

Investor Research

Overview

WELCOME

One of the biggest stumbling blocks for founders is knowing “who to pitch”. The reality is, it takes thoughtful and thorough research. Stage, vertical, geography, thesis and beyond. Getting this wrong can lead to lots of wasted cycles and false negative feedback. The second challenge is “how to connect with investors”. Mailmerge email blasts and cold outreach rarely works here. The goal is to build relationships.

Our team will parachute in and develop a list of highly targeted investors based on a time tested approach to research. We will also help develop an outreach strategy that will increase the likelihood of meaningful conversations with investors.

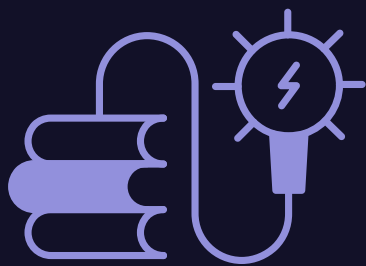


What You'll Get



Dedicated Consultant

Our Funding Consultants are here to help you through the funding process to ensure you're on the best path to achieve your funding goals. This team has worked with over 3,000+ businesses from Seed stage to Series B raises and beyond.



Guided Playbooks & Videos

Our Founding Team has raised several rounds personally and helped raise over \$615M for our clients. We've captured the best practices and top strategies used by our team in these playbooks so you have everything you need to understand how to raise capital effectively.



Onboarding & Launch Calls

Your consultant will start the process with an onboarding call to dive deeper into your business, your goals, and how to best position your opportunity to investors. The second call will be focused on reviewing the investor research and developing an outreach strategy.

Accelerator Roadmap

Our team is here to make your raise a lot less stressful. We'll equip you with the right tools, resources, and confidence to present your company to investors in the best light. Between your dedicated Consultant and our Startups.com team, you'll have an arsenal of help to guide you through your campaign whether it's your first or fiftieth time raising capital.

Topic 1

Fundraise Strategy

We'll review your structure to understand your funding goals and the strategy you're already pursuing. We'll make sure that you're on the right path and help you course correct if necessary so you can raise your round with confidence.

Topic 2

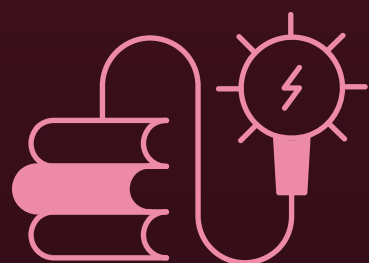
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What You'll Take Home

Our team is dedicated to making sure you start your fundraising efforts off on the right foot. That's why when we send you off to the races, we do more than simply wish you "good luck."

Here's everything you'll get when you complete the program:



Guided Playbooks & Videos

You will receive 4 playbooks and 2 videos that will act as your guide outlining the best strategies for raising capital and running the best funding campaign possible.



Outreach Deliverables

Your outreach deliverables include your target investor list curated for your deal specifically, intro email templates to help you make the best first impression and the external funding deck, ready for investor distribution.

But Wait! There's More

As a member of the Startups.com Community you'll also have exclusive access to the below tools and resources!

Master Classes

Over 600 in-depth videos featuring world-renowned experts from the greatest companies and startups.

Founder Groups

Your curated support group of relevant founders ready to collab with you at every step of your Founder journey

Answers

Quality answers from Founders and experts who genuinely care about helping startups.

Daily Lessons

Bite-sized Daily Lessons on critical startup topics.

Benefits

The entire Startups.com launch platform featuring tools to help you build a business plan, acquire customers, and get funded.

Expert Mentorship

Directly access the world's top mentors on every startup subject.

Let's get going! Email help@startups.com to get started.