














COMMUNICATIONS CHECKLIST FOR A CAPITAL RAISE

-  Develop a persona for your target investor. Understand where they live and how they learned about you.
-  Determine your leadership stance. For what will you be known?
-  Know your value proposition, elevator pitch down cold. Make sure it is compelling.
-  Solidify your online presence: identify keywords, create content against keywords, use social media to evangelize.
-  Identify the appropriate publications that are receptive to your message. Reach out to them selectively with company news.
-  Identify and establish a relationship with the industry analysts who cover your space. Make sure they know who you are.
-  Select key conferences and industry events to be seen by suitors/partners/investors.
-  Submit your subject matter experts to speak at key conferences. Submission is often free, but may be worth a sponsorship investment.
-  Have a business story as well as a technology or services story.
-  Don't waste time. Focus on investors suited for you, obvious and not-obvious.
-  Leverage your ecosystem of partners. They can either help you or hurt you, so engage.
-  Ensure everything you communicate maps to your value proposition. Never forget you are building for value!
-  Start communicating with investors and partners early and often.