

Progressor Media

Thesis Deck

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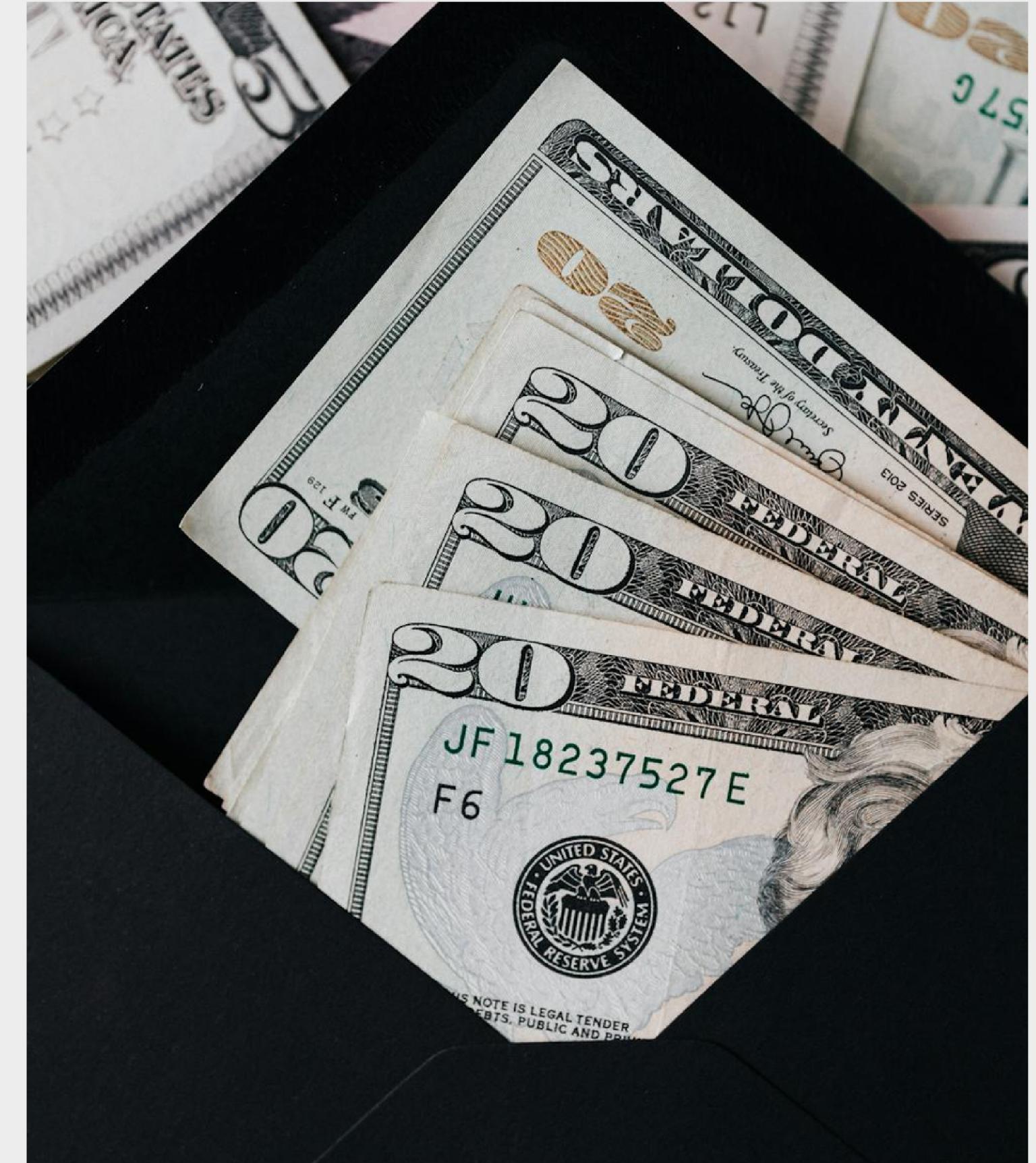
A Guide for Raising Capital Efficiently In The Shortest Amount Of Time Possible Regardless Of Industry, Region, Stage Or Deal Type In All Market Conditions

Overview

- > Introduction and Pedigree
- > 5 steps ANY fundable company can use to raise debt or equity in all market conditions regardless of stage, industry, deal type or region.

A Guide To Raising Capital Efficiently

In The **Shortest Amount Of**
Time Possible



Background & Track Record

Our success is dependent on your success

- With a background in SaaS, Venture Capital, Digital Transformation, Defense and Pharma, Progressor Media accelerates businesses in the capital markets with large scale marketing campaigns.
- Lean team of 15 ex I-Bankers, VCs consummate \$0.5B in transactions in past 10 years
- Most recently helped SaaS startup raise valuation to \$2M in 2024

Case Study

ZAK SYED FROM KINESIS MANUFACTURING OVERSUBSCRIBED ON \$10M ROUND BETWEEN JULY - SEPT 2023



MW @openspace.vc>
To: louis@garozastr8.com Cc: Fabian Lim, Santiago Herrera
Subject: Re: Introducing Kinesis Manufacturing Solutions: A Semiconductor Manufacturing Business worth Billions - Seeking Seed/Early Stage Investment

3 MONTHS

Hi Louis,

Thanks for following up. Happy to have a short chat to learn more. Please feel free to book a slot on my calendly here. <https://calendly.com/mattwindsor/30min>

Look forward to chatting.

Best,

Sequence started ① 4,465 Open rate ② Disabled Click rate ③ Disabled Reply rate ④ 3.2% | 143

Sent Total opens Unique opens Total

01 Dec 01 Jan 01 Feb 01 Mar 01 Apr 01 May 01 Jun 01 Jul 01 Aug 01 Sep

Step Analytics Activity

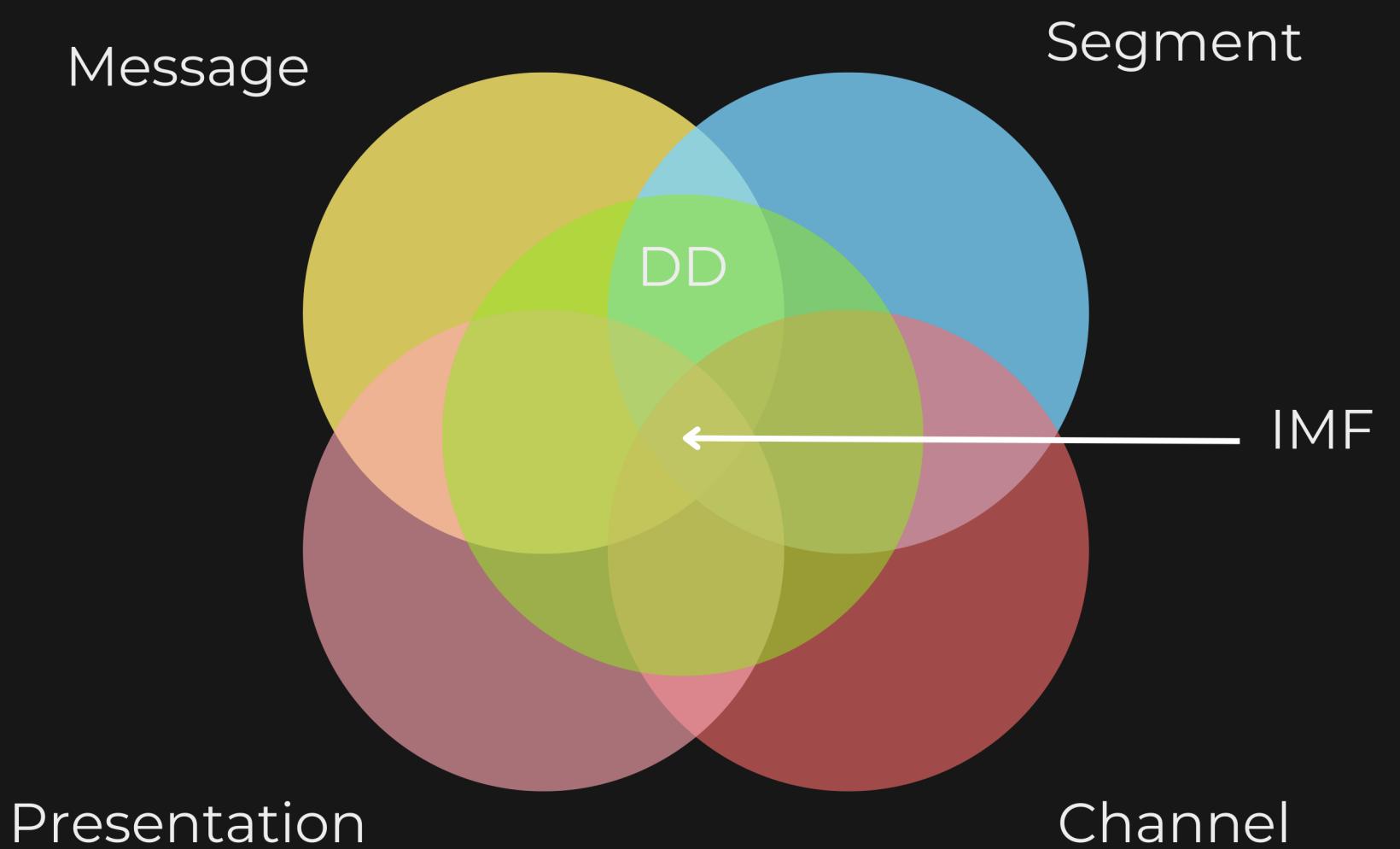
STEP	SENT	OPENED	REPLIED	CLICKED
Step 1	4,465	0	58 1.3%	0
A	4,465	0	58 1%	0
Step 2	3,778	0	85 2.2%	0

Thesis and 5 Step Process

Thesis: Solving for Investor Message Fit

North Star: Term Sheets/ Signed Sub Docs in the Shortest Amount Of Time Possible

1. Investor Segment
2. Messaging
3. Channel
4. Presentation
5. Investor Due Diligence



Step One: Investor Segment

- Solving For Investor Type Matrix
- Existing rolodex of 4,000+ institutional and accredited retail investors
- Access to enterprise investor databases: (Preqin, Pitchbook, Fintrix, FamilyOffices, Capital IQ, CrunchBase etc) \$150K+/year
- Scrape list of every investor in the world that has a current mandate (past 6-12 months) for your deal criteria
- Custom first lines & personalization

Step Two: Messaging

- Data room review; deck analysis compared to recently funded decks
- Unified teaser document
- Messaging (email, direct message) sequencing
- For qualified retail offerings: Video Investor Presentation, Video Investor Ad

Step Three: Channel

Methods:

- Retail Offerings: Direct Outreach, Paid Advertising
- Institutional Offerings: Direct Outreach

Channels:

- Private email server capable of single blast to full list from company facing domains
- Advertising via Meta: Custom Audience, LAL
- LinkedIn Outreach: Multiple accounts

Step Four: Presentation

- Pitch development with Team Lead
- Due diligence report on all investors prior to meetings
- Investor meeting call recordings
- Presentation review and iteration

Summary

- 1. Investor Segment:** Solve for investor type; rolodex / databases; curate large list
- 2. Messaging:** Unified Teaser; sequencing; video assets*
- 3. Channel:**
 - a. Methods: outreach, ads;
 - b. Channels: private email server, meta ads, LinkedIn.
- 4. Presentation:** Pitch development; reporting; call recordings; review & iteration

Execution

THE ALTERNATIVES

	Results 	Price 	Time 
Internal Raise 	Full time commitment; difficult to screen for mandate correctly; takes on average 50 meetings to close for new founders	Time + opportunity cost	2000 hours*
Bootstrapping 	PMF necessary; litmus test for viability; scale depends on cash constraints and economies of scale	Opportunity cost	6-24 Months*
Investment Bank* 	Network constraints; high quality meetings & investment partners dependant on network; dependant of offering	\$30K Up Front + Retainer + Success Fee	3-12 Months+
Placement Agency* 	Network & reputation constraints; timeframe varies greatly; dependant on offering	Retainer + Success Fee + Equity*	3-12 Months+

OUR OFFER

Deliverable	Breakdown	Cost
Dedicated Team	Managing Director, Team Lead, Senior Analyst	\$12,000/month
Market Analysis & Strategic Planning	Identify Segment & Channel	\$5,000
Assets Buildout	List Curation, Unified Teaser Document, Channel Specific Messaging, Video Asset Creation*, data room review	\$10,000
Campaign Launch & Oversight	Outreach/advertising channel set up, daily monitoring & iteration; private mail server, multiple LI accounts, scaled targeted ads: custom/LAL	\$5,000/month
Presentation Preparation & Iteration	Presentation workshops & preparation, review and iteration after each investor meeting	\$5,000/month
Investor Meeting Coordination	Coordinate interested investor meetings, conduct DD on firm/individual (portfolio, mandate)	Included
DD & Negotiations	Liaise with investors in data room, assist in term sheet negotiations	Included

OUR OFFER

Capital Raise Program	One Time	Strategy Fee
<p>One Time</p> <ul style="list-style-type: none">• Upfront fee, service continues indefinitely	\$5,000 - \$15,000	4% fee on equity; 1.5% fee on debt

Next Steps

- 1. Discovery Call w/Advisor:**
 - a. Learn about business: 15 Minutes
 - b. Specific process breakdown: 10 Minutes
 - c. Q&A: 5-10 Minutes
- 2. Proposal & Team Discussions**
 - a. Take findings back to team for internal discussion
 - b. Secondary full team call to finalize engagement
- 3. Onboarding**
 - a. Intake form, data room access, schedule kick-off
 - b. Team assigned; initial assets built out
- 4. Campaign Launch**
 - a. Review assets & iteration
 - b. Kick off call + campaign launch