

# INVESTOR RELATIONS PROGRAM

There is no investment **too big** or **too small**; all that matters is helping you pave your way to the next round.

- 01. Seasoned fundraising experts
- 02. Bespoke strategy
- 03. Accelerated growth

**The Investor Program** is a comprehensive, personalized approach to fundraising. Our team of experts will guide you through the process, from **crafting your pitch** to connecting with **potential investors**.

### FOUNDATION

Our Program aims to establish a solid Foundation that will help you build trust with the Investor Community you’re targeting.

- 01 Financial Model Preparation
- 02 Valuation Analysis
- 03 Setting Milestones
- 04 Legal and Compliance Preparation
- 05 Investor Targeting and Segmentation

### Enhanced reputation

Builds trust and credibility with the financial community.

### Accurate valuation

Facilitates informed decisions, leading to fair market valuation.

### Access to capital

Attracts investors and supports company growth initiatives.

### Improved shareholder relations

Fosters trust, engagement, and long-term loyalty.

### Market intelligence

Gathers insights for better-informed strategic decisions.

### Crisis management

Maintains investor confidence during uncertainty.

### Increased visibility

Raises company profile and attracts potential investors.

### PILLARS

Once we have a solid foundation, we’ll build Pillars to help secure investment and keep a healthy relationship with your stakeholders.

Investor Readiness	Investor Outreach
<ul style="list-style-type: none"><li>01 Business Plan Development and Refinement</li><li>02 Pitch Deck Creation and Optimization</li><li>03 Media and Public Relations Strategy</li><li>04 Elevator Pitch Development</li></ul>	<ul style="list-style-type: none"><li>01 Investor Communications Strategy</li><li>02 Developing Investor Collateral</li><li>03 Investor Meeting Preparation</li><li>04 Investor Relationship Management</li><li>05 Investor Networking and Partnerships</li><li>06 Investor Follow-up Strategy</li></ul>
Investor Management	Done For You
<ul style="list-style-type: none"><li>01 Due Diligence Process</li><li>02 Term Sheet Negotiation</li><li>03 Closing and Documentation</li><li>04 Post-Investment Relationship Management</li><li>05 Exit Strategy and Planning</li><li>06 Investor Reporting and Transparency</li><li>07 Crisis Management and Communication</li></ul>	<div><div>Market Research</div><div>MVP Development</div><div>Product Development</div><div>Marketing</div><div>Sales Enablement</div><div>Growth &amp; Expansion</div><div>Customer Experience</div></div> 

### STAGES

From fundraising to planning, execution, and relationship building, we’ll be here for you each step of the way.

Pre-Seed

During the pre-seed stage, startups experience the thrill of bringing their abstract ideas to life. It’s a challenging phase that demands high expertise to create and pitch engaging products or services.

Seed

After MVP development, team building, and business model establishment, securing enough funding is paramount to keep moving. We’re ready to help you refine your product, validate your concept, get traction, and expand your customer base.

A-Round

It’s time to scale operations, expand the team, and further develop the products and services. That requires significant capital injection from VCs or other institutional investors, which are harder to land than in the seed phase and require careful financial management.

B-Round

Significant milestones were achieved, such as growth goals and scalable operations. Further investments are required to expand its revenue and/or user base. 8-figure investments are common in this stage, giving rise to increased scrutiny and higher expectations.

C-Round

With investments that can surpass 9 figures, the pool gets smaller - making relationships and accountability more important than ever. Funding is often used to expand the company’s product or service offerings, enter new markets, acquire other companies, and/or improve infrastructure and operations. Unicorn status within sight.

D-Round

This is the ultimate challenge for any Startup as there are even fewer players are able to afford the colossal investments required for this stage, usually ranging from hundreds of millions to billions and beyond. Mistakes here can be disastrous - the higher you climb, the harder you fail. Meticulous planning, flawless execution, and top-tier talents are paramount.

Book a Discovery Call



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