



BENNU
PARTNERS

*Preparing Growth-Stage Companies for the
'Next Level' of Institutional Capital*

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Growth-stage companies raising institutional capital often struggle because of three internal expertise 'gaps'



Gap #1



Capital Markets Gap

Gap #2



Business Progress Gap

Gap #3



Investment Positioning Gap

- › Management teams at this stage lack the requisite capital markets experience needed to drive a comprehensive capital raise process. As such, they often look to investment banks as a solution.
- › However, Investment banks are structured to work with more mature companies and are not well-suited to support growth-stage companies.

- › To attract the next level of institutional capital, companies lack the strategic and structural progress on their business that an institutional investor requires.
- › Management teams lack access to professionals with the cross-functional C-suite expertise that can deliver the progress investors are looking for in an opportunity.

- › Management teams lack experience with institutional investors, and do not understand what they are looking for or how to position their opportunity to meet the investor's needs.
- › Companies lack access to investment professionals that can optimize investor positioning, including C-suite executives that have been through the capital process before.



Successful capital campaigns avoid these gaps by focusing on three core principles



Structured Capital Markets Process

Successful capital raises are well organized and executed

01



- › Organized process that matches capital goals
- › Proper structure, options, valuation, governance
- › Defined roles for management, team, board, advisors
- › Well-defined KPIs, metrics, timeline, and budget



Highly-Focused Business Strategy and Execution

Successful capital campaigns meet or exceed the investor's expectations for business strategy and progress

02



- › ICP, product/market fit, pricing strategy
- › Synchronized product development, strategy, branding, go-to-market, sales funnel
- › Business model vision, execution, milestones, metrics, and KPIs



Optimized Investor Targets and Positioning

Successful capital campaigns are solely focused on pitching appropriate investors and meeting their investment needs

03



- › Highly-targeted investor profile lists
- › Investment potential that fully fits the investor's criteria
- › Clearly articulated deck, message, and materials built to meet the investor's specific needs

Access to a collaborative, cross-functional team of capital operating partners is the key to mastering the three elements of a successful capital process

- At the growth-stage, it is not simply a matter of meeting 'more' investors.
- To attract institutional capital, many companies desperately need holistic and cross-functional expertise to optimize the business strategy and investor positioning.
- Bennu Partners provides this unique team of Capital Operating Partners.

Collaborative, holistic C-Suite expertise for each critical function of your company



Bennu Partners has created a comprehensive and programmatic growth-stage capital process



Step #1

Free Consultation



- › Discuss company goals and challenges.
- › Diagnose company needs, expertise gaps, and areas of improvement

Step #2

Capital Roundtable Workshop



- › Two-hour Capital Roundtable Workshop to explore each element of the business and identify key value drivers.
- › Strategize each aspect of the capital raise, create a plan to stage major capital process priorities
- › Discuss how investors will perceive strengths and weaknesses of the company

Step #3

Custom Engagement Proposals



- › Based upon the output and priorities identified in the Workshop, Bennu Partners will provide three custom engagement proposals.
- › The proposals will include a range of engagement levels to meet your specific capital process needs and budget.

The result is a range of collaborative engagement levels that best fit your specific capital process needs



ADVISORY ONLY
Do It 'YOURSELF' Plan

Company drives most major aspects of the capital process while leveraging occasional Bennu Partners advisory expertise



COLLABORATIVE
Do It 'WITH' You Plan

Bennu Partners collaborates one-on-one with company to drive and execute capital process

MOST POPULAR



COMPREHENSIVE
Do It 'FOR' You Plan

Bennu Partners drives and executes all major aspects of your capital raise process

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