



# YOUR STARTUP



USERS

**Startups need adaptability, profitability and a unique offering in order to survive.**

Studies show that top-notch, diversified talent can steer a startup towards a strong valuation that attracts investors. That's the catch-22 though! Many startups lack the cashflow required to hire specialized talent that can propel them towards the next round of funding.

## Acquisition

The key to capturing any market is consistent branding and clever disruption. Not exactly rocket science!



Brand identity



User experience



Engagement



Brand positioning

Staying afloat as a startup takes long-term vision and a good team. Your attention is divided two-fold: acquiring customers and courting investors.

Is your product useful? Does it solve a problem? These are questions to guide your user acquisition strategy. Then, craft a strategy specific to your offering and audience.

Investors on the other hand, are concerned with things like allocation of funds, return on interest and whether your idea will actually take off.

**Both customer & investor relationships require careful brand management.**

# Onboarding

Today, investors are wary of putting money into ventures based on 'promise' alone. Be specific in order to stand out.



Pitching/Onboarding



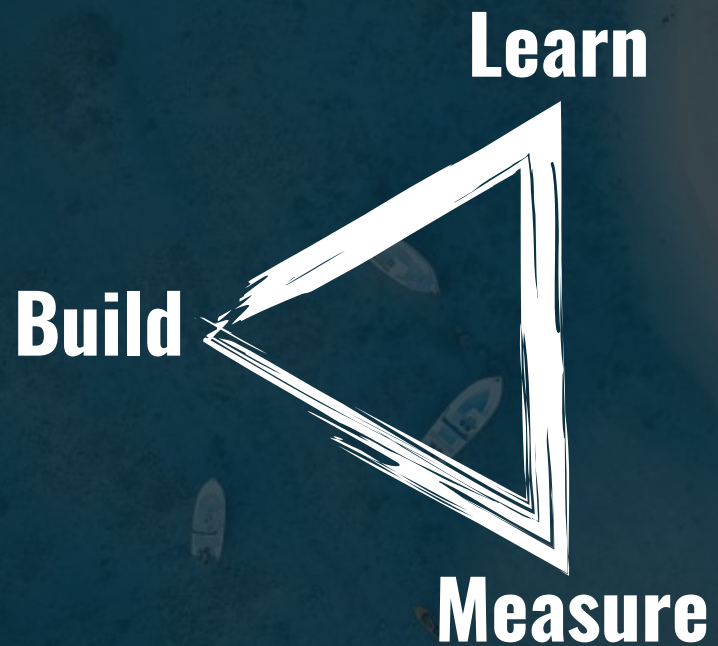
Revenue Generation



Competitive Audits



Valuation



**Investors have a different vantage. They want rapid growth and expect to benefit from your success.**

Investors want to know how your startup will use their funds to grow in the next 2 to 5 years. Pitch them right and they just might jump in!

If you have any questions about finding the right users, onboarding investors or ensuring operational success after outsourcing your marketing and brand communications, we offer a free 15-minute live call with upto 3 recommended actions. Our contact details are listed below.

**We hope that this consult has been of value to your startup.**