
ASPENCAPITALFUND

Capital Raise Strategy

DYI VERSION

For startups and established businesses.

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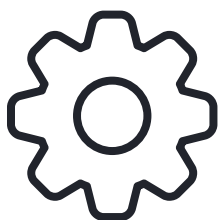
Want more?

Every year, we take on a limited number of clients –startups and established businesses (all industries) who are looking to attract investors and/or want direct feedback on how to improve their chances for meetings and deals.



Join the Investor Accelerator

Work 1 on 1 with our founder and managing partner, Gregory Tanner. Reach your goals faster. Get maximum value. Save time.



Who this is for?

It's for people just starting out or those who are more experienced and already established who want to raise capital. It is for people who are raising capital for a fund, seed capital, follow-up rounds or other larger deals.



Position with Aspen Capital Fund

Position your partnership with Aspen Capital Fund to attract the attention of new investors. You will get access to our community and weekly Q&A calls, where we offer all the support and coaching you need.

The contents of this book, including any videos presented herein, do not constitute an investment recommendation. As such, this book does not contain all information that a prospective investor may desire in evaluating an investment strategy or individual investment.

Each investor must rely on his or her own examination of an investment strategy or individual investment, including the merits and risks involved in making an investment decision. Prior to making an investment decision, a prospective investor should consult his or her own counsel, accountants, and other advisors to evaluate the merits of an investment strategy or individual investment. Additionally, any discussion of the past performance of any investment strategy or individual investment should not be relied on as a guarantee of future performance, and no warranty of future performance is intended or implied.

Introduction

The process of raising money is straightforward, what is most misunderstood is the unspoken rules of how to pitch and the time it takes to get the round completed. You should know that it takes a lot of time and effort to do successful fundraising. You need to think about how you plan to market and execute your capital raise and investor relations strategy.

In this capital raise strategy workbook, you will learn the keys to successfully building a capital raise and investor relations strategy. Doing your own capital raise will leave you unrestricted by what brokers are willing to help you with. You will learn how to build your own network of investors to tap into and you can raise capital no matter what your background is or your track record.

At Aspen Capital Fund we have been connecting companies and qualified investors across the country. The type of investors have been family offices, high-net-worth individuals, angel investors, venture capital and private equity funds, institutional and other qualified investors.

We have built a large database of investors and mapped out their investment focus. Further we have developed systems and processes to get meetings and raise capital from investors. At Aspen Capital Fund we have been training and advising on how the entire capital-raising process works for startups and established businesses for over 10 years.

Few businesses have any systems to do the capital raise. Most rely on family friends and personal network. Which is why we created the capital raise strategy workbook.

In this workbook you will learn how to connect with your ideal investor and how to streamline the process. You will learn how to connect with investors, conduct meetings, raise capital and prepare marketing materials to get in front of investors.

You will learn that marketing automation is the foundation to developing and streamlining your capital raise strategy. Marketing automation will streamline redundant tasks and will work 24 hours 7 days a week for you.

You will learn why a great team of advisors will help you be successful with your capital raise. We will talk about how to line up a quality team.

You will learn how to attract investors through social selling and direct selling. You will be tying all of this into your distribution system so you can run communication and track statuses.

Finally, we will be talking about all the critical materials needed to streamline and inform potential investors.

The ideal investor.



Define your ideal investor: Before you start your capital raising strategy, it's important to step back and consider what types of investors you are targeting. It is never a good idea to go after every type of investor because the returns or potential of an offer is so appealing. Not every type of investor will agree with you, and you will want to maximize your time with those who are most likely to understand the investment and have a natural interest in it.

Your ideal investor is a well-defined picture of the exact type of investor from which you hope to raise capital. If you try to raise capital from all types of investors, you'll fail or struggle. If you don't know the specific needs, challenges, and fears of the investor you're approaching, you are more likely to fail.

What risks are your investors consider while reviewing your offer?

Why would they not invest?

How educated are they about your type of fund and asset class?

What potential investors are there to choose from for your specific investment type? i.e venture capital, angel, private equity.

What is the most common investor for your asset type or offering?

What is the most profitable type of investor to serve, that realistically would give you an audience?

If you could get inside the minds of potential investors, what would be the ideal offering in your space?

Marketing message: The messaging that speaks directly to this investor.

Sample Investor Persona



ANGEL INVESTOR
AGE 45-70
EDUCATION BACHELORS – MASTERS
INDUSTRY TECHNOLOGY, HEALTH CARE TECH, FINANCIAL TECH

TARGETS
STARTUPS
GEOGRAPHY
LOCAL
REGIONAL

PREFERRED METHOD OF COMMUNICATION
PHONE, EMAIL, SOCIAL MEDIA, FACE TO FACE
SOCIAL NETWORKS
FACEBOOK, LINKEDIN, MEDIUM, ANGELLIST

WORKING TOOLS
EMAIL, PROJECT MANAGEMENT, DASHBOARD, CONTENT MANAGEMENT, STARTUPS REPORTING, FINANCIALS, BOARD OF DIRECTORS

CHALLENGES:
Risk Mitigation
Navigating & Communications with potential companies to invest in
Problem Solving & Decision Making
Resources
Collaboration & Creativity
Communication
Project Management & Disorganization
Deal Flow

INFORMED BY
PEERS, CONFERENCES, REFERRALS, ONLINE RESEARCH, DIRECT CONTACT

DEAL SIZE
UNDER \$300k

INVESTMENT FREQUENCY
4 TIME A YEAR

JOB MEASURED BY
KPI's, FINANCIAL PERFORMANCE,

DEALS
STARTUPS, GROWTH UNDER 2 MM

GOAL & OBJECTIVES
WORKING WITH COMPANIES
HELPING



Build a strategy team.

It is necessary to build strategy team. This will be how you make your mark with potential investors and partners. You can call this team a board of advisors, strategic advisers or simply your strategy team. You can expand your expertise this way and it lends credibility. Find an experienced group of industry professionals. You can build a team of 4 to 12 professionals with varied experience in marketing operations and fundraising. A strategy team will make the difference between raising your funds or staying off the radar of investors.

The pedigree of your team will be the thing that attracts the attention of a new investor as well as attracts additional talented professionals to join your team.

Other ways of expanding the pedigree of your team is to bring on consultants and business partners with a high degree of pedigree. You can use service providers or consultants. Investors will be doing due diligence on service providers as well as the startup, they will look at the experience of the people that work with you as they are an extension of your own team. You can position your partnership in your marketing materials or over the phone. You can really benefit from associating yourself with a highly regarded company.

There is the well proven saying: 'A players' hire 'A players', and 'B players' only get to hire 'C players' (because 'B players' don't want to work for other 'B players'). Putting the right people into your business will be the best work you do. A strong management team surrounded by great advisors shows investors that the business can be successful.

How To Line Up A Good Quality Team Or A Board Of Advisors

- Recruit them by offering ownership
- Make them non-executive directors
- Look for experienced people that complement yourself
- Search for people on LinkedIn, connect, message and invite them to an intro call

Aspen Capital Fund can help find the ideal candidates and help with the initial communication.

Investor Lists

The first thing you need is a database of investors that would consider investing in your area. There are lists to purchase but you may also search the web. At Aspen Capital Fund we have compiled a database of more than 100,000 investors in the U.S. and it is available to the participants in the investor accelerator.

You can do your own research by web searches or networks like LinkedIn.

Essentially, the advice here is to know your position and your ideal investor profile. Then find a strategy by which you find exact matches for your ideal investor. The more targeted that list of prospective investors is, the higher the odds of getting funded.

The earlier this list is assembled, the more time you'll have to cultivate relationships with these investors so that the ask comes easily when you need those checks.

Your target list should be created immediately and should include investor emails, social media profiles, phone numbers.

in Group (Gn Treuhand / G Georg Nigg	georg.nigg@gntreuhand.com Diversified			Luxembourg	ginvest.com	423 239 32 32
in Group (Gn Treuhand / G Roland Rohrer	roland.rohrer@gntreuhand.c Diversified			Luxembourg	ginvest.com	423 239 32 32
in Group (Gn Treuhand / G Daniel Scherrer	daniel.scherrer@gntreuhand. Diversified			Luxembourg	ginvest.com	
goldberg Capital Partners A Filippo Bertacchi	filippo.bertacchi@mac.com Diversified	Zürich		Switzerland	http://www.goldberg-capital.ch/	
goldcrest Investments Lindsey Daniels Krampe	lindsey.krampe@goldcrestinvestm. Venture Capital	Dallas TX	75201	United States of America	www.goldcrestinvestments.com	
goldcrest Investments Adam Ross	adam.ross@goldcrestinvestm. Venture Capital	Dallas TX	75201	United States of America	www.goldcrestinvestments.com	
gonzalez Family Office Wendy Craft	info@gonzalezfamilyoffice.c Real Estate,Alternative Investments			United States of America	gonzalezfamilyoffice.com/	
gonzalez Family Office Julio Gonzalez	jgonzalez@engineeredtaxes.r Real Estate,Alternative Investments			United States of America	gonzalezfamilyoffice.com/ 800-236-6519	
good Energies Johannes van de Ven	mail@goodenergies.org Impact			Switzerland	https://www.goodenergies.org	
gordian Partners Family Off Eric F Stauber	info@gordian-partners.com Diversified	Wollerau	CH-8832	Switzerland		
gordian Partners Family Off Alexander Sinn	alexander@gordian-partners Diversified	Wollerau	CH-8832	Switzerland		
gordon and Betty Moore Fot Dale Kunkel	dale.kunkel@moore.org Diversified	San Francisco	CA 94129	United States of America	http://www.moore.org/	
gordon Asset Management Arthur Gordon	agordon@gordonasset.com Hedge Funds,Public Markets	Rye NY	10580	United States of America	manager@gordonasset.com	
gordon Asset Management David Gordon	dgordon@gordonasset.com Hedge Funds,Public Markets	Rye NY	10580	United States of America	manager@gordonasset.com	
gordon Family Office Anthony Gordon	anthony@gordonfamilyoffic External Managers			United States of America	(917) 912-3497	
gore Creek Asset Managemt Matt Smith	matt@gorecreekam.com Hedge Funds,Private Equity,Real Assts			United States of America	1 312 376 0115	
gore Creek Asset Managemt Bradley Albrecht	balbrecht@gorecreekam.com Hedge Funds,Private Equity,Real Assts			United States of America	1 312 376 0141	
gore Creek Asset Managemt Stephanie Szymanski	sszymanski@gorecreekam.c Hedge Funds,Private Equity,Real Assts			United States of America		
gore Creek Asset Managemt Mike Smoler	msmoler@gorecreekam.com Hedge Funds,Private Equity,Real Assts			United States of America		
gore Creek Asset Managemt Christine Danko	cdanko@gorecreekam.com Hedge Funds,Private Equity,Real Assts			United States of America		

Strategies for building local investor relationships

All else equal, you can raise capital faster from local contacts than those who are halfway around the world. This is true venture capital, fund managers, and operating businesses as well. Investing is so much about trust and understanding that having an investor to your office or meet with important employees of a company several times over can't be replaced by a PowerPoint or a video conference. Of course, travel and scheduling might require that you supplement your in-person experience, but a conference call is never as powerful as an in-person meeting and seeing first-hand how the technology works or picking up the product in your hands. For this reason, you may want to focus your capital raising on a handful of cities or just one or two that you can zero in on.

Ideas to Generate More Investor Relationships Locally:

Leverage local communities. Involve yourself in layers of social groups that are enjoyable and filled with high-net-worth individuals and potential investors.

City-Focused Google AdWords. One simple but powerful trick is to limit your advertising to areas where you are most likely to convert the prospects that you are targeting. If you are looking to find investors in high-tech and you have a white paper or article you want to get in front of people in your local community, you could find keywords they search for such as “high-tech investing” or “high-tech investments” and only target those.

Keyword-Focused Content. Get local clients and attention through having focused related branding and content. If you consistently produce valuable information on your niche area in your region, you will stand out and be known for it, and if it’s great content, then they’ll probably reach out to you for more information.

Custom Investor Databases. At Aspen Capital Fund we have been creating and updating our investor databases since 2013, but we lately have also found it helpful for us and our clients to create customer investor databases. Essentially, the advice here is to know your position and your investor profile and then find a strategy by which you find exact matches for your investor leads or can create a database of prospects that likely would be leads for you. Even if you only come up with a 30-name database or 200-name database, this could be useful to work with either invitations to meet in person when you are local to them or sending out educational content to them to see who raises their hand to learn more and engage on a deeper level.

Social Media – Facebook & LinkedIn. We leverage social media in many different ways, but since we are talking about local targeting, there are two strategies to use here. The first strategy is for Facebook. Although some mistakenly see Facebook as a trivial social network, this is the world's most powerful social network and users spend hours every day interacting with the website.

LinkedIn may not have Facebook's number of users, but it skews in favor of higher incomes and college-educated professionals. Unlike Instagram or Snapchat, users are on LinkedIn for professional and business reasons, so your advertisement or brand presence is a natural fit with their engagement.

Represent Local. If you stand for something local you will stand out over those which have generic brand names. It helps keep you top of mind for those locally and found first by those local and foreign to your area.

Partner with 10 Connectors. In your local community, there are well-connected individuals who run newsletters, communities, business clubs, alumni associations, networking events, or other means of reaching many qualified professionals.

Direct Mail. If you are targeting an area such as the Hamptons or La Jolla Beach in San Diego, or some other very well-defined space, you could buy a direct mail list of every resident

Marketing Automation

Marketing automation is the game changer for capital raise and investor relations strategies. Now you can keep your potential investors in the loop as you build traction and momentum. With marketing automation you can let the investor passively be involved and informed.

At its best, marketing automation is a combination of software and strategy. It should allow you to nurture prospective investors with highly personalized, useful content that helps investors write checks.

Investors that write checks are more than just the output of successful marketing automation. They should be at the center of everything you do, which means marketing automation should continue to play an important role in your relationship with them.

That's why the most successful marketing automation strategies don't consider investors as an afterthought at the end of fundraising. Instead, investors should be at the center of a flywheel that gets more efficient when you add force to that flywheel, and reduce points of friction.

Successful marketing automation strategies will reduce that friction and speed up your flywheel, helping you continue to nurture investor relationships well after they've written a check.

How to use Marketing Automation

Here is what a basic automated email workflow could look like:

Step 1: You send an email invitation about your company to your ideal investors in your investor database (CRM).

Step 2: You send a thank you note to all the investors that visited your website or social media.

Step 3: A few days later, you send a follow up email to the list of people inviting them to look at your One Pager.

Step 4: Finally, when someone downloads your One Pager you will get a notification so you can follow up with them (this investor is now much more qualified and is likely farther down the investor funnel).

Now, put yourself in your investors shoes for a moment. If this was you, receiving information from a company about their products / services, wouldn't you prefer to get emails like the ones above over blasts you can tell they're sending to thousands of other people? It feels personalized. It feels tailored to you and how you are interacting with that company. It makes you much more likely to trust that company. And ultimately, more likely to listen to a pitch and have a meeting, doesn't it?

There you go! A capital raise strategy with an automated system.

This is the foundation of marketing automation. To provide you, as an entrepreneur, with the ability to target your investors and send them content that is based on their behavior. You're giving them the information they need when they want it. You're easing their decision. And as a result, your meetings (and capital raise) will increase.

The CRM

Customer relationship management (CRM) is a strategy for managing a company's interaction with its customers with the goal of improving customer satisfaction, customer retention, and sales growth. A CRM System aides a company in achieving these goals by streamlining communication across different mediums and providing insights about the customer to key decision makers in the organization.

You should use a CRM System to communicate with investors, schedule appointments, nurture deals, send documents, and store investor information. Your CRM System becomes the single source of truth for insights deal flow, meetings, interest, marketing, and investor communication efforts.

How the CRM has changed the capital raise strategy:

- Increase capital raise through better deal nurturing and follow-ups.
- Improve investor relations.
- Accelerate investment cycles.
- Better internal communication & collaboration.
- Boost team productivity.
- Enforce best practices.
- Automate repetitive tasks.
- Get better insights on investors.
- Lessen risks to deals.
- Increase in deal conversion.
- Increase in productivity.
- Decrease in labor costs.

Incorporate investors into your network on all levels

By combining CRM and marketing automation, you can incorporate investors into your network on all levels. More importantly you can plan, build relationships, educate potential clients, and design high-quality marketing strategies and materials for the long term.

Here are some ways to optimize your capital raise strategy:

Queue up a sequence of personalized follow-up emails and reminders that get delivered automatically at the right time.

Eliminate manual entry as every lead's contact info, email opens, and clicks get logged automatically. Automate time-consuming tasks like lead creation, task creation, and more.

Install a pixel tracker on your website and track conversion.

Sync with CRM to track deals won, lost, and in progress, (and why).

Follow up flawlessly.

Get notified the instant an investor opens an email, clicks a link, or opens an attachment for timely, send relevant follow-up with the hottest leads.

Give each investor a personalized path. With robust email tools and drip campaigns, you can queue up a series of emails that give investors everything they need. And every interaction with your content can trigger the perfect follow-up or next step automatically.

Marketing automation and CRM will significantly give you advantage.

The Investor Funnel

An investor funnel is simply a series of intellectual property assets, forms of exposure, and relationship building sources that all lead to more qualified inquiries to meet with you face-to-face or to invest in your company.

The top of the funnel is the widest because that is where you have the most activity. For example, you may have press releases, your email list that you build up from investor lists, strategies, your podcast, media appearances, published articles, and other content that you create to drive engagement with your prospects.

The next layer down could be your quarterly whitepapers, reports, or annual industry benchmark studies you conduct. These resources could be



someone's first interaction with you, but likely this is a higher touch point with someone who has at least heard of your company before.

The third layer again is more qualified and has less volume to it. Resources could include: a book that you write or very in-depth research coverage of a space. The goal is to produce a resource that is so in-depth that only someone seriously researching the subject as a top priority business would invest that amount of time and energy. If someone has read your book, it is a real qualifying signal for your team that this person may be potentially investing if you have titled the book and positioned yourself and your company correctly.

The fourth layer in the funnel would be those who want to see you speak live at an event, participate in your webinar, watch a recorded speech on YouTube, or otherwise take the time to engage with you specifically. Most people won't take the time to invest such energy into learning more about a subject, but if you can filter these prospects down to this layer of the funnel, that's a strong indication of interest—even if it is only 200 people a year. That can lead to the next level, level five, which is in-person meetings and inquiry phone calls.

It's important to note that sometimes the funnel takes just a few weeks to complete, others will take years to get to the point where you are doing business together. The prospects may read your articles for 5 years, then buy your book, and then invest while only talking to you on the phone, or they may move through your funnel any other number of ways including skipping it completely just because of your reputation as a leader in the space which has resulted from building the funnel. The power of having a well-constructed funnel: people can engage with you at any level, even bypassing the whole thing because you have become a voice in the industry.

You will surely have less people wanting to meet with you than the number that read a blog post or whitepaper you write, but the point here is to reverse the flow and get people cold-calling and emailing you about investing. You want everyone to treat you as a credible expert on your niche instead of you having to constantly reach out cold to investors unarmed with these pieces of intellectual property.

- Build an Email List That Builds Your Investor List
- A Podcast Strategy That Attracts Attention and Builds Your Content Arsenal
- Create a Website Experience that Converts with Free Downloads, Courses, and Member Areas
- Make Your Content Adaptive with Marketing Automation

Authority

The whole point of building an investor funnel is to build your credibility and authority. People listen to doctors because they are thought to have great authority. There are many signs of authority having written a book on a topic, the clothes you wear, the education you have, the track record you have, your investment returns, where your office is based, your place in society, etc. What we have found is that thought leadership assets are the quickest way to build up authority in a space, by speaking publicly, writing whitepapers, publishing the #1 book on your niche or sub-niche topic (sandbox), you can build up authority very quickly and do so in a genuine way were you deserve to have authority because you have interviewed every expert in your niche and helped document models of operating in the area. The more authority you can build, the more influential you will become and the nice part is that if you do so using thought leadership, you also happen to attract prospects that never would have heard of you otherwise, so it not only influences existing relationships, but creates new ones as a byproduct.

Content Marketing

Content Marketing is the creation and sharing of content for the purpose of promoting a product or service. Though the focus of this content may not specifically be about your organization or its offerings, often assets created for the purpose of content marketing include a mix of problem-specific information and thought leadership.

Types of Content

- Articles
- Presentations
- Blog Posts
- Press Releases
- Books/eBooks
- Product Data Sheets
- Brochures/manuals
- Reference Guides
- Case Studies
- Resource Libraries
- Email
- RSS/XML Feeds
- Images
- Videos
- Information Guides
- Webinars/Webcasts
- Microsites/Web Pages
- White Papers
- Online Courses
- Widgets
- Podcasts/Videocasts
- Workbooks

Authority building

Building subject matter expertise. One of the things this is often overlooked but investors look for is subject matter expertise. you can build subject matter expertise and Authority through your content plan. You can write about your expertise in your blogs and back your position through public relations speaking and press releases as well as creating a book, case studies in podcasts.

Supporting marketing and sales messaging

You can use the messaging that you built while doing your branding and positioning. you should have an elevator pitch, positioning statement and a few taglines. From these taglines you can build SEO terms and SEO categories.

Social media

One way to prove that you're getting traction is through social media outlets. You'd be surprised at how many investors look for social proof before they listen to your pitch. You can use the traditional social media or be specific for your industries such as LinkedIn or Quora. It's a great way to build traction and to prove that your audience is interested in what you have to offer.

Social Proof

Scientific studies have also shown that when humans are unsure how to act or who to trust, we look around to others for cues. We trust the decisions of the “herd” around us, so if a movie is liked by a lot of people or a book is a bestseller, it continues to do well in the market pace as others have “endorsed” that commodity with their dollars spent. Since we know this to be true, it is good to find a lead anchor investor for your capital raising to show others that someone truly credible has invested, even if their investment is

small or has been completed on discounted terms. Also, many times people come to Aspen Capital Fund saying they are looking to raise \$20 million or \$30 million for a first-time, round of funding for their business, or first-time real estate fund. This is a horrible idea. Aim for \$1 million or \$4 million or something small for the first raise; you can always become “oversubscribed” and accidentally raise \$5 million instead of your \$1 million target. This can help on the next capital raise by giving some added urgency to the pitch now that you can say that the last time around everyone poured money in and you had to close the investment round early. That is so much stronger than struggling for eighteen months to raise \$10 million and perhaps even losing some soft capital confirmations and credibility because of the length of the raise. If you raise capital for too long, some may wonder if there is more social proof of investors saying no to you, rather than yes. You should leverage social proof in as many ways as possible, from mentioning publications and press outlets which have quoted you, to showing your education at a prestigious school if you can, to providing statistics on trends that your investment is playing off of to show that it is seeing great growth or that others are also investing in the area.



A visual example of social proof – clients in manufacturing.

Public Relations

Speak at public events, conferences, networking events, and other industry forums where you will be heard not only by your peers, but probably a few members of the press, as well. I would highly recommend writing and speaking every week to help build a presence, brand, and network in the industry.

Investor resources

Due Diligence Questionnaire

Most investors will require you to complete a due diligence form that is as short as five pages to as long as 50 pages or more, which will request details on your operations, investments, compensation structures, and team. Most investors request similar types of information, so it is helpful to create a master document from which you can pull well-refined and compliance-approved answers. It is best if your answers cite sources and use graphs and charts that are accurate and refined to the point where they are concise yet robust enough to position your value offering in the marketplace. Most people rush through these and provide thorough answers that end up being long-winded. Be concise, provide great transparent data and figures, and treat this as a marketing piece that still directly answers each question asked.

One-Pager

This is your short, condensed overview of your project at the 10,000-foot level. The purpose of this document is to grab the attention of your potential investor, draw them in to your team and investment process, and make your plan clear in a minute or less. Literally, if it takes more than a minute to see what your strategy is and what your advantage is in the marketplace, you will lose the attention of many investors. For your one-pager to stand out, try to focus on adding a visual three- to five-step investment process diagram, pictures of your key executives, a two- to four-sentence description of your

crystal clear advantage including the story of your project and why it exists, and try to keep enough blank space on the page to make sure it isn't too crowded.

Pitch Deck

The pitch deck is a visual representation of your company. The pitch is how you present your business idea to potential investors. A well-designed pitch deck clearly conveys what your business does, why, and how you will be successful. A pitch deck is an engaging and compelling way that excites your audiences and spurs them to action. The story you craft in your deck gets people engaged to start filling in the blanks for themselves. You want to give enough information to grab their interest, but not too much as to overwhelm them or have your story lose clarity & focus.

Your deck should be able to stand on its own, without your presentation.

You must communicate your business to investors in a short period of time. Your message must be clear, or you can lose credibility fast. You really do only get one chance to make a first impression.

The quality of a pitch deck is an important measure of the entrepreneur. Unprepared, ill-at-ease entrepreneur presenters create concerns among candidate investors regarding of the entrepreneur's skill sets in recruiting a management team or engaging with customers. Entrepreneurs must be confident, self-assured salespersons: selling investors, selling potential employees and selling the vision of the business and the utility of the product. Total familiarity with all aspects of the plan - including the financials, the need for capital, and the milestones that can be met with the capital to be raised - is critical to the success of entrepreneurs in pitching to investors.

Stats Page or Data Room

This is an online warehouse of key documents about your company.

The data room should have your company's important documents: contracts, intellectual property information, employee information, financial

statements, capitalization table, etc. The online data room allows you to provide valuable information in a controlled manner and in a way to help preserve confidentiality. The online data room helps expedite fundraising process.

The online data room can be established to allow access to all documents or only to a subset of documents, and only to pre-approved individuals.

Access to the online data room is made via the Internet, with a secure user identification and a protected password.

FAQ

Compile a list of frequently asked questions and put this on your website and data room.

Newsletter

A rule of thumb in marketing is that every month you don't talk to a prospect, you lose 10% of your influence in that relationship. One way to keep your brand in front of potential and past investors is to send out a monthly or quarterly newsletter. This newsletter may cover your deal insights, the marketplace overall, or provide case studies. These are most effective when they are just 1-3 pages long and when they are written with great care to add value to the receiver and not just simply pitch your offering.

The crystal-clear advantage your plan has over every other competitor should resonate throughout all of these marketing pieces in such a powerful way that clients are pulled in your direction and want to invest in you.

Keeping your marketing materials updated is harder than it sounds, and it can create management and compliance headaches. To keep things straight, put one person in charge of keeping them fully updated and make sure there is a update checklist that is referenced monthly to audit your own materials for performance figures, personnel change, or strategy adjustment updates.

Investor resources checklist

- ✓ Investor List
- ✓ Professional Logo
- ✓ One-Liner
- ✓ Pitch Deck
- ✓ One-Pager
- ✓ Data Room
- ✓ Master DDQ
- ✓ Educational Marketing Folder
- ✓ Top 10 FAQs
- ✓ CRM
- ✓ Recorded Audi/Video Speech
- ✓ Whiteboard Explainer Video
- ✓ Video Pitch or Pitch Supporting
- ✓ Video
- ✓ 360 View Package

Website

Formulating a comprehensive, yet well-designed website for your company will also give you a competitive edge. Those who want to be in front of the competition in this area would be wise to add video content, audio content, whitepapers, and articles that the team has written to show off your collective expertise and experience.

Get a real website created—this is cheap in the scheme of things.



Your brand

Why you need to carefully consider your brand (logo and positioning) when executing a capital raise strategy:

As competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it's a start-up, a nonprofit, or a product.

In the positioning spectrum you want to be at the level 4 position.



Brands have three primary functions*

Navigation

Brands help consumers choose from a bewildering array of choices.

Reassurance

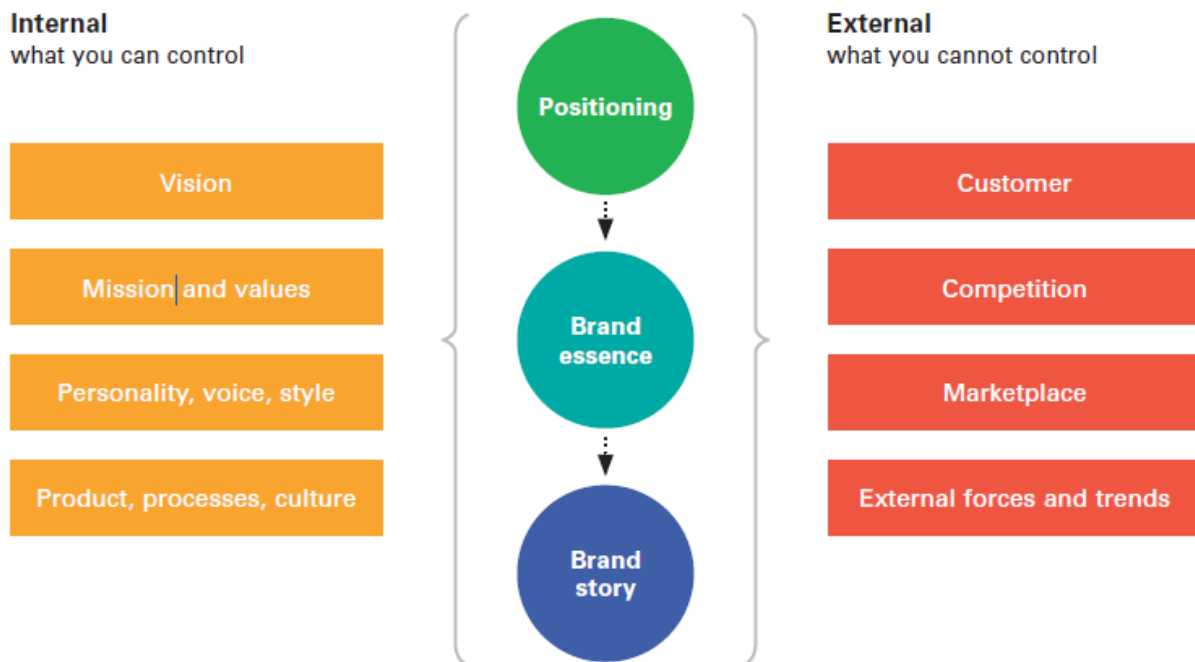
Brands communicate the intrinsic quality of the product or service and reassure customers that they have made the right choice.

Engagement

Brands use distinctive imagery, language, and associations to encourage customers to identify with the brand.

Brand strategy builds on a vision, is aligned with business strategy, emerges from a company’s values and culture, and reflects an in-depth understanding of the customer’s needs and perceptions. Brand strategy defines positioning, differentiation, the competitive advantage, and a unique value proposition.

Brand strategy needs to resonate with all stakeholders: external customers, the media, and internal customers (e.g., employees, the board, core suppliers). Brand strategy is a road map that guides marketing, makes it easier for the sales force to sell more, and provides clarity, context, and inspiration to employees.



Branding review

One of the key things for branding will be your position statement - the statement essentially describes what you do and the promises that you make to the customer.

In consideration of your brand think about the personality traits you want to portray. Things like values, culture and marketing should be considered.

Brand visuals

Your brand visuals should be reflection of the culture and values that you have considered as your reviewing your position and promises. Positioning statements values and promises should be reflected in the visual images you using your brand and ultimately your logo.

Your taglines or positioning statement or brand promises should be supported by pillars. The pillars are essentially the offerings have, your products and the supporting examples of that.

Your elevator pitch should be succinct and short describing your company and what you do in simple terms.

Pitch Deck

There are a lot of things that go into putting together a professional and compelling pitch deck, but only a few things that really matter. Your pitch deck shows the world your company from a 30,000 foot view; what you do and how you're going to be successful. You will use your deck to tell your unique and engaging story, while covering key information that your potential investor or audience is looking to hear. It's your first impression.

And in a world where good design is all around us, bad design stands out more. While few investor will tell you that they are not interested in your company due to the design of your deck, a poorly designed deck is a subconscious signal that since your message and presentation is not well put together, that you are not well put together, not capable, and that the business is not well thought out. That's not good!

Create Pitch Deck (up to 20 slides)

- ✓ Company Overview
- ✓ Mission/Vision of the Company
- ✓ The Team
- ✓ The Problem
- ✓ The Solution
- ✓ The Opportunity
- ✓ The Product/Service
- ✓ The Customers
- ✓ The Technology/Differentiator
- ✓ The Competition
- ✓ Current Traction
- ✓ Business Model
- ✓ Sales & Marketing Plan
- ✓ Financials
- ✓ The Ask or Investment

Getting it done

Key Performance Indicators (KPIs)

The best tool for managing business partners, joint ventures, and team members are Key Performance Indicators (KPIs). A KPI is a measure of an action or activity which lets you know if work is getting done, if that work is leading to results, and what the yield is on the time invested in that activity. In capital raising, you will want to have different types of KPIs in place, with some activity-based and some results-based. These will be the leading indicators as to whether you are raising capital effectively or at least on the right track to raise capital.

Some potential capital raising KPIs could be:

1. Write One Article Per Week
2. Meet with 5 Investors Per Week in Person
3. Schedule and Complete 10 Conference Calls per Week
4. Speak at One Conference Per Month
5. Call 20 Investors Per Day
6. Meet with One Potential Connector or Networker Who Could Help in
7. Raising More Capital Each Week

Each KPI must be measurable so you can say objectively if it was completed or not in the timeframe expected. Even if you are just managing yourself this can be helpful, with the goal being to set up realistic but challenging KPIs that will shape activities and make it more likely that capital will be raised. Many

times there are unrealistic expectations about how quickly capital can be raised, so make sure if you have a business partner or others with these expectations that they are helping with the capital raising process so they see how hard it is. At the same time, you should share with them the KPIs and the results so they know even if capital is not raised yet that you are taking consistent action every week and it isn't from lack of effort that the capital has yet to be raised. Many partnerships fall apart because of pressure and expectations around capital raising timelines.

What KPIs for yourself and your team should you be setting up and tracking immediately?

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The Power of Follow UP:

Herbert True, a professor and marketing researcher from Notre Dame, performed a study that showed that 44% of all sales people quit after one attempt, 24% quit after the second, 14% quit after the third, and 12% quit after the fourth call. This means that while 60% of all sales are made after the fourth call, over 94% of salespeople quit before the 5th call. Sure, some people stop following up because of very black and white “no’s” or declines to learn more, but many times these days there is just so much noise in an investors inbox or voicemail box that they don't know who is credible to meet with or more trust building is needed first. One private equity firm which has raised \$6 Billion commented that they have tracked the number of “touches” and found that it takes 18+ touches to convert a prospect to invest in their fund clients. If you think about that, this is a group which raised over \$200 million every single year; they know who to approach and what to say. This same firm attracts top investment funds to represent so they have that advantage, they use a CRM, they are well polished, and yet it still takes 18 touches. Imagine if they were new to the space or didn't have the most polished product, perhaps 25 or 30 touches would be needed. The point is that this is a long game of patience, systems, follow up, and measuring progress to not get discouraged and it is very hard.

Capital Raise Strategy

ASPENCAPITALFUND

Find more information here
<https://aspencapitalfund.com>

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