

Stoggles

How We Helped Stoggles Raise Over \$60 Million in Capital

COMPANY PROFILE

Stoggles is a visionary eyewear company on a mission to reimagine how people care for their eyes. They came to us for help with their fundraising strategy, including the development of their pitch deck, financial model, valuation analysis and capital structure.

THE CHALLENGE

The eyewear industry is competitive and Stoggles was up against some well-established players. They needed to make a strong case for why investors should believe in their vision and back their company.

OUR SOLUTION

We worked with Stoggles to develop a comprehensive fundraising strategy that told their story and showcased the potential of their business. This included:

- A pitch deck that included an overview of the company's business model, milestones, KPIs, financial projections, and more.
- A financial model that illustrated an overview of the company's revenue, expenses, and profitability
- A valuation analysis that enabled the determination of the fair market value of the company
- A favorable capital structure that would give investors the confidence they needed to invest

THE RESULT

Stoggles was able to raise over \$60 million in capital from leading investors. This enabled them to continue to grow their business and achieve their mission of reimaging how people care for their eyes.

KEY TAKEAWAYS

- Outsourcing the development of your fundraising materials to an expert firm like Fidelman & Co can give you the edge you need to secure funding from top investors.
- A well-crafted pitch deck, financial model, valuation analysis and capital structure are essential for any successful fundraising campaign.

AT A GLANCE



Industry Vertical

- Consumer Goods, Eyewear

Challenges

- Fundraising strategy (financial model, pitch deck, valuation analysis, capital structure).

Solution

- Underwriting and analysis