



## PRESS RELEASE

INFINITE WATER INC.

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Infinite Water Incorporated

<https://InfinitemwaterUSA.com>

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### *Why Don't I have Investors?*

**Infinite Complex** usually meets with business models with great ideas and seem no-brainers at the start. The first topic that usually gives a company seeking financing a hard funding lesson is that investment funds, such as VCs and Private Equity funds, love to hear your pitch but don't invest. They can't.

**Infinite Complex** needs to explain that one of the things, in many cases, as the reason they have been turned down is their incorporating charter or (in some cases) the Regulatory ACT by which they incorporated requires that they only invest in cash-generating entities.

**Infinite Complex** still looks at these standard VC and PE's five most critical selection criteria (1) strong regenerative cash flow (2) potential to 10X the proposed investment (3) working within their area of expertise/industry, (4) founders they can work with, and (5) a clear exit path that founders can support. **Infinite Complex**, as an **OPE** considers being able to check all these boxes a Unicorn.

**Infinite Complex** is an **OPE (Operating Private Equity)** and looks at, and beyond, growing cash flow coming in, the use of their expertise, executives, IP, contacts, skills, and history within that industry. **Infinite Complex** funds your project from ideation all the way through to pre-scale (when the **OPE's** will be able to see the cash flow and their other selection criteria. It is then that you have to re-think your approach to capital-raising.

**Infinite Complex** will provide the necessary funding, a means to not devalue your company, access to a team of professionals and a network of resources to bolster your company and its goals.

