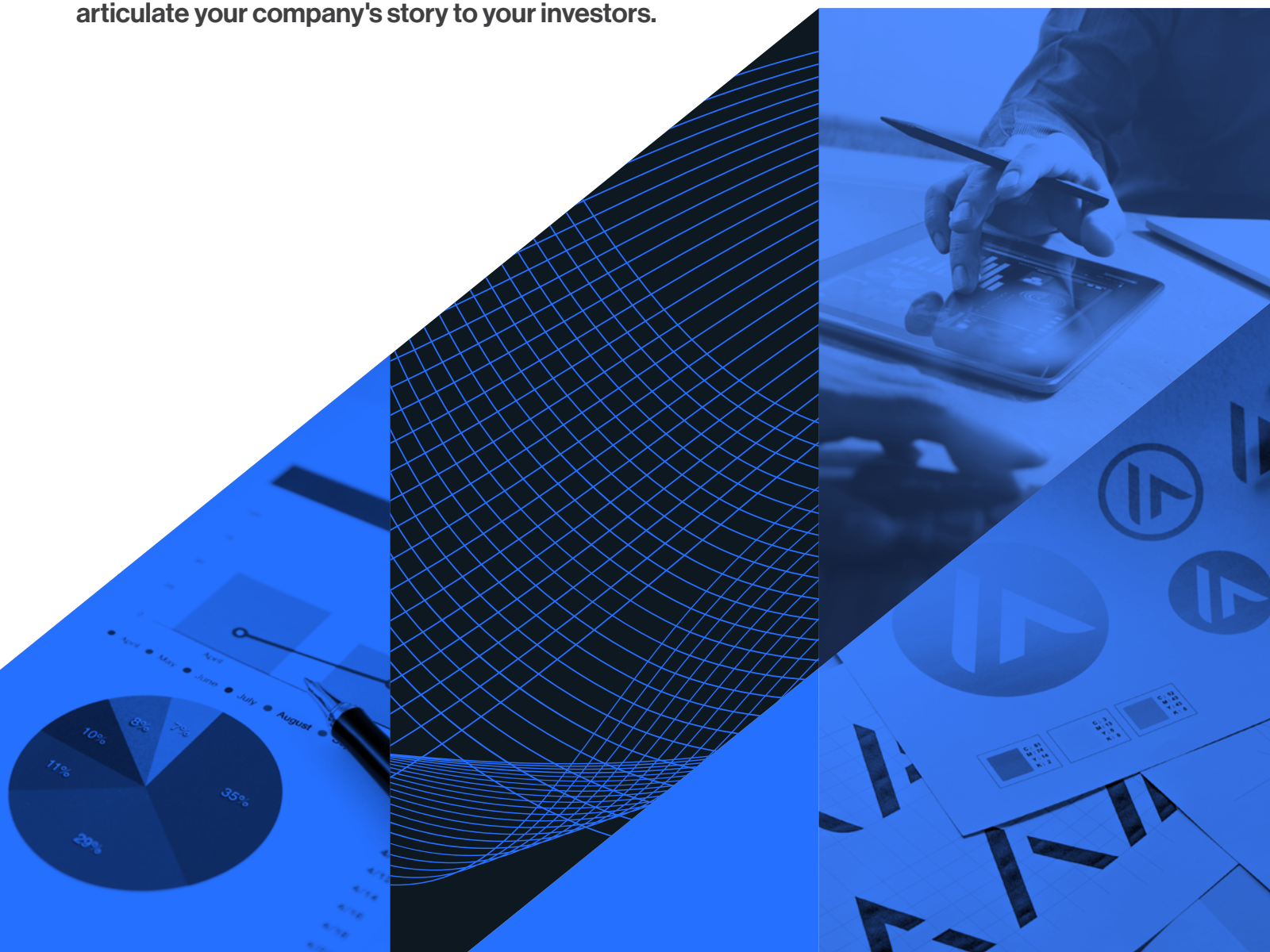


BLENDER

Everything you need for a successful company launch or refresh

Launching a new company, or planning a refresh?
Now's the time to think about how you can effectively
articulate your company's story to your investors.



You've decided to finally launch your company, or make a substantial business change. It's an exciting time! You're busy planning your next moves, gathering a mountain of documents, and getting your ducks in order.

But while you're in these preliminary stages, it's essential that you start thinking on how you can best articulate your company's story to your future prospective investors.

The market is a constantly shifting landscape. You'll have eyeballs on everything you do. That's why it's absolutely vital that you start thinking about the tools you'll need to develop a positive public image now, rather than later.

We at Blender have learned from our experience with hundreds of public company launches that it pays to pull your messaging and other key outward-facing components together as early as possible in your journey.

The question is, what does that all entail? What will your company actually need in order to tell its story? What are the key pieces of your investor-facing strategy you should have in place to make sure your company is effective?

Here, we've created a step-by-step guide to every investor-facing piece necessary to ensure your launch or refresh is successful – and how to put it all together.



01

Build out your core messaging



To get started, create a messaging document that contains the following:

- Your company's business model
- Your company's strategy for growth
- The macro industry story behind your company's efforts, including forecasts, projections, and company guidance
- Detailed bios on key members of your management team

Having a coherent, compelling, and well-communicated core investment thesis will be a critical component of your future success. Basically, you need a simple pitch that any investor can understand and be excited by.

It's likely you already have plenty of resources explaining what your company does, and what its aims are. However, it's worth taking time to dig a bit deeper in advance of your full launch, as everything you create from here on out will be informed by the messaging work you do in the beginning stages. You'll likely be getting a lot more attention, and there will be much more riding on keeping your investors' interest.



Create a concise way to explain what your company is doing, what it aims to accomplish and how that could make your investors money.

In short, create a concise way to explain what your company is doing, what it aims to accomplish, and how that could make your investors money.

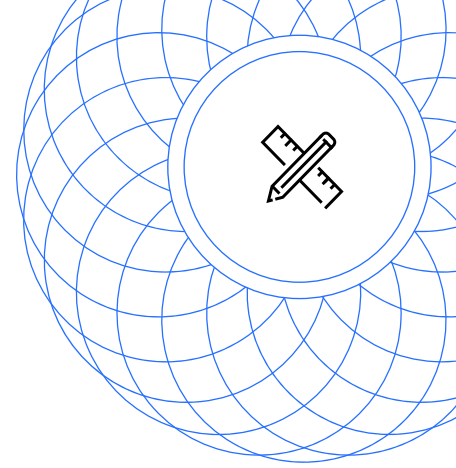
Don't breeze over this. The story you create here will be used in your initial prospectus, your investor deck and presentations, meetings with investors, financial projection documents, earnings release and conference calls. Everything, basically.

Once you have everything woven into a single narrative, you will have a foundation that will form the rationale to invest in your company. To the investor, this core message will dictate your company's entire strategy and prospects going forward, and will become a metric by which to measure your future success.

Then, you can use pieces of this narrative throughout the following items in this guide.

02

Supercharge your branding



After you launch, your company will be under far more scrutiny than before. Therefore, you should spend extra time establishing a brand identity that will inspire confidence throughout the market.

If you're a C-suite executive focused on on-the-ground results, it's easy to overlook branding or to assume it doesn't matter. But don't

be fooled: A cohesive brand strategy is a key part in convincing busy investors that your company is worth their time.

To those not well-versed in the complexities of marketing and brand development, the subject can seem amorphous, and infinitely complex. To simplify it, just make sure your branding aligns with the long-term story you created in step one.

Of course, in almost every case, this is one step in which you'll want to bring in professional designers, copywriters, and brand development experts into the conversation as early as possible. The earlier you get them onboard, the more time they'll have to help you forge a compelling new company identity without it being rushed or underbaked.

Branding includes a huge array of materials, but there are two you should start thinking on right away, your **tagline**, and your **logo**.

Your tagline is the slogan that visitors will see the instant they look at your presentation or website. It's the sentiment that forms the

cornerstone of your company's business model and growth strategy. So it needs to be concise, and instantly convey what it is your company does and what it hopes to accomplish.

You don't have to come up with something like

Nike's vaunted "Just do it." But you and your team should come up with something catchy, clear, and compelling. And, if you're having

trouble, consider bringing in a copywriter. It's what many of them do.

And we probably don't have to tell you why a logo is important. This is the visual representation of your company's brand, which will be placed on virtually every piece of your company's output.

As with branding in general, many executives hand-wave a logo's importance, assuming that it's the numbers that really matter, but in fact, investors pay attention to your logo. The first impressions of your company are formed on these small pieces, each of which add up to a whole image that will determine whether or not a prospect becomes an actual investor.

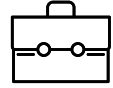
Tagline and logo are essential pieces of your branding, but they are far from the only branding components you need to prepare in advance. Every touchpoint that carries your previous brand will need to be rebranded, recreated. However, prior to your launch, you only really need to focus on the external facing elements. The rest can wait.



Create a concise way to explain what your company is doing, what it aims to accomplish, and how that could make your investors money.

03

Create an investor kit



Once you've got a solid identity established and branding in development, you should create a package that contains all the collateral a curious investor might reach for in order to learn more about your company. When they go looking for details about your story, the more you can give them directly, the better.

One of the first, and perhaps most important, pieces of your kit should be your **pitch deck**. An effective pitch deck quickly gets your investment thesis across, and backs it up with hard data throughout.

The best pitch decks are more than your snoozefest Powerpoint presentation. They should be thoughtfully put together, graphically interesting, and engaging with genuinely interesting information for the investor from start to finish.



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Beyond a pitch deck, the most effective investor kits also include a **video** or **series of videos** with key members of your team going over your investment thesis, and/or a shareholder statement video. These don't have to have wild production values or cost a fortune to produce; a YouTube video of a simple Zoom call is sufficient.

To really hammer home the reasons a prospect should invest in your fresh IPO, you should also include a **comprehensive whitepaper** or **long-form report** that defines your market, your strategy, and your investment proposition.

This whitepaper will be used by analysts, investors, and the press to determine exactly what your company is up to, and how it should understand your efforts. To create it, simply rework the narrative you created in step one.



Here are the basic slides you need in your investor deck:

01

Title

02

Intro

03

The problem
Macro story

04

The solution
How your company plans to leverage that story for growth

05

Market size & opportunity

06

Growth catalysts & trends

07

Management team

08

Traction
Achievements up to now

09

Market size & opportunity

10

Strategy

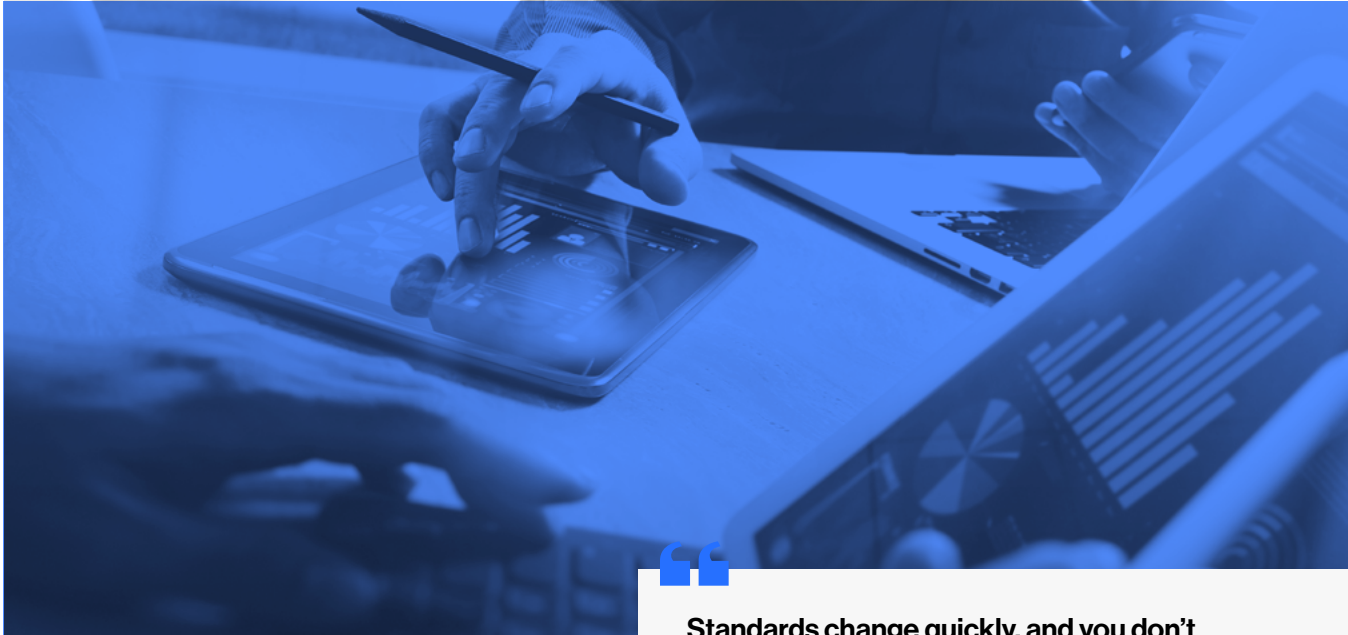
11

Call-to-action



04

Overhaul your website



Your company's website is often the first touchpoint that any prospect will visit when inquiring about your company. There will be hordes of new visitors to your website, so it's vital that you whip it into better shape than ever before.

The first thing to do is to determine whether or not you need a full new website, or if you can get away with just adding an investor relations page to your existing site. If you updated your website fairly recently, it's up to date from a design, web standards, and content perspective, and it satisfies the needs of your company and its visitors, it's probably a solid foundation to simply add an investor page onto with your news releases, share information, and further details. There's no sense in fixing what's not broken.



Standards change quickly, and you don't want to alienate prospective visitors by a counterintuitive user experience or less-than-perfect visual presentation.

However, in our experience at Blender, most times a client is preparing to launch or refresh, they require a totally new platform in order to put their best foot forward as they enter into a new marketplace.

If you look at any part of your site and think it needs a serious update, it's likely that your site overall could benefit from a closer look by professionals, and possibly a full redesign. Standards change quickly, and you don't want to alienate prospective visitors by a counterintuitive user experience or less-than-perfect visual presentation.

Here are a few key elements your IR site needs to have:



Homepage

In essence, the homepage of your IR site is the “storefront” of your company to potential investors. It should look good, and showcase the core of your investment proposition right off the bat.



Intuitive structure

It’s vital that your website has an intuitive structure and sitemap to make it easy for investors to access the information they’re seeking. The easier it is to find information, the better.



Key features

There are a number of sections every IR website should have that are unique to public companies. Really, this is anything a prospective investor would need to know about your company. These include financial reports, stock information, the background of your company and your current projects or initiatives, ESG information, detailed bios on your management team, news releases organized by year and month, contact information, and your investor package and presentation.



Optimized site architecture

The way your site is set up on the backend is almost as important as how it looks to visitors. Everything should load quickly and seamlessly, ensuring that investors don’t get frustrated and leave when they hit a snag.



Security

You may not give much of a thought to cybersecurity if you’re a small-cap company; this is a mistake. DDoS attacks surged over 450 percent year-over-year from 2021 to 2022, with an 8,000 percent increase in average attack duration. Many of these attacks are on small companies that never expected to be targeted.

This is all to say that security has never been more important than it is in 2023. It’s important that you host your site on a platform with best-in-class cybersecurity practices in place, with abundant backups, and plans in place if the worst ever occurs.



Support

Websites are not a one-and-done proposition. Over time, you will need to add content, adjust parts of the site, and maintain compliance as standards change. For this reason, it’s best if you’re partnered with an excellent service team with IR know-how in order to help you do whatever you need with your site. This support team should be available, responsive, and experienced.

05

Find the right partner and *execute*

When you're focused on all the paperwork and filings associated with a company launch, it can be a headache to think about investor engagement, marketing, and your company's online presence.

That's why far in advance, you should partner with an agency dedicated to ensuring the investor-facing parts of your company are at their best, most compelling, and most effective.

Blender Media has been connecting companies with investors online for over 20 years. Across hundreds of IR websites and dozens of successful investor-engagement campaigns, we have built a reputation as an industry-leading

digital IR agency, with some of the deepest wells of experience in the field. We're a full-service operation, built from the ground up with public companies in mind. We can help you create everything you need, including your IR website, branding, investor kit, and much more – then once you launch, we can use our comprehensive investor engagement campaigns to get more eyeballs and market interest on your story.

Blender is here to help you put all of the elements listed above in place so that you can focus on what you do best: executing your company's vision.



Partner with an agency dedicated to ensuring the investor-facing parts of your company are at their best, most compelling, and most effective.

Planning a launch or a company refresh?

Now's the time to think about how you can effectively articulate your company's story to your investors.

GET STARTED TODAY