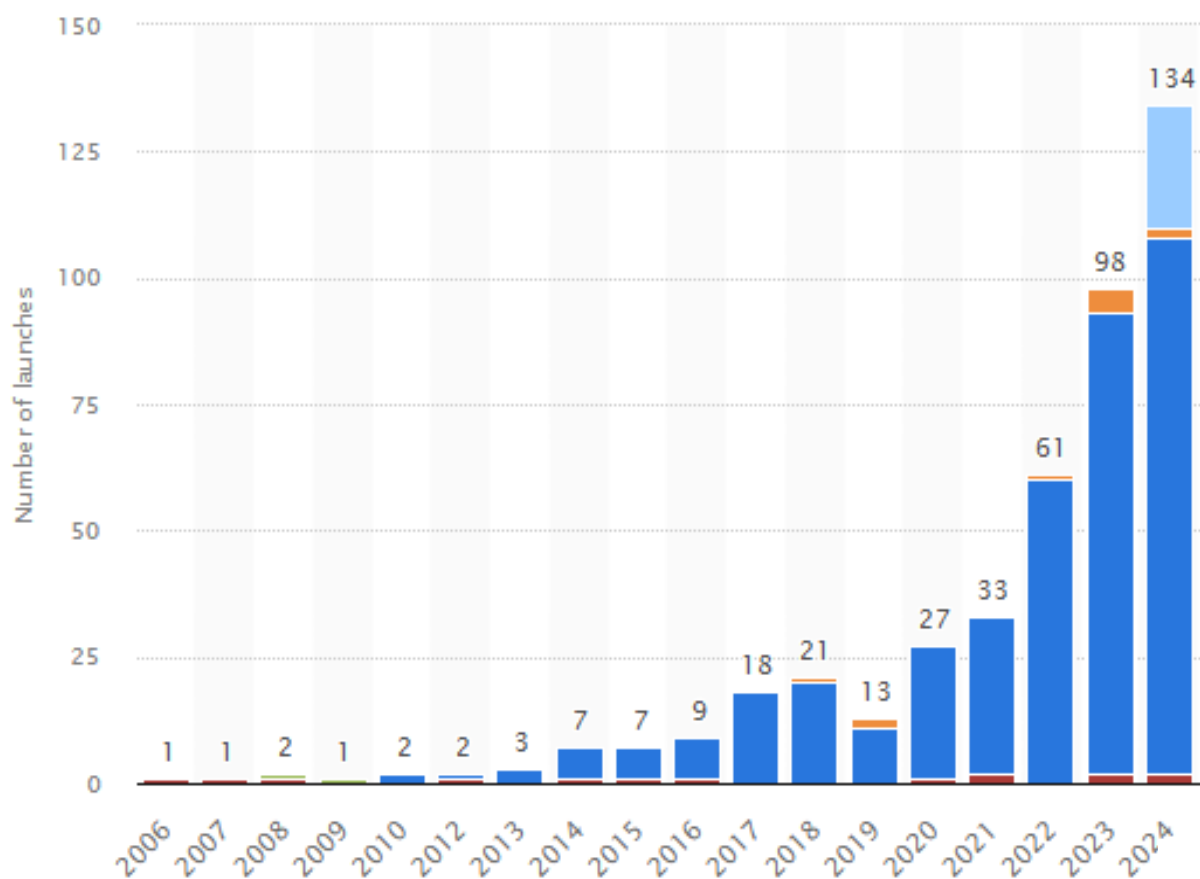
SpaceX was founded in 2002 by Elon Musk to revolutionise space transportation offering reusable rockets with the ultimate goal of making life multi planetary. The company designs, manufactures and launches the most up-to-date rockets and spacecrafts. It also aspires to become the leading and first satellite service provider delivering high speed internet to users from all around the world.



Starship is a massive, next-generation rocket to launch cargo and people on missions to the Moon and Mars. In fact, NASA has booked Starship to land its astronauts on the Moon later this decade. Starship is likely to be priced early around \$150-250M per launch.

As of March 2025, Starship is still in development with an iterative and incremental approach. Last month, SpaceX launched another mammoth Starship rocket, reaching nearly 90 miles in altitude.

Started launching Starlink satellites in 2019, the company now has already more than 7,000 Starlink satellites in orbit, a constellation far larger than any other satellite system today. Musk is planning to launch a total of 42,000 satellites in the near future. The company has recently reported over 5,000,000 global subscribers. Starlink also continues to expand its coverage globally with service now available in more than 100 countries.



Number of carrier rockets launched by SpaceX from 2006 to 2024

Source: Statista

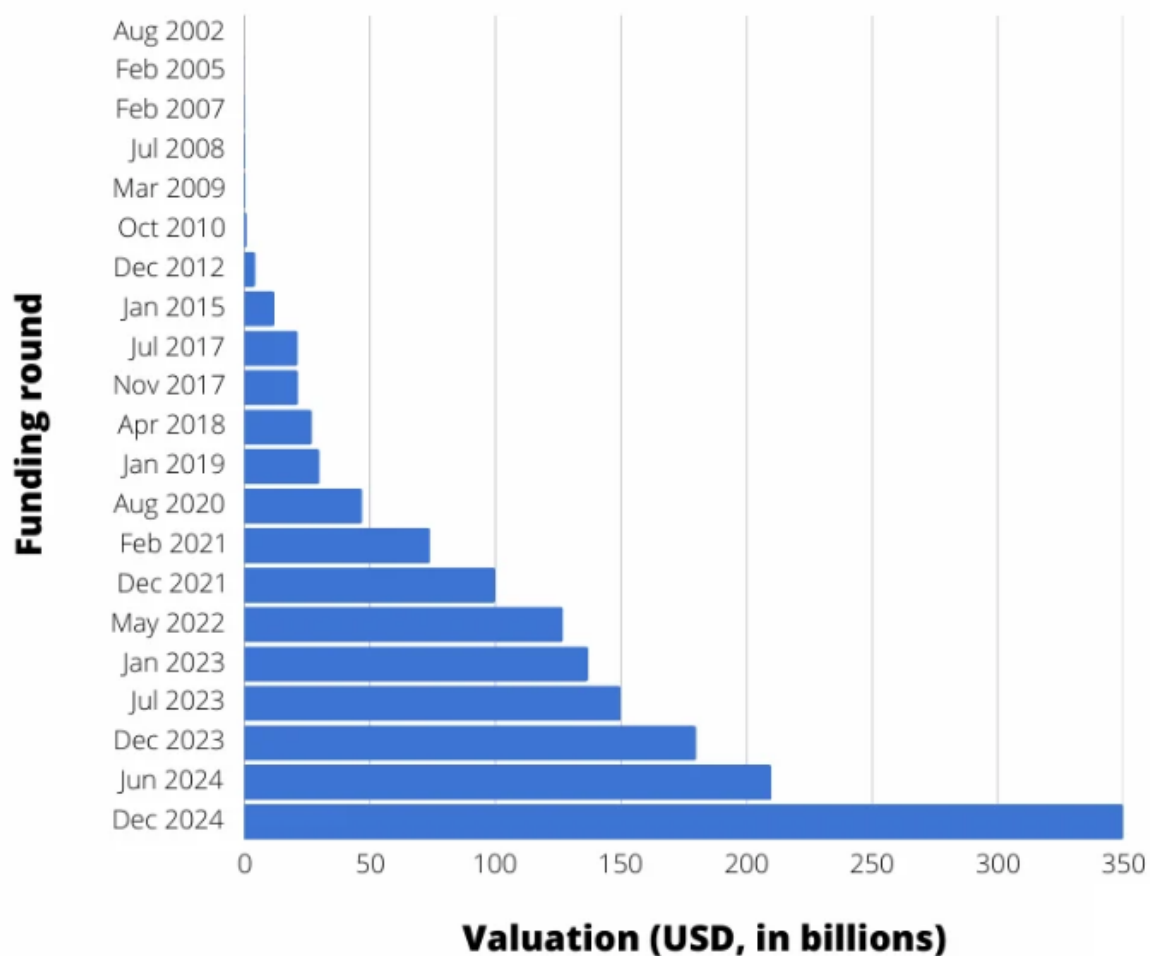
FINANCIALS

The company's last reported revenue of \$13.1B was in 2024, up from \$8.7B the previous year. In 2024, SpaceX had completed over 130 launches, up from 96 in 2023. That said, SpaceX generated \$4.2B in the launch business, up from \$3.5B in 2023.

The recent "Tender Offer" made by SpaceX of shares priced at \$185 per share (up from \$112 a few months ago) determines a valuation of \$350B. This transaction makes SpaceX the world's most valuable private company.

The current valuation figure represents a near doubling of its reported value a year ago, when another employee share sale valued the business at \$180B.

INVESTMENT ROUNDS



INVESTORS AND THEIR MOST FAMOUS EXITS

- **NASA** – Viasat, Northrop Grumman.
- **Baillie Gifford** – Airbnb, NIO, Lyft, Slack, Ginkgo Bioworks.
- **Bank of America** – Bill.com, Dropbox.
- **Fidelity** – Spotify, Uber, Airbnb, Pinterest.
- **Google** – Tesla, Zynga, JD.com, Baidu.
- **Founders Fund** – Meta, Twilio, Oculus, Affirm, Upstart.

OFFERING – DEAL STRUCTURE

Richmond Financial Services Fund 1015 LLC is formed for the purpose of acquiring Common shares of Space Exploration Technologies Corp. The interests in the fund are offered to accredited investors who after signing a subscription agreement become its members.

Richmond Financial Services always seeks the optimal ownership structure for its investors.





Contact us

If you have any questions or would
like to contact us to purchase
shares in the pre-IPO

Contact: admin@richmondfinervices.com