



Jackie  
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EQUITY

PLATFORM



# VERGNE ADVISORY, LLC

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- VergneAdvisory is the fastest and most efficient way to raise capital, worldwide. The application takes complete control of your deals and documentation, investor search, follow-ups, analysis, and reporting. These are all investors from over 30 years being in the industry with high-net-worth individuals from my personal connections. Each investor is vetted and I will only take accredited investors.

# WHO ARE THE INVESTORS?

- Our investors identify themselves as high-net-worth angel investors, family offices, private equity professionals, venture capital professionals, and institutional investors. They are all accredited investors.
- Broken down into the following regions:
- North America (46,000+), Europe (26,800+), Asia (3960+), Middle East (1450+), Australia (9400+), South America, (2140+), and Africa (2110+). In total, it reaches over 98,000 investment professionals worldwide.





# HOW DOES IT WORK:

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- Based on various parameters such as the ticket size of your deal, geography, the sector of operation; we will use the algorithm to curate the right set of investors for you.
- We will use a multi-pronged approach to generate interest for you- we will email and connect via LinkedIn to the investors to give high-level information about the deal. As soon as an investor responds, you take the lead from there and close the deal on your own terms.

# EMAIL OUTREACH

(Best Approach to start)

- Create an email pitch (samples provided by Vergne-Advisory)
- Get feedback from Vergne Advisory IB Analyst on the pitch
- Dedicate an official email address to investor communication
- Connect the Vergne Advisory API to the official email account
- Based on the size, sector, geography, market model of your deal, we generate a target investor list; refined based on your blacklist and whitelist.
- Vergne Advisory team commences outreach to relevant investors
- Vergne Advisory team reports to you on a daily basis, the people it is reaching out to and their response to your deal.
- Investors respond directly to you



# LINKEDIN OUTREACH

- We'll use your LinkedIn account for your campaign.
- Create a small pitch (300 characters) to be sent along with an invite to a curated list of investors.
- Vergne Advisory will curate a target list of investors based on your company specifics - fundraising requirements, sector, geography, and deal size.
- We will begin reaching out to investors, starting slow and gradually building up to 1,280 connections in a month's time every day we send out 80 emails Monday through Thursday. Once investors respond, you engage with them, directly.
- The main objective of this activity is to build a network of relevant investors on your LinkedIn that you can continue to engage with for your current as well as future rounds.

# Vergne Advisory, LLC

We connect to Individual investors through LinkedIn as they are highly active over it and Funds & institutional investors through email.

Our tech team has built software that does automated outreach to the specific investors we shortlist for the client.

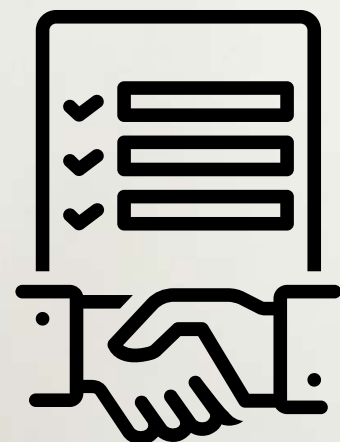
Our bots automatically send connections over LinkedIn and emails through Gmail. We have all the limits defined as per policies and take care of the policies of LinkedIn and Gmail.

We will integrate your accounts into our system, and then our system will do everything on its own to generate leads/interest from investors.

Once we get interested investors, we take the conversation forward with them.

**Timeline:**  
We can take the opportunity to market within 2-3 days of beginning the work with us and can begin lining up expressions of interest within 1 week of working with us.

# PROPOSAL ONE



Build Pitch deck, Business plan and Financial Model to support the transaction

-Creation of a one-pager pitch

-Outreach to strategic investors shortlisted based on sector, stage, size, geography, and market model of the deal

-Tech and communication setup (API integration)

-Follow-ups with investors

-Dedicated Relationship Manager & Investment Analyst Support

-Managing responses from Investors & helps scheduling calls - Inbox Management and attending Investor meetings for negotiations & presentations

-Daily reports on investor activity (including metrics like how many investors contacted and analytics like, how many potential investors responded plus a full breakdown of who viewed the deal and from which firm)

-PR Services, 4 guaranteed media pickups in your relevant media





# PROPOSAL TWO



- Creation of a one-pager teaser and email pitch
- -Outreach to strategic investors shortlisted based on sector, stage, size, geography, and market model of the deal
- -Tech and communication setup (API integration)
- -Follow-ups with investors
- -A campaign manager to be assigned to manage day-to-day processes
- -Investment Banking analyst support in investor meetings for negotiations
- -Daily reports on investor activity (including metrics like how many investors contacted and analytics like, how many potential investors responded plus a full breakdown of who viewed the deal and from which firm)



## Connect With Us!



[Vergne-advisory.com](http://Vergne-advisory.com)



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Thank  
You!

