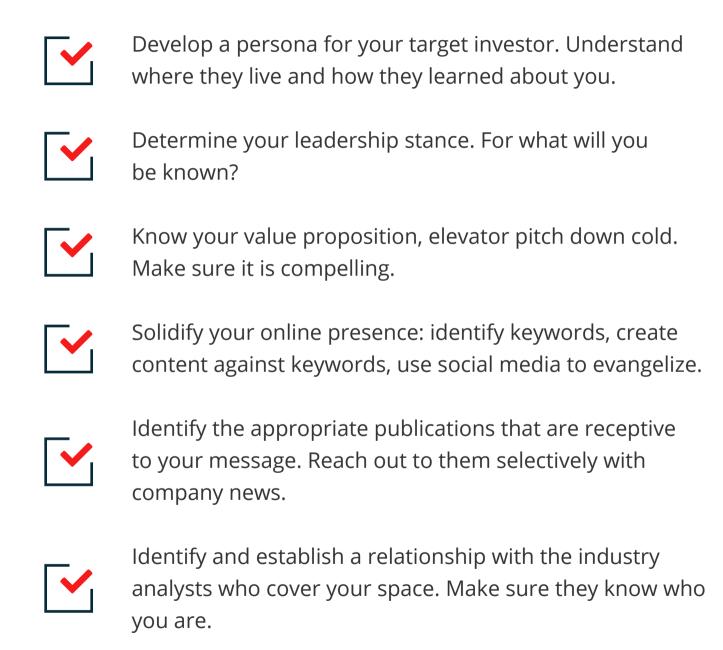
COMMUNICATIONS CHECKLIST FOR A CAPITAL RAISE





Select key conferences and industry events to be seen by suitors/ partners/investors.



Submit your subject matter experts to speak at key conferences. Submission is often free, but may be worth a sponsorship investment.



Have a business story as well as a technology or services story.



Don't waste time. Focus on investors suited for you, obvious and not-obvious.



Leverage your ecosystem of partners. They can either help you or hurt you, so engage.



Ensure everything you communicate maps to your value proposition. Never forget you are building for value!



Start communicating with investors and partners early and often.