



CASE STUDY

How we Helped a Clean Energy Hospitality Project Meet With More Than 10 Excited Investors

CLIENT PROFILE

Our client developed a groundbreaking solution for energy generation and water reclamation and aimed to monetize it by establishing sustainable hospitality properties that would produce net carbon-positive energy. They sought our assistance in crafting materials that effectively tell a compelling story for potential investors, as well as support in engaging those investors and overseeing the fundraising process.

THE CHALLENGE

To attract investors in a competitive market, the client needed to convince investors that developing hotels is the most profitable strategy for monetizing their technology inventions. The founder was pressed for time and did not have enough investor relations experience, so they required assistance from a team of fundraising experts

OUR SOLUTION

- Initially, we collaborated with the client to create a thorough data room that effectively conveyed their narrative and highlighted their business's potential. This encompassed an engaging pitch deck, a financial model tailored for investors, and an independent valuation analysis to determine the fair market value.
- Next, we executed the fundraising strategy with professionalism by pinpointing the most suitable investors to approach. We also integrated one of our specialists into the client's investor relations team to facilitate connections with investors, oversee communications, and arrange pitch meetings for our client.

THE RESULT

- 90+ investors engaged to review the professional pitch deck
- Financial model that supported the profitability of the client's approach
- 1,300+ hours saved for the client to dedicate to growing the business and developing strategic partnerships
- Capital structure that aligned incentives with potential investors while allowing the startup to grow rapidly
- 10+ meetings held with potential investors, with expert feedback for improvement after each one

KEY TAKEAWAYS

- An effective pitch deck must highlight both the environmental advantages and the robust business model of the startup.
- A well-defined financial model is crucial for persuading investors of the project's economic feasibility.
- Partnering with a specialized firm like Fidelman & Co. to manage investor relations can provide you with the competitive advantage needed to attract funding from leading investors.

AT A GLANCE

Client Profile

- CleanTech startup with a revolutionary invention it wanted to monetize by building sustainable hospitality properties

Challenges

- Pitch deck, financial model, and other investor materials
- Lack of time and experience to manage the fundraising process

Solution

- Professional investor materials and a capital structure
- End-to-end managed investor relations
- Pitch coaching and feedback