

Bennu Partners Capital Roundtable



*Preparing growth-stage companies for the ‘next-level’
of institutional capital.*

Marc Patterson
Managing Director

Jonathan Musser
Managing Director

www.BennuPartners.com

The Capital Roundtable Delivers Collaborative C-Suite Expertise



To attract institutional capital, growth-stage companies need holistic and cross-functional expertise to optimize the capital raise process, investor positioning, and business strategy.



Access to Effective and Actionable Expertise Leads to Superior Outcomes – Every Time

At the growth-stage, every single aspect of your company is being heavily evaluated by institutional investors. A weakness in any one area can cause failure in the entire capital raise. Outsourced, siloed advice is not enough. You need collaborative and coordinated expertise from C-suite professionals that have successfully navigated the capital raise process before.

Our team of cross-functional capital operating partners will explore each major function of your company that investors will diligence and critique.

The Capital Roundtable will deliver the critical areas of optimization your company needs to attract institutional capital.

C-Suite Expertise

- Capital Markets (CIO)
- Finance (CFO)
- Operations (COO)
- Product (CTO)
- Marketing (CMO)
- Sales (CRO)
- Governance CEO

CEO/Founder Preparation for the Capital Roundtable Workshop

What to Expect at the Roundtable Workshop:

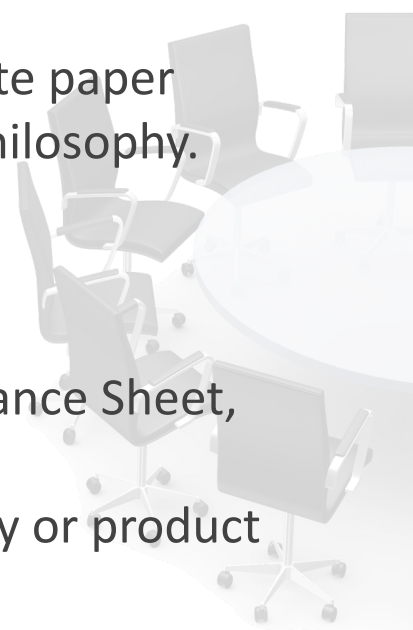
- Roundtable panel consisting of 4 to 5 Bennu Operating Partners
- 2 Hour Workshop broken into three sessions (see following agenda)
- Prepare to spend the first 10 to 15 minutes of the Workshop presenting the company to the Roundtable. A shortened pitch deck is the preferred method.

Management Team Preparation for Workshop:

- Provide Bennu Partners with the top three challenges or concerns you have with either the business or the capital raise - or both.
- Review the three main elements of a capital raise as outlined in the following Workshop material. Please note any areas of particular interest to you.
- Please read the 3 Capital Raise Mistakes white paper (provided). This article is an outline of our philosophy.

Materials to Send Bennu Partners Beforehand

- Company Pitch Deck
- Financials - Income/Expense, Cash Burn, Balance Sheet, Use of Capital Raise funds
- Any other pertinent material on the company or product



The Capital Roundtable Workshop Agenda

Part 1

Current State of the Capital Raise

- Founder/CEO Company Presentation
- Company's current top three challenges

30
Minutes

Part 2

Investor Perspective

- Likely questions and perspectives of the institutional investment community
- Roundtable discussion on company strengths and weaknesses

60
Minutes

Part 3

Roundtable Recommendations

- Priorities for Structured Capital Markets Process
- Priorities for Optimized Investor Targets and Positioning
- Priorities for Business Strategy and Execution

30
Minutes

Section #1

Structured Capital Markets Process

Process Category:

- 1 How Institutional Investors Perceive the Company**
- 2 Current State of the Capital Raise Goals and Process**
- 3 Capital Raise Process Infrastructure**

Roundtable Expertise:

Identify challenges, strengths, weaknesses, and opportunities from an investor's perspective.

Create an organized process that matches capital goals

Develop KPIs, metrics, timeline, budget, data room, define management and Board roles



Section #2

Optimized Investor Targets and Positioning

Process Category:

- 1 Developing the Appropriate Target Investor Profile**
- 2 Narrative, Messaging, and Materials**
- 3 Understanding Investor Needs and Expectations**

Roundtable Expertise:

Strategize highly-targeted, appropriate investor profile lists

Begin to develop clearly articulated message, financials, materials - built to meet the investor's specific needs

Position the investment to fully satisfy the investor's criteria and return expectations



Section #3

Highly-Focused Business Strategy and Execution

Process Category:

- 1 **Product, Customer, Pricing**
- 2 **Sales and Go-to-Market**
- 3 **Business Strategy and Execution**

Roundtable Expertise:

Evaluate and improve ICP, product/market fit, pricing strategy

Optimize product development, strategy, branding, go-to-market, sales funnel

Solidify business model strategy, execution, milestones, metrics, and KPIs



About Bennu Partners



Many growth-stage companies raising between \$5M and \$50M struggle to attract institutional investors.

However, the problem is rarely access to investors.

The problem is most often a poorly planned and executed capital process - leading to wasted time and money, and frequently ending in failure.

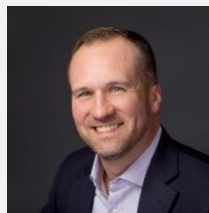
Bennu Partners is a collaborative, cross-functional, team of capital operating partners that will help your company master the three crucial elements of a successful institutional capital raise process

→ Team



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