

Brand **Guidelines**

Last Updated: March 2022

Table of Contents

Visual Identity

Logo

Structure

Details

Core Messaging

Foundation

Personas

Messaging Tools



Visual Identity

PART 00 : LOGO



Logo

We only recommend making a few minor changes to the existing logo. We want to be able to improve on it but maintain the consistency that has been built over time.

The current logo suffers from the same issues the brand does. It's not quite as bold as it should be. The light weight and gray color of the text makes the logo blend in more than stand out.

We are changing the blue color (to match the updated palette) and increasing the weight and color density of the text to help the logo be more impactful.

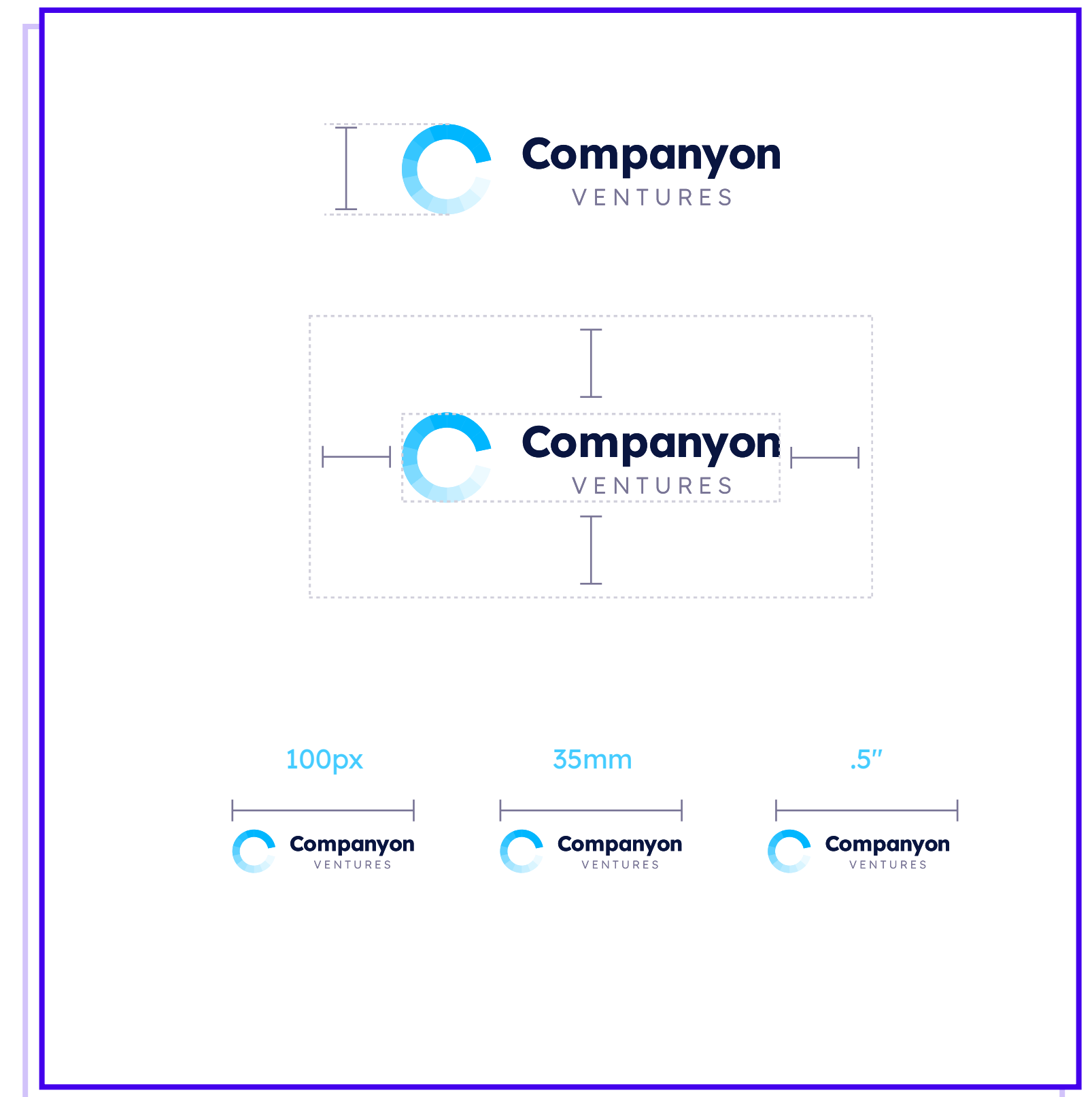


Clear Space & Sizing

When placing content near the logo, we should allow for a necessary amount of clear space around the logo to avoid crowding.

This clear space can be measured by the height of the 'C' element in the logo and positioning it to the top, left, right and bottom of the full logo mark.

In order to maintain legibility, the logo should not be displayed smaller than 100px on digital spaces, 35mm (or .5") on print spaces.



Proper Usage



DO NOT SWAP COLOR



DO NOT DISTORT



NO SOLID COLOR MARK



NO GRADIENTS



DO NOT OUTLINE



NO DROPSHADOWS



DO NOT EDIT MARK



AVOID LOW RESOLUTIONS



Visual Identity

PART 01 : UNDERLYING STRUCTURE



Colors

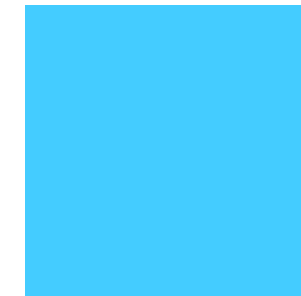
The color palette is limited, but the colors we do have are very effective.

The primary blue is the 'Bold Blue', and it is bold. When working with a simple color palette it is important to have colors that are versatile. The Bold Blue is able to provide attention-grabbing visuals, but also can be used for fine details and outlining and is even legible as body copy.

The Formal and Bright Blues are supporting blues along with the Mid, Light and Dark Grays.

Additionally, for use in forms and other applications, we have a series of UI colors that can be used for errors, warnings, and success messages so as to not associate the main brand colors with errors or warnings and maintain a consistent user experience.

Blues



Bright
#44CCFF

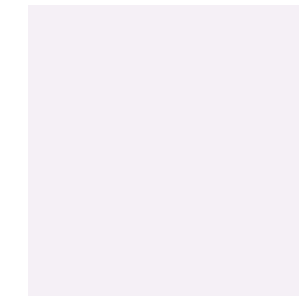


Bold
#4300EC



Formal
#091540

Grays



Light
#F5F0F6

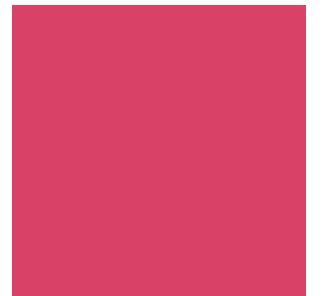


Mid
#AFACCO



Dark
#797596

UI



Error
#DA4167



Caution
#F9DC5C



Success
#C2EABD



Typography

The Lexend font family was designed specifically to ‘reduce visual stress and so improve reading performance.’ Much like Lexend supports readers and helps them to explore and grow, Companyon supports the companies it funds.

The font contains solid but still human typefaces that evoke strength and boldness. What is great about Lexend is it’s ability to be highly legible, but also very bold and unique (which is hard to come by in a typeface.)

Lexend was originally designed by Thomas Jockin and produced by Bonnie Shaver-Troup. It is a variable width font which means it is very versatile and can be used for many purposes. It is an open source font and is available for everyone.

Lexend Black

Headlines

Lexend Regular

Body

Lexend Light

Secondary Headlines



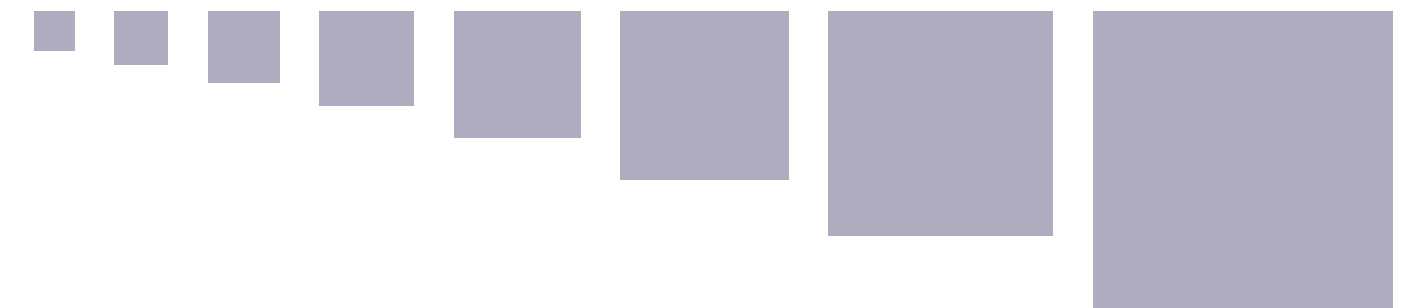
Ratio & Grid

Using a modular typographic and spacing scale makes creating consistent layouts very easy. For Companyon we have chosen to follow the ‘Perfect Fourth’ ratio. To use this ratio, one must start with the base sizing variable (in this case 20) and multiply (or divide) by 1.333 (rounding up to the nearest 10th). This ends up creating a handy sizing rhythm [15, 20, 26.6, 35.5...].

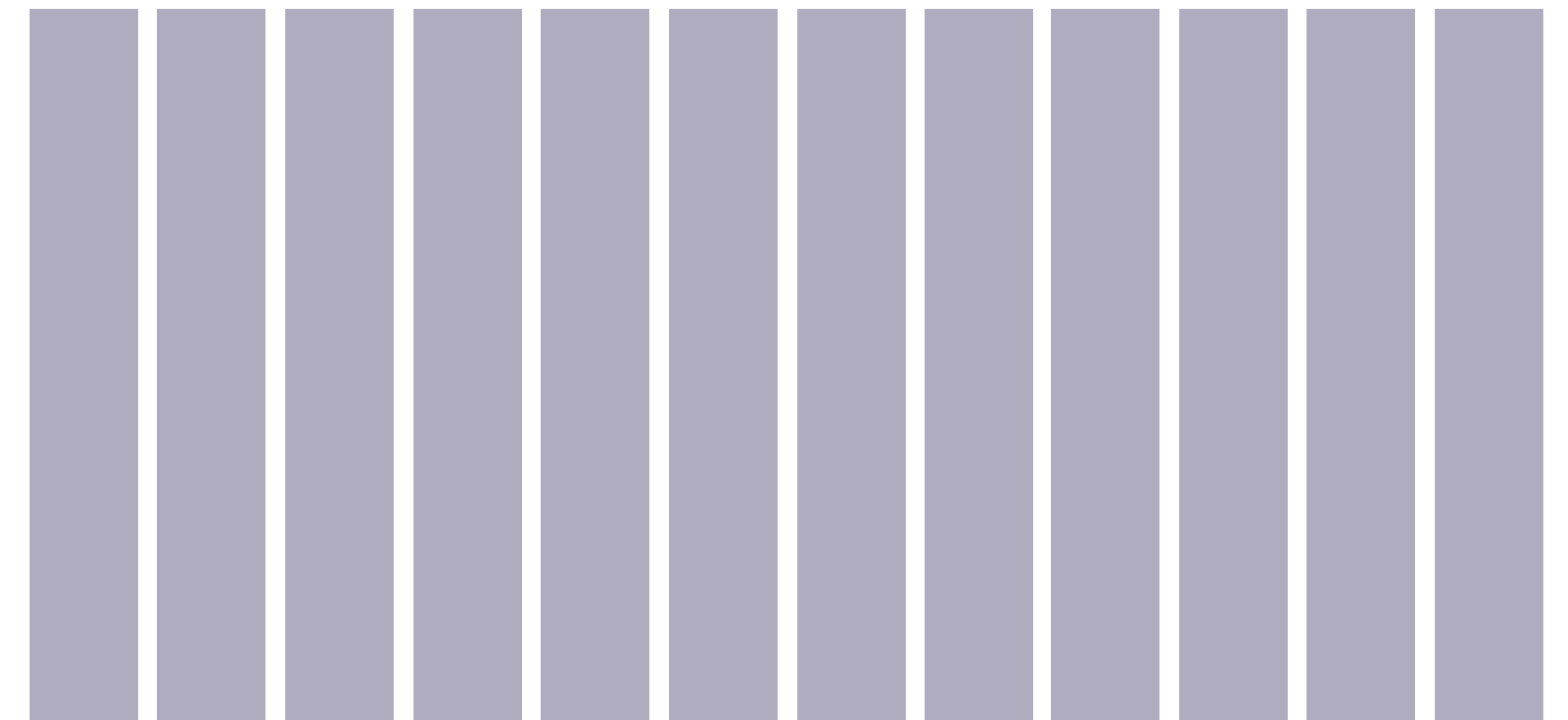
The layouts used in the brand follow a grid structure with 3, 6, 9, or 12 columns. For a tight layout, use the base size for the gutter between columns. For a more airy layout use one scale up (26.6).

Scale

15, 20, 26.7, 35.5, 47.4, 63.2, 84.2, 112.2



Grid



All Together Now...

Our Investment Sweet Spot

We invest in capital-efficient B2B software startups with early product-market fit that are ready to scale.

Secondary Headline, Lexend Light, 63.2/63.2

Headline, Lexend Black, 63.2/63.2

47px space

Body, Lexend Regular, 26.6/35.5



Visual Identity

PART 02 : AESTHETIC DETAILS



Direction

The Companyon brand embodies the scrappy, visionary spirit of so many early tech companies. Companyon is willing to take a chance on startups who are looking to the future, and companies looking for the right partner to help them make it big.

The visual brand for Companyon embodies the pixel-art UIs of the early 90s, when technology as we think of it today was just hitting the big time. It combines this with bold, brash color and a stripped back look that evokes a no-nonsense, get-things-done aesthetic.

Marrying sleek, modern design with nods to retro tech speaks to Companyon's unique ability to get in on the ground floor, so to speak, of technology companies, while being firmly rooted in a future-forward mindset.

Smart
Passionate
Engaging
Curious
Future-forward



Past Informs Future

The 90s were a time of great change, exploration, and discovery in the world of technology. The internet became ubiquitous. The USB was invented. Rather than filling entire rooms, computers were found on desktops across the world. Y2K almost did us in, but at least the 90s went out with a bang.

This brand combines inspiration from late-80s and early-90s technology with the curiosity and rebellion of tech visionaries and underground zines (repopularized in the 90s by riot grrrl), fused together with the guidance of a modern day, minimal design aesthetic.



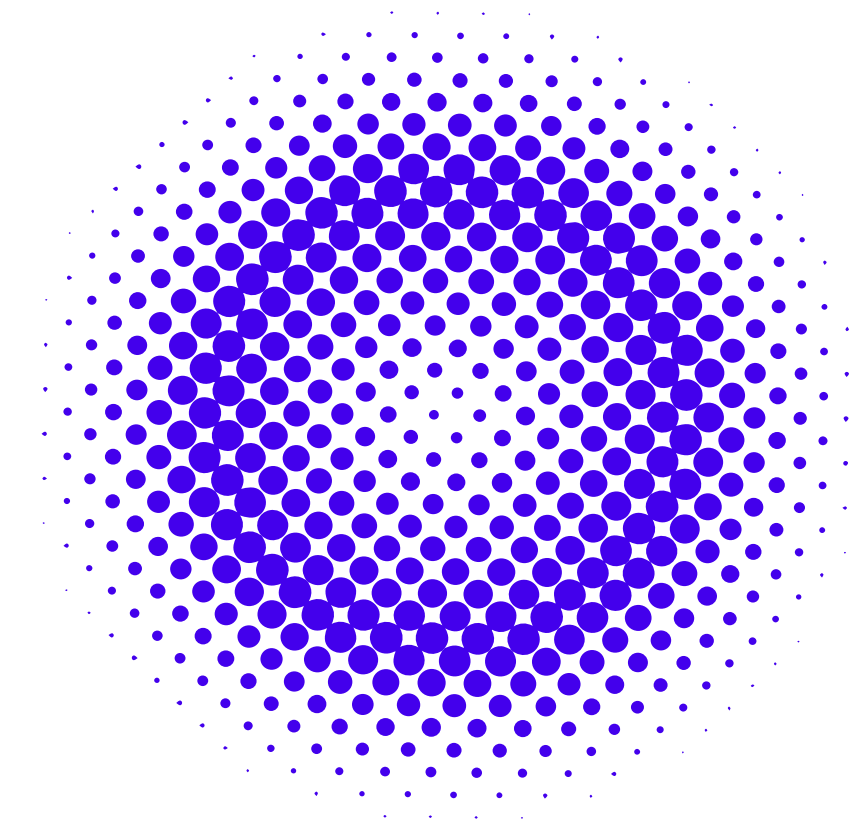
Patterns

Halftone Dither

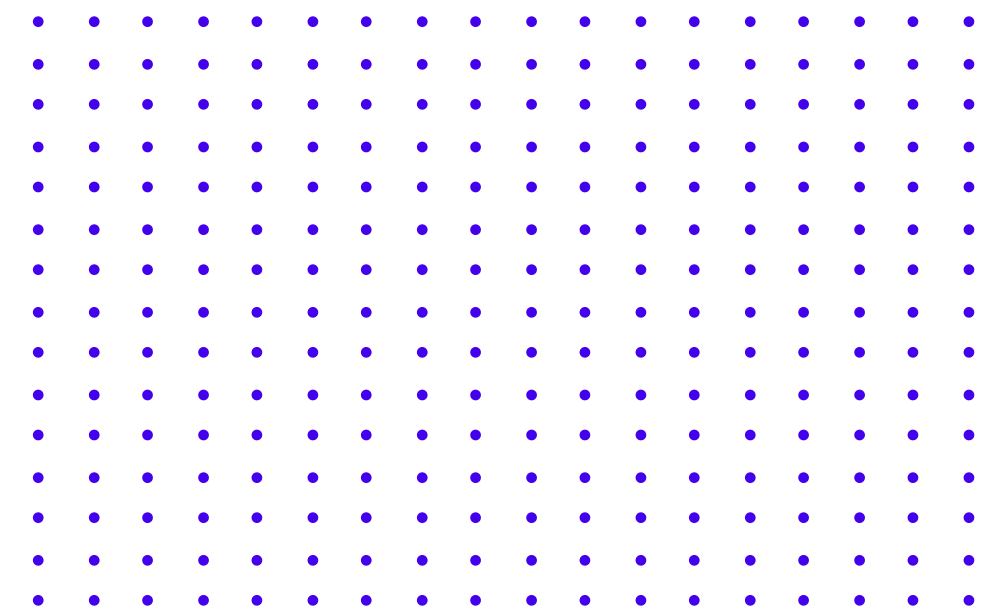
The dither pattern evokes the low-res photocopies commonly found in 90s zines: essentially short-run magazines produced on extremely low budgets by activist and artists to spread the word about their causes. The halftone pattern harkens back to the early, exploratory days of the 90s, evoking the scrappy, make-it-work attitude of zine makers and early tech pioneers.

Dot Matrix

A variation on the halftone. Consider this an extreme close-up of the halftone imagery, showing the individual dots that make up the whole image. The dot matrix works with the halftone as a subtle way of showing how Companion looks at its ventures from both a high-level, strategic view, while also focusing on the details.



Dither



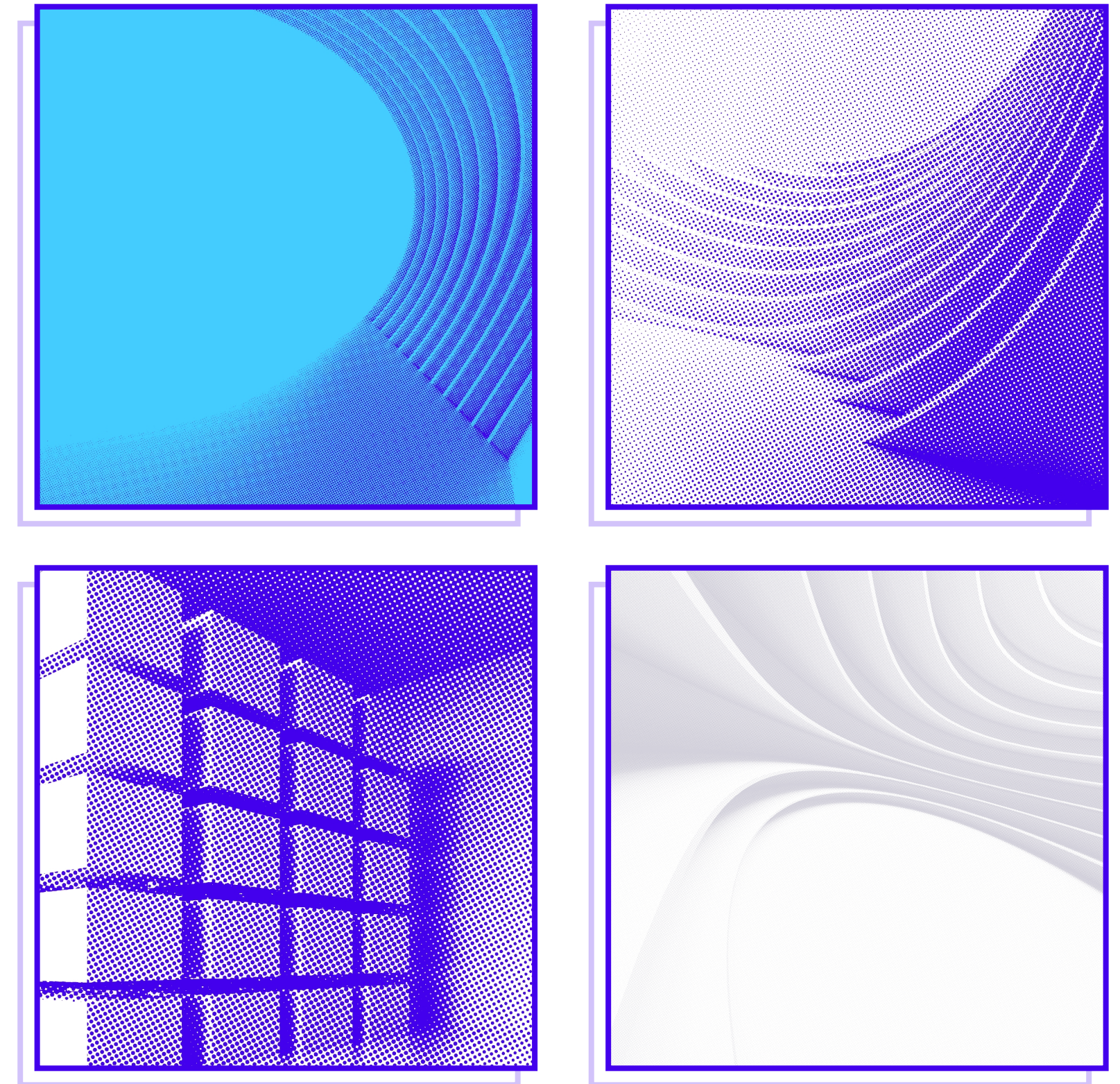
Dots



Expansive & Abstract

Wide, sweeping planes evoke space and motion, bringing added dimensions to the Companyon brand. The imagery feels like the minimal yet compelling architecture we often find in visions of the future. It complements and balances the retro styling of other graphic elements.

A main aspect of the Companyon brand is the utilization of abstract architecture imagery. Though rendered using 3D software, these images represent the modernist and post-modernist architectural miracles of days past. Representing all at once limitless possibilities and something that is grounded in reality. Like Frank Gehry's Disney Concert Hall, it doesn't seem possible, but it's real and it's there.

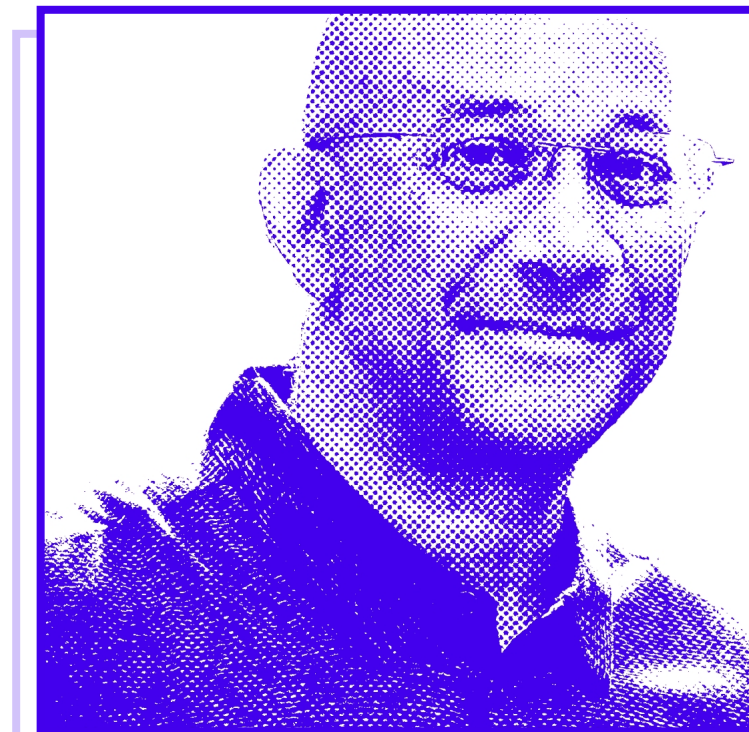


People

Behind every successful company is a person. It sounds obvious, but companies tend to get so large that they become removed from the people who struggled to build them.

The second usage of photography in the Companyon brand is people and just people. Headshots or portraits, these photos are posed and focused primarily on the subject.

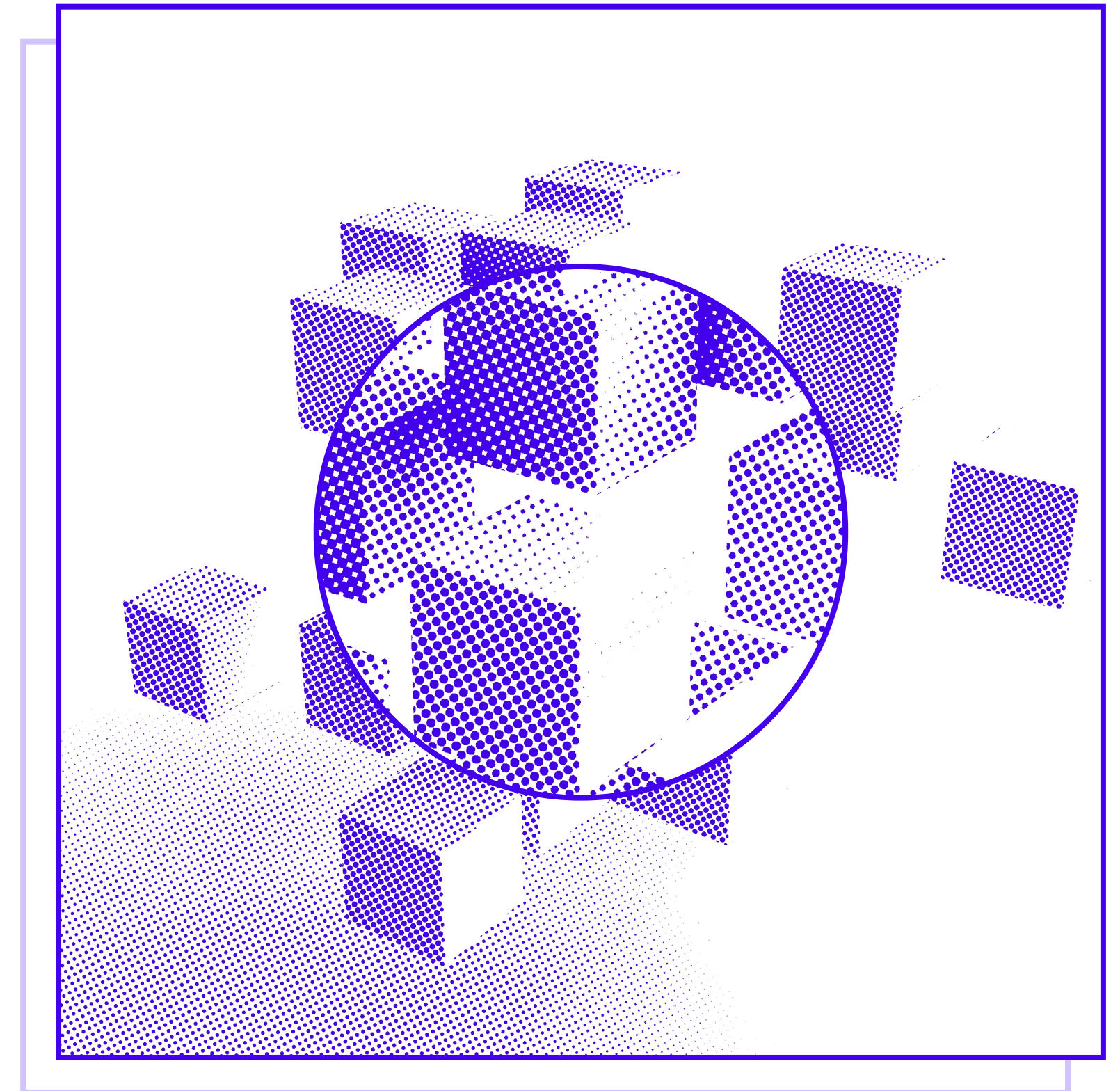
We avoid generic shots of happy people working in offices who are in reality just models. We want to focus only on the founder or the team supporting the founder. Limited backgrounds and props (no background at all if possible.)



Treatment

Dithering is used in computer graphics to create the illusion of color depth in images on systems with a limited color palette. Or used in print to hide adverse effects of blurry images or color depth as well.

The dither/halftone treatment on photos simplifies the images down to just two colors but maintains an important level of depth. It also adds an instant visual interest and overall grit to the imagery, taking something could have been considered boring and making it far more impactful.



Icons

Based on the classic, minimal line icons from Mac OS System 1, these icons are clean but visually interesting. The icons are a look back at how far technology has come, while still supporting the future-forward Companyon brand.



Core Messaging

PART 00 : FOUNDATION



Foundation

In this section, we will be defining the brand pillars. Brand pillars are the touchpoints of your business. It's a combination of who you are and what it is that makes up how people see and experience your brand, but most importantly they provide consistency in all things related to marketing communications including advertising materials like websites or social media pages, as well as communicating with customers through email newsletters (or even direct messages on Twitter).

Pillar 1: Motivation

Pillar 2: Personality

Pillar 3: Relevancy

Pillar 4: Positioning



Motivation

Why do we exist? What do we want to achieve? Why do we want to achieve it?

Companyon exists to help seed-funded B2B software startups create a repeatable, scalable GTM execution that accelerates them to their first \$10M of annual revenue attracting outsized follow on rounds. We want to connect with entrepreneurs who have achieved product-market-fit and are ready to invest in their go-to-market fit. We guide them through the process of transitioning to a scalable company, giving them unusually favorable odds of successful growth, attracting follow-on capital on their terms, and ultimately resulting in an attractive exit.



Personality / Psyche

Also known as ‘brand voice’, personality defines the voice and tone that your brand takes on in its communications.

We’re a team of seasoned and successful B2B software entrepreneurs and operators who believe flawless nuts and bolts execution is the key to successful growth out of the seed stage. Our mantra is “get shit done.” We’re not interested in vanity metrics or building personal brands. We use simple, authentic language and we’re straightforward in our communication. We focus on areas where we know we can make an impact and we don’t waste our time or yours in areas where we can’t.



Personality / Values

We value transparency, authenticity, and simplicity in how we communicate and operate. We strive to build trust and alignment with entrepreneurs, limited partners, and co-investors and pride ourselves on doing the right thing, even in difficult circumstances. Because of our backgrounds and our focus on working day-to-day alongside our founders, we have empathy for the entrepreneur and work hard to earn our position as a trusted partner. We want to act as a force multiplier on visionary and ambitious CEOs, not interfere with their visions, compensate for weak teams, or step in to run companies.



Personality / Verbiage

Key Terms

Go-to-market fit
GTM
Expansion
Accelerant/Accelerate
Extension of your team
Execution

Product-market-fit
Scale
Series A
Post-seed
Capital-efficient
B2B Software
SaaS

Adjectives for Us

Engaged
Hard Working
Straightforward
Authentic
Trusted
Experienced
Proven
Approachable
Focused



Relevancy / Access

Why We Are Relevant, Reason 1

There are thousands of seed VCs and hundreds of Series A VCs. With so many funding sources available, the problem for most companies isn't raising seed capital, it's getting to the next step of predictable, scalable growth with the metrics to prove it. As Series A funds become larger and more selective, the gap between seed and Series A has never been greater. Many companies are caught in that gap, unsure of how to execute on their growth goals to stand out as a top-performing startup to attract the most selective VCs. Companyon exclusively focuses on the Seed to Series A transition to give entrepreneurs the access to the experts and knowledge they need in this unique stage.



Relevancy / Acceleration

Why We Are Relevant, Reason 2

The window of opportunity from seed to Series A can be extremely short for entrepreneurs to reach go-to-market fit and prove that they are a high-growth company. This is top of mind for a founder and often drives feelings of anxiety and insecurity. Companyon's B2B SaaS practitioners discover high-impact opportunities for GTM acceleration and deploy relevant resources and playbooks to execute on them. Founders can quickly reach the velocity necessary for an outsized round further accelerated and de-risked by Companyon's access to a network of relevant Series A investors.

Relevancy / Focus

Why We Are Relevant, Reason 3

Many funds can and will occasionally fund post-seed B2B software startups in a pre-Series A round. But virtually none have an exclusive focus on this stage with the approach and toolkits to guide founders through the difficult transition from product-market-fit to go-to-market fit. This is all we do and we've built a team, community, resources, and playbooks tailored to this stage, purpose-built to address the very unique challenges that accompany it.



Positioning / Engaged

“Hands-on” can mean a lot of things in the VC world, but the term is mostly used by firms who curate advisors, expert networks, ‘how-to’ guides, and templates. Those are all valuable, but you can’t just read about how to execute like the best. You need to do it, and quickly. Finding go-to-market fit requires building a full stack of the right tools, playbooks, and GTM strategy with a team that has the bandwidth and skills who can execute. Companyon’s differentiated approach engages in-the-trenches expert SaaS practitioners who work for CEOs as an extension of the company’s day-to-day team while helping companies hire their long-term GTM leaders. When that execution results in blistering revenue growth with the metrics to prove it, you’ll have a steady-flow of top VCs competing to lead your Series A round.



Positioning / Turnkey Execution

We are a turnkey GTM extension of your team that can show you how to build a lean and mean GTM operation by building it with you. We provide post-seed companies with an expansion team to deliver the experience, tools, and playbooks used in top-performing startups, resulting in repeatable and scalable GTM execution. Many VCs can show you what to do and describe how to do it. We give you a team of experts to put these playbooks into practice inside of your company so you can see firsthand how it all gets done at an elite level. Put our team to work as an accelerant toward your first \$10M in annual revenue in record time.



Positioning / Selective & Focused

We're very selective so we can offer our portfolio companies our full focus and attention. When Companyon invests in your company, you're joining an elite group—we only invest in four to six companies per year. That's why we have the time and attention to tackle the important operational details with you.



Core Messaging

PART 01 : AUDIENCE



Audience

Now, let's talk about our customers. What are their challenges? How does our offering help them meet their needs?

Customer Challenges

Our Outcomes

Personas



Right Capital, Right Time

Challenge 01:

Companies are finding themselves having to seek out additional funding resources after completing a successful seed round before moving on to Series A. Founders get caught between Seed and Series A investment theses, so it's hard to find the right capital at the right time.

Lack of GTM Expertise & Execution

Challenge 02:

Seed to Series A is a short window to go from product-market fit to go-to-market fit. In a company with founder-led GTM, they rarely have the in-house tools, playbooks, and talent to execute on an efficient, scalable, go-to-market strategy to win customers and grow the top line faster than the competition. They need to quickly build the foundation for repeatable and scalable operations to lay the groundwork for explosive growth and long-term success.



Founder-led to Team-led

Challenge 03:

Our founders are fierce visionaries with a strong grasp on their market and a formidable ability to passionately sell their customers and lead their teams. But, to grow they need to build the machinery to successfully transition their founder leadership into a sustainable culture and mantra for growth. Companyon is a trusted partner whose practitioners have gone through that transition and have the experience and the empathy to help an entrepreneur do the same, building a first class team with best-in-class playbooks to deliver on their full potential. Once the transition from founder-led to team-lead GTM is realized, the revenue growth no longer stops when the founder sleeps.

Series A Readiness

Our Outcome 1:

We are exclusively focused on investing in seed-funded companies grooming themselves for their Series A, bringing capital, know-how, and execution resources—right capital, right time.

We take a holistic, hands-on approach to get your company's revenue machinery humming toward your first \$10M in annual revenue through an immersive expansion program building repeatable and scalable GTM execution. When you're on that trajectory, you'll have Series A investors competing to invest in you in no time.



Turnkey Execution

Our Outcome 2:

We help you identify the top opportunities to level-up your GTM game and we offer a turnkey roster of SaaS practitioners to act as a force multiplier on you and your team. Our community of GTM experts work alongside you to deliver output and outcomes, accountable only to you. You'll be confident that your startup is executing as well as the best companies out there.



Team-led GTM

Our Outcome 3:

Once you have the GTM tools and playbooks in place along with the team to drive them, you'll feel a load off your shoulders. You'll have visibility into leading edge indicators to predict revenue and hiring needs long before you're bottlenecked or losing momentum. Most importantly, your time will be freed up to focus on the most important tasks for a CEO, driving your vision, strategy, and attracting top talent to continue fueling your growth.



Personas

To speak in a way that resonates with our prospective investments, we need to understand the humans behind the companies.

We've assembled a pocket-sized dossier on the leaders behind three recent Companyon investments (with a few identifying details changed), designed to highlight the personalities and motivations of each one. This will provide a better understanding of who is holding the reins of these companies, what inspires them to make the business decisions that led them to Companyon, and how to best connect with similar leaders moving forward.



Dayton Kane

Co-Founder & CEO



Dayton is the co-founder of LogicYield, an upcoming leader in the data governance space.

He is an intense and driven leader who gravitates towards thinking out of the box, taking risks, and being visionary and imaginative. He doesn't shy away from the limelight and/or the pressure that comes with being in charge. He's practical and results-oriented—meaning that he's deeply motivated to ensure there is real demand for products and services he's envisioning.

Dayton has spent decades in the information governance and cybersecurity industry in government and Big 6 consulting leadership roles. As such, he's had a broad exposure to cybersecurity and data security solutions and has unique insights regarding gaps in the market.



Dayton Kane

Co-Founder & CEO



Their Challenges

Dayton is a domain expert in data governance and cyber protection, but he's a first-time founder who has never run or worked in a SaaS company before, let alone built one from scratch. He raised seed capital from A-List Seed VCs who helped him find product-market fit, but he hasn't had much coaching in SaaS best practices. He also hasn't personally seen from the inside how SaaS companies execute on product strategy, marketing, or enterprise sales.

His competition is more mature, has raised more venture capital, and has more resources and bigger teams.

Furthermore, data governance isn't a widely recognized or understood market category yet.

Competing in this space is challenging because of the overlap and blurred lines between categories, and the lack of consensus on which categories are the most valid and current. Without that consensus, budgets are often not aligned with vendor positioning.

Category confusion makes it difficult to avoid being shunted off to IT leadership and then even more difficult to convey the business value to IT leaders ("we have software for that like DLP").



Dayton Kane

Co-Founder & CEO



Our Outcomes

Boosted capital with a \$5.0M investment led by Companyon in October 2021. Companyon also led the syndication process for Dayton bringing in 2 other VC firms into the funding round.

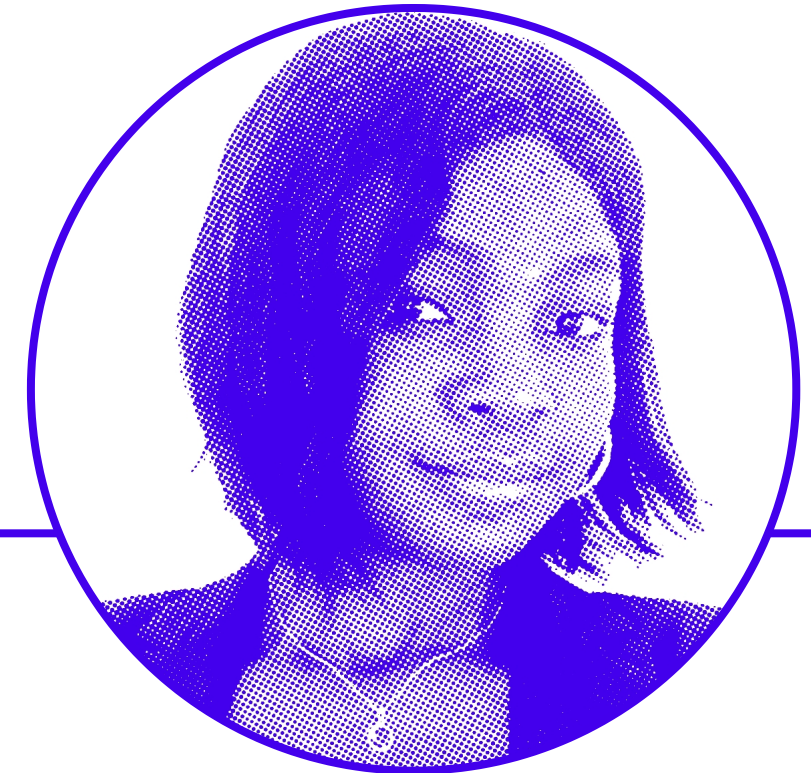
Companyon is helping LogicYield build the foundations of a high-growth SaaS company starting with marketing, demand generation, enterprise selling, and building a customer success playbook.

Working with Companyon and their partners, LY is completing a messaging & positioning overhaul based on the target market, problem space, and value propositions. This will allow them to emerge as a clear leader in an up-and-coming market.



Idaya Sule

Co-Founder & CEO



Idaya is the co-founder (along with partner Ria) and CEO of DataCapita, a best-in-class Revenue Operations automation software.

While a natural-born risk taker, Idaya is careful about formulating strategy and making decisions. She deeply values using data and analytics to guide decision making. She enjoys analyzing problems, understanding things from a systems-view, and identifying and interpreting recurring patterns of events.

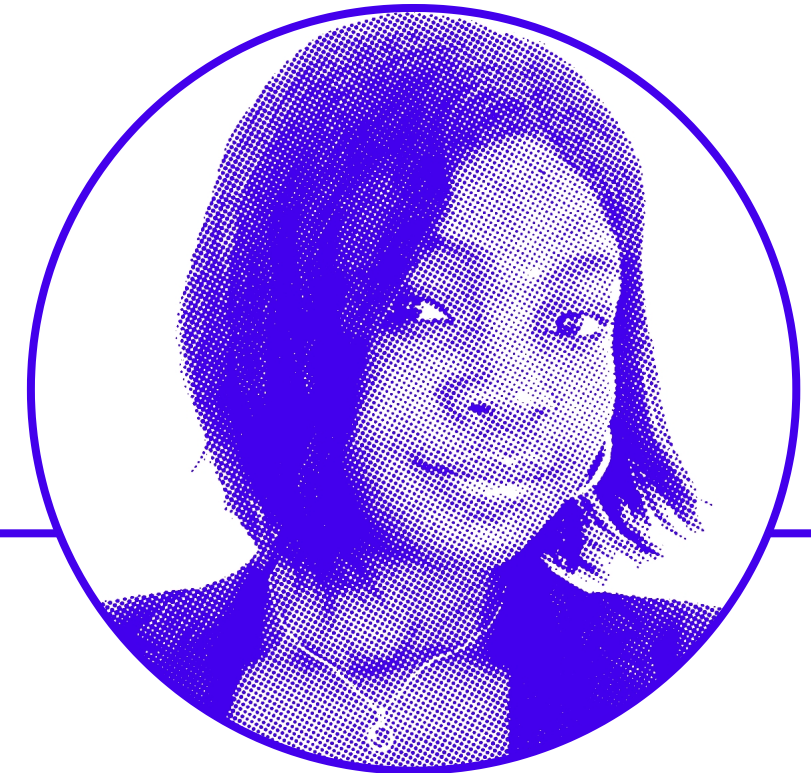
The combination of her entrepreneurial spirit coupled with her desire to be dependable and to plan and reach goals enables her to be a strong executive capable of balancing short-term focus with long term vision and results.

Her vision for the company was born while running sales ops in one of the world's leading enterprise CRM SaaS companies.



Idaya Sule

Co-Founder & CEO



Their Challenges

Customers are deeply entrenched in legacy processes that often involve Excel, dedicated resources, and/or home-grown tools. Changing this ingrained behavior and showing enough value to convince customers to adopt “yet another tool” is a challenge.

While the founders had decades of domain experience, and learned best practices of running a SaaS company from their previous employer, they were inexperienced in building a SaaS startup or a high-performing sales team—at the start of our engagement, there was very little sales and marketing infrastructure in place. Their product was literally the industry’s best-kept secret because of this.

Our Outcomes

Companyon helped DataCapita figure out how to best convey their value prop with thought leadership & targeted content marketing in order to not just create awareness, but also differentiate it from competitors.

Companyon helped facilitate the hiring of new team members to build on DataCapita’s GTM foundation. In addition, Companyon’s David McFarlane stepped in to work closely with Idaya on messaging, positioning, pricing strategy, and hiring processes. Now the leads are flowing in, there’s a disciplined enterprise sales process in place led by their new VP of Sales that one of Companyon’s recruiting partners placed, and they’re off the races.



Aahan Aarya

Co-Founder & CEO



Helpertag delivers a Digital Adoption Platform (DAP) targeted at medium to very large enterprises as well as cloud-based software vendors.

Helpertag is led by Aahan, an experienced founder with over 18 years of software industry experience. Prior to Helpertag, Aahan successfully bootstrapped and grew a boutique technology services company to \$10M annual revenue.

Aahan possesses a strong visionary-oriented CEO profile. He is a socially driven and people-oriented leader who seems to care deeply about serving others, fostering strong teams and caring relationships with others. While a natural-born risk taker, he also values predictability, security, and providing order.



Aahan Aarya

Co-Founder & CEO



Their Challenges

Helpertag's early business model engaged a widespread set of prospects from small ISVs to mid-market to large strategic enterprises in their endeavor to capture any and all revenue. They lacked the tools and playbooks to segment and focus their business on the most capital efficient opportunities with the greatest LTV.

Furthermore, Helpertag was facing significant competition from two larger and heavily funded incumbents, WalkMe and WhatFix. These competitors wield tremendous resources and Helpertag didn't know how to leverage the market momentum they create to disproportionately drive their own business.

With limited funding, Aahan was personally managing product, sales, and marketing executed by a junior GTM team that did not have the enterprise SaaS experience to sustainably and predictably compete. Aahan had no bandwidth to manage growth or transition from a founder-led sales model.



Aahan Aarya

Co-Founder & CEO



Our Outcomes

Through its data-informed analysis, Companyon created a market segmentation and positioning strategy that identified the most profitable segments and the playbooks needed to capture them. Companyon worked with the Helptag team to reposition their brand and redirect their GTM motion to the most profitable enterprise segments, deflecting less profitable prospects to lower cost channels and suppressing their outreach.


Working with Companyon's Operating Partner, venture partners and service providers, Helpertag developed a fleshed-out messaging and positioning strategy, including the creation of target personas, new website assets and an overall collateral upgrade. Companyon instrumented the company's internal systems and built a KPI dashboard that focused the company on measuring the leading-edge indicators for growth. Companyon helped make key hires that grew the sales team from two offshore AEs to a team of twenty experienced professional in less than six months.

ARR tripled, ARR YoY growth rate tripled and Helpertag secured an outsized Series A in less than 8 months with a 4.7x step up in valuation.



Hyperbole Ventures

Seed VC Firm



HV


Hyperbole Ventures is a hot seed venture capital firm run by partners who sold their Silicon Valley startups to Google.

They're very well-known desirable seed VCs with a vast network of 'celebrity' venture partners who are CxOs of some of the most widely recognizable startups in the country. They invest in visionary founders attacking ambitious problems in big markets.



Hyperbole Ventures

Seed VC Firm



HV

Their Challenges

Many of HV's founders are tech visionaries who have benefited from their brand association with HV. They've connected their founders with their network of advisors who help them with customer intros to win those early deals and help with general advice.

However HV invests in 30-40 startups each year. A few take off quickly and go on to raise subsequent rounds of financing, but most have a few years of tuning their product offering and messaging before reaching early product market fit. The portfolio companies who find early product market fit go out to raise Series A capital and are often told by those VCs that the company is early and they need more evidence of sustained growth.


As a result, many of their portfolio companies are seeking bridge financing or have to linger in slow growth mode while build the evidence and track record to attract follow-on capital.

HV loves the founding team and thinks they're on to something big but they aren't yet sure if this a portfolio-making investment so they don't want to shoulder the burden of being the sole major investor. It's their model to invest their pro-rata in subsequent rounds led by follow-on investors, but they don't lead a Series A. They recognize that the company is going to need capital and some hands-on help with their go-to-market execution, but they don't have those capabilities in-house.



Hyperbole Ventures

Seed VC Firm



HV

Their Challenges

Companyon led a post-seed round in HV's portfolio company, CyberScan, a cybersecurity startup that they've backed in 2 seed rounds over 2 years. Companyon's investment in the \$5M round, funded the company enough so it had the funds and the runway to invest in sales marketing expansion.

At the time of investment, the CEO was personally running sales and closing deals while supervising a junior marketing person, and managing finances and payroll alongside a part-time contract CFO. The company wasn't scaling because the CEO was spread too thin running every aspect of the company's sales, marketing, finance, and product management.

Companyon recognized that the company's messaging was feature and technology-based and focused on the end user instead of their primary buyers who are MSP channel partners. There wasn't an ongoing demand generation program so leads were largely being acquired by hit and miss marketing efforts and word of mouth. In addition, there was no documented sales process and the company's CRM tools weren't being used properly. Lastly, the company's KPI metrics were being driven from a finance / GAAP perspective instead of using leading edge SaaS metrics to benchmark and predict their growth.

Shortly after Companyon's investment and GTM engagement with the company to address the bottlenecks and skill gaps, CyberScan began seeing 20% month over month growth, with a growing pipeline, and steady stream of new channel partners and customers.



Core Messaging

PART 02 : MESSAGING TOOLS



Messaging Tools

We have a collection of quick and easy tools that can be used to either draw directly from or influence messaging moving forward.

Descriptions

The 3 'Why's

Product Presentation



Descriptions (Long)

Company (Long) Description

Companyon Ventures invests in category-leading seed-funded B2B software startups that have found product-market fit and are ready to scale. The firm guides companies down a path to an outsized Series A and their first \$10M in annual revenue through an immersive expansion program resulting in repeatable and scalable go-to-market execution. Companyon's expansion program employs playbooks and tools used by top-performing startups executed by a curated team of B2B SaaS practitioners who work for CEOs to deliver output and outcomes.



Descriptions (Short)

Short (180 Characters)

Funding B2B startups to an outsized Series A and their first \$10M in ARR through an immersive expansion program building repeatable & scalable GTM execution.

Shortest

Funding B2B software startups to an outsized Series A through scalable GTM execution.



The 3 'Why's

This is a tool we will add into the messaging guidelines document. Basically, at a very high level, when selling a product you need to answer 3 questions for the reader:

1. Why a _____? (product type)
2. Why _____? (your company)
3. Why now?

So, to make it easy for folks to write for Companyon moving forward we have put together some stock answers for those questions.

WHY DO YOU NEED A PRE-A EXPANSION ROUND?

The gap between post-seed and Series A is ever-widening. Just reaching early product-market fit and \$1M in ARR isn't enough anymore to attract Series A investors. Investors want to see go-to-market fit with the days of founder-led sales in the rear view mirror. A pre-expansion round enables companies to invest in building that go-to-market infrastructure and know-how turning that founder-led growth into sustainable, repeatable and predictable ARR growth with the metrics that prove it. It adds valuable ARR, de-risks the Series A investment, and significantly boosts your pre-money valuation.



The 3 'Why's

This is a tool we will add into the messaging guidelines document. Basically, at a very high level, when selling a product you need to answer 3 questions for the reader:

1. Why a _____? (product type)
2. Why _____? (your company)
3. Why now?

So, to make it easy for folks to write for Companion moving forward we have put together some stock answers for those questions.

WHY COMPANYON?

Companion isn't like the other guys. We know what it takes to succeed, and we're willing to use our own time and resources to get your business where it needs to be. Our team gets in the trenches with you to help strategize and execute when you need it most. It's why, Companion is one of the only VC firms that partners with clients who are in the \$2-5M fundraising range, to get them over that bump and into the expansion zone.



The 3 'Why's

This is a tool we will add into the messaging guidelines document. Basically, at a very high level, when selling a product you need to answer 3 questions for the reader:

1. Why a _____? (product type)
2. Why _____? (your company)
3. Why now?

So, to make it easy for folks to write for Companion moving forward we have put together some stock answers for those questions.

WHY NOW?

The gap between post-seed and Series A is only getting wider, and isn't likely to stop growing anytime soon—meaning that the clock is ticking for startups in this phase of fundraising. By partnering with Companion now, you can get the ball rolling to meet your goals before the funding chasm widens even further. And because Companion acts as an accelerant into the expansion stage for companies who have found product-market-fit, you'll be able to start scaling, improve execution, and meet your goals faster.



The Expansion Program

Acceleration

Through a battle-tested process, Companyon discovers your highest-impact opportunities for GTM acceleration.

Execution

Our Platform Team of curated B2B SaaS practitioners are ready on day one to exploit those opportunities and deliver high-ROI output and outcomes.

Know-how

Our Venture Partners who bring contacts, industry expertise, and advisory capabilities.



Any Questions?
@email.com