

Marketing materials

(Equity story)

Raising Capital

Tips & Tricks



The Fundraising Process





Setting the scene

What are marketing materials?

- Marketing materials contain the **narrative you share or present to investors to inform their investment thesis** for your company
- This is also called the **equity story** and explains the most important areas of your business, e.g. financial performance, business strategy, and growth prospects.
- Marketing materials **comes in many different forms and types** dependent on the stage of fundraising and your company's maturity

What is the importance for fundraising?

- Marketing materials are effective for **attracting investor attention** and **framing the initial conversation** advantageously – it is also the first, big step in **building confidence** in your company as an investment case
- At the same time, it helps with **aligning internal and external stakeholders around a common vision**
- Marketing materials are typically also **used as presenting material** to support dialogue on investor meetings

Tailoring the scope to investor expectations



Tailor the scope to your maturity | If you are raising a Pre-Seed or Seed round it is likely enough with an elaborate Company Introduction (Teaser) and select, technical back-up slides to support investor Q&A and DD. If you are raising a larger Seed round or Series A, you will likely benefit from both preparing a Teaser and a more elaborate Investor Presentation



Have a clear purpose with the marketing material | A Teaser is typically a document to attract investor interest and should not contain overly sensitive information (pre-NDA basis). It should enable facilitating dialogue with investors on intro calls. The Investor Presentation should elaborate on several points of the Teaser especially your strategy and business plan and contain enough information for investors to submit a term sheet and enable deep dive meetings on main points



Where do you start | If you decide to make both presentations, you may do it most efficiently by starting with the larger Investor Presentation and take select slides to form a Teaser, perhaps with slight modification of sensitive information. By starting with the larger presentation, you will get the full overview of all the important things to highlight. Start by setting up a strawman with titles and subtitles to get an overview of what to include

Bring the right content to your audience



Touch upon the right topics | Include the content that addresses your story in the best possible way and contains the necessary information investors would expect e.g. market opportunity (market sizing and trends,) your solution, business model, product / tech slide, GTM strategy, team, competition and financial performance (historically and projected), use of proceeds and previous funding. Some topics are unavoidable to touch upon, however, remember to only include the key information in a teaser that will attract investors' interest



Make the storytelling smooth and selling | Keep your story and language simple, communicate the most important thing first (top-down communication), and ensure that your story is easy to repeat and remember. A quick test to make sure that your deck is telling the story the way you want is by only reading the titles (and potentially subtitles) of all the slides – if the business case is not clear from reading these, you should likely improve the storytelling



Remember who your audience is | Marketing materials help investors make investment decisions. The better you are at explaining your business from an investor perspective, as opposed to e.g. an operational perspective, the more effective your marketing materials will be. Make sure you understand how the person you talk with plan on generating a financial return for themselves

Leave an impression of excellence



▶ **Make the layout crisp** | Build a tailor-made template matching your company identity incl. colors, text format etc. allowing you to include the right amount of information on each slide



▶ **Get input from externals** | Having worked in the same presentation for weeks, will likely make you “blind” to parts of the material and/or stuck in certain ways of presenting and communicating the information. Get input from a few people in your network when you have a close to final draft



▶ **Prepare for investor dialogues** | If the marketing materials work, you will have to talk to investors with the materials as context. Prepare presenting all the materials and anticipate potential questions and how you respond to them. Remember that how you communicate matters as much as what you communicate



▶ **Compile supporting documentation** | Keep all the supporting materials and information in a neat and structured format. It will save you and everyone else in the fundraising process valuable time

Get in touch with us



Nicolaj Lund

Founding Partner



Nicolaj.Lund@stridepartners.dk



+45 93 97 73 13



Lasse Wandahl

Founding Partner



Lasse.Wandahl@stridepartners.dk



+45 51 34 26 91



Important notice

This document has been prepared by STRIDE Partners Aps ("STRIDE"). This document shall not be published without STRIDE's approval.

The information contained in this document is provided with no guarantee of completeness, accuracy, timeliness of the results obtained from the use of this information and without warranty or undertaking of any kind, express or implied.

This document is not intended to form the basis of any investment activity or decision. This document is not an invitation or a recommendation, does not create any rights or obligations enforceable by or against any party, and should solely be considered as information material.

The information in this document is not exhaustive and may be subject to regular adjustments and amendments by STRIDE at any time. STRIDE accepts no liability or responsibility for the accuracy, content, errors, omissions, completeness, legality or reliability of the information contained in this document or obtained in relation to this document. STRIDE shall not be liable for any loss or damage of whatever nature (direct, indirect, consequential, or other) whether arising in contract, tort or otherwise, which may arise as a result of your use of the information contained in or derived from this document.